



Operational impact of IMS on Business Roles

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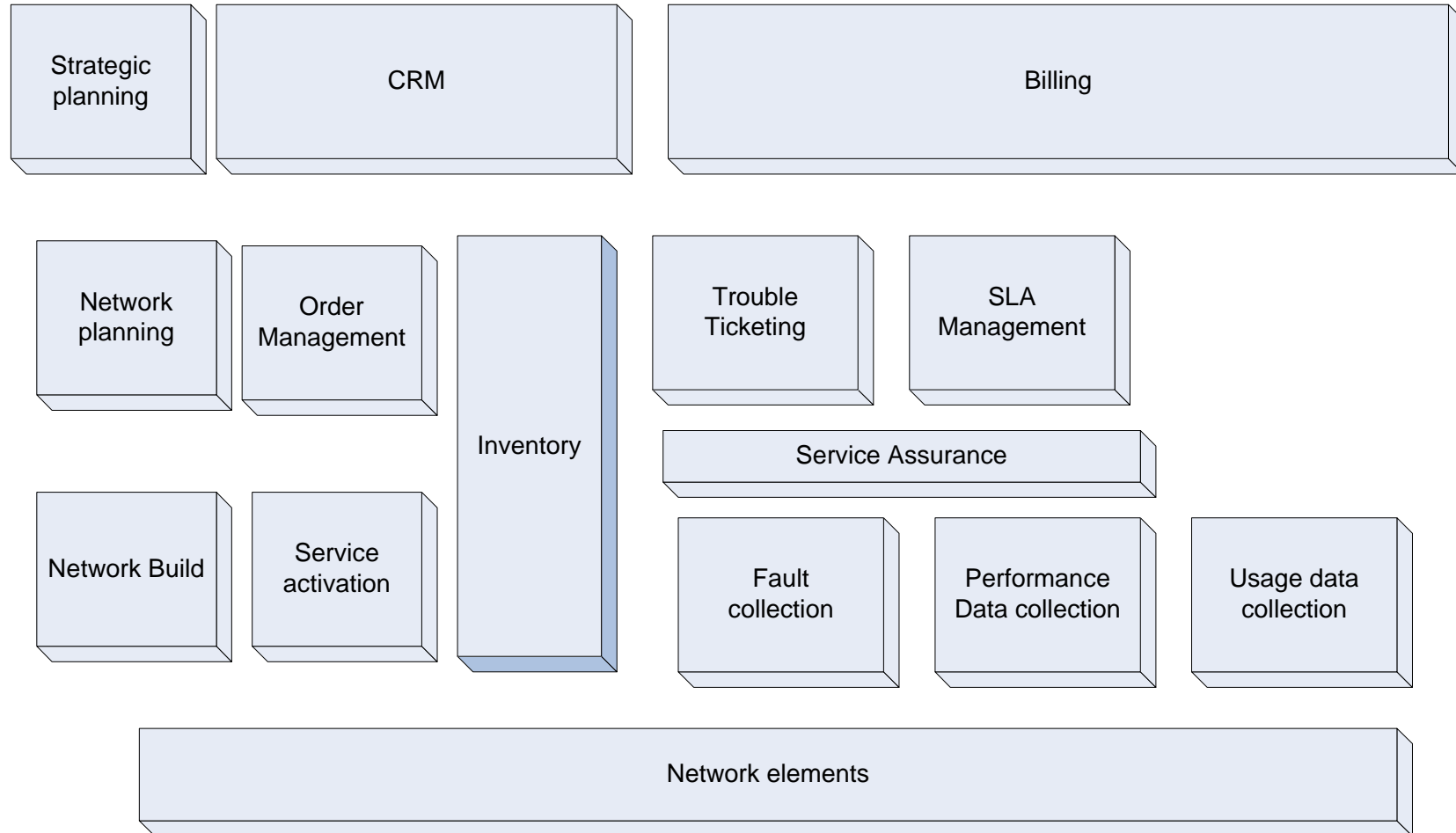


Introduction to IMS

- The opportunities
 - IP Multimedia
 - One end-user device
 - Optimal access method
 - Everything based on converging IP networks
- The IMS layers
 - Billing layer
 - Application layer
 - Core network layer
 - Transport layer



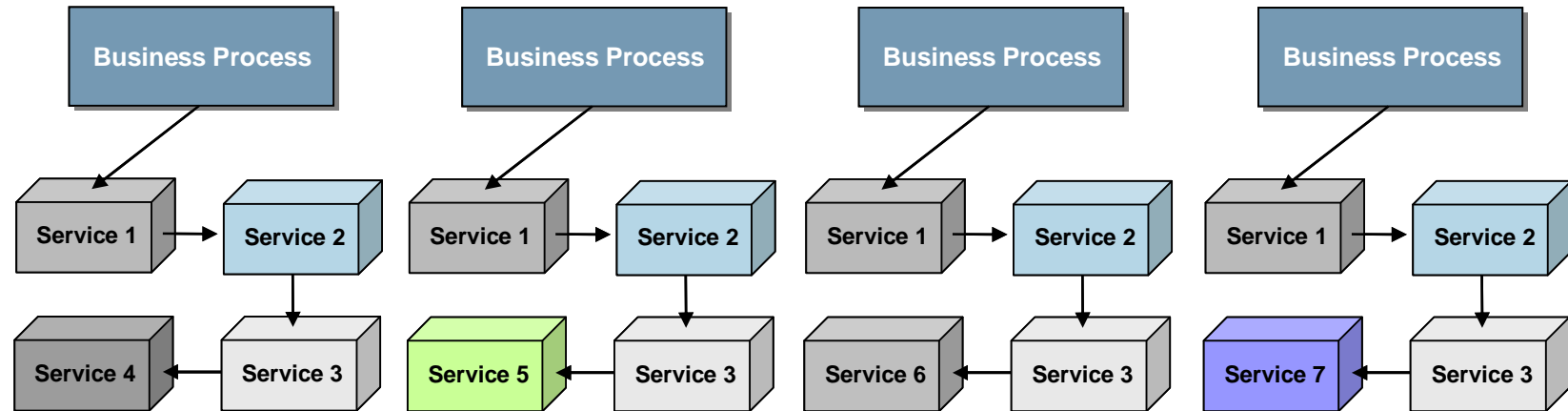
IMS versus existing BSS/OSS





Service Orientation

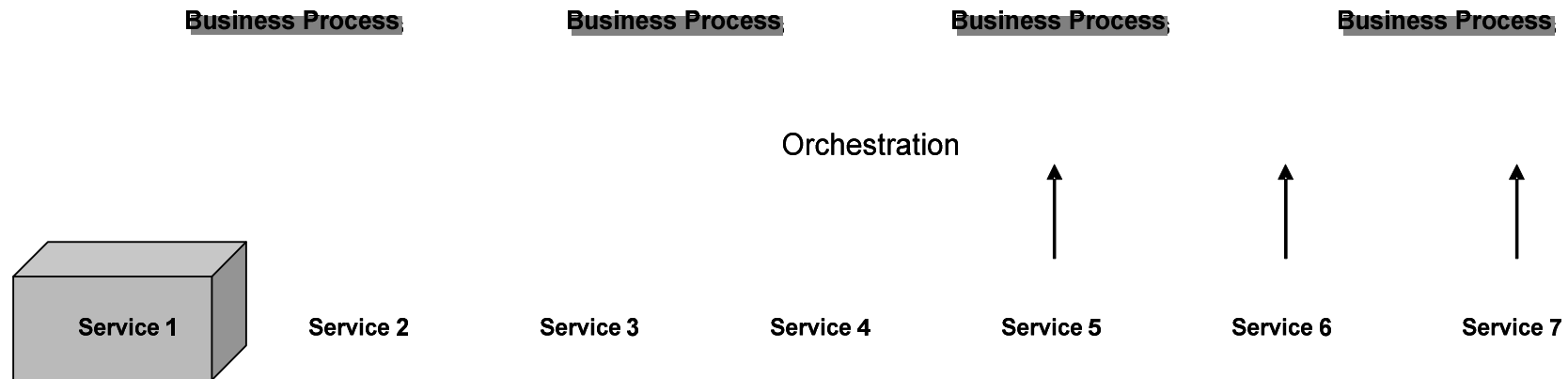
Current State





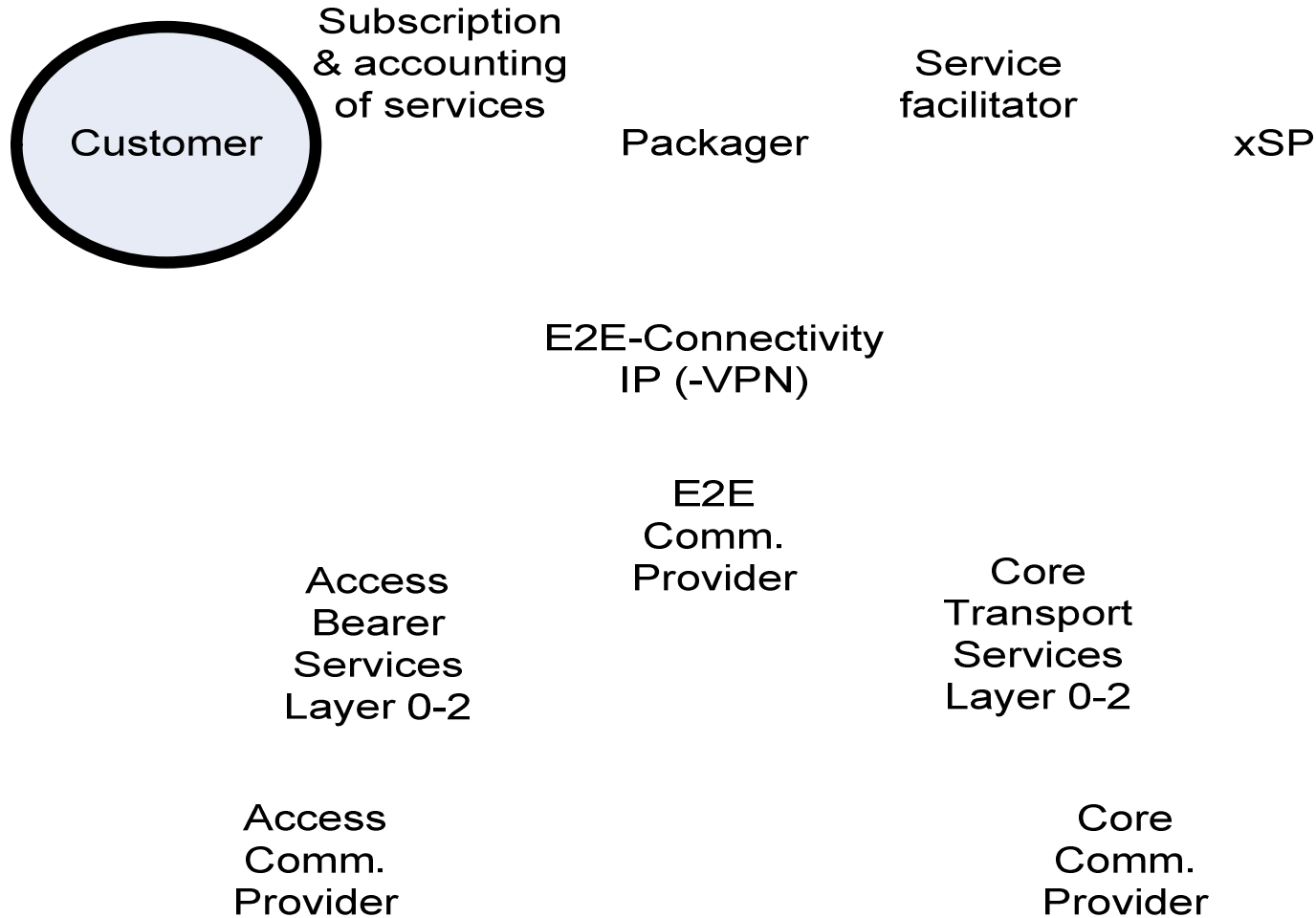
Service Orientation

Service Oriented Architecture





Introduction to BRM



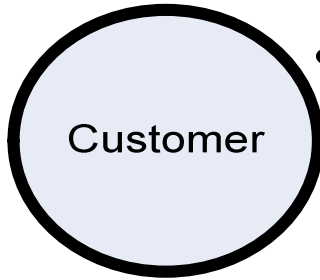


Impact of IMS on Business Roles

- Three cases
 - End user reporting a problem
 - Network element malfunctioning
 - Billing the customer

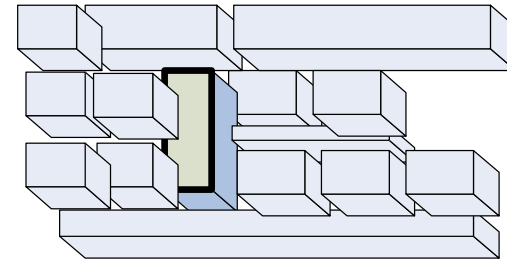
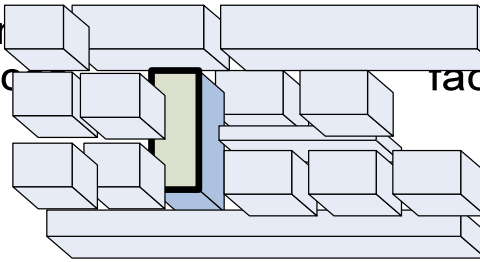


Conclusions



Subscription
& account
of service

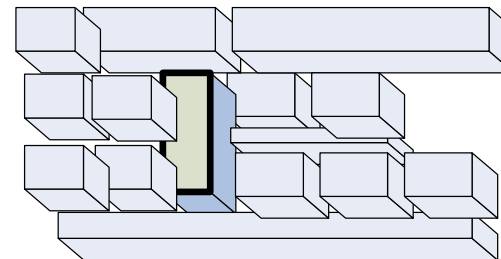
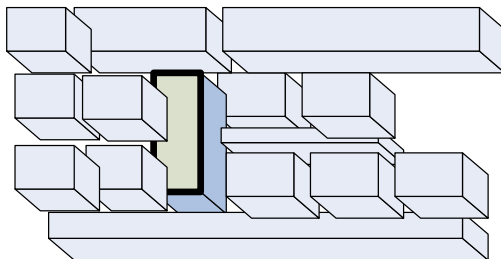
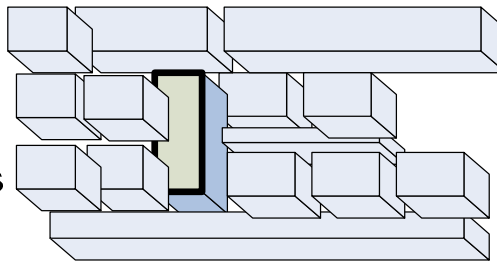
Service
Facilitator



E2E-Connectivity
IP (-VPN)

Access
Bearer
Services
Layer 0-2

Core
Transport
Services
Layer 0-2





Conclusions

- Standard interface or even equipment
- xSP to speed up innovation
- Customers turn to **packagers** to deliver service packages
- Telco's targets: maintaining customer base
- Telco's offering more **packages**
 - Triple Play / Multi Play
 - Fixed / Mobile packages
- Telco's looking to find more access possibilities to bring services to customer
 - Cable
 - WiFi / WiMax
 - ADSL