

Next Generation Intelligent Networks

opportunity

fixed-mobile convergence

profit in the new enterprise landscape



Convergence is inevitable

Every mobile operator needs to look carefully at the fixed line space – for both consumer and enterprise clients. Fixed – mobile convergence is inevitable, and it is absolutely critical to delivering mobile success in this new competitive landscape. Learn how Atos Next Generation Intelligent Networks underpin profitable convergence for mobile operators and MVNOs.

In less than twenty years we have moved from a mobile market which allowed a tiny minority access to limited voice services to one in which any form of digital interaction from any location becomes possible for the majority of the world's population.

In this new landscape of boundless mobility, everybody concerned with the business development and commercial success of mobile communications needs to ask, "How can we create and sustain winning differentiation?".

Convergence will increasingly become a core consideration in the pursuit of profitable new services.

There are opportunities in both the enterprise and consumer markets for both full service mobile operators and for MVNOs. Over the last five years, the consumer market has been the most dynamic and the hungriest for new services. But with consumer ARPU declining, perhaps now it is time for the mobile operator to shift emphasis to the business customer.

Why is the enterprise market so fertile right now?

- ▶ Mobility is becoming a central theme in all sectors, not just in terms of how employees work together, but also in terms of the customer's expectation for access to products and services
- ▶ Continuing economic uncertainty leaves all businesses continually focused on the need to drive out cost and to pursue even greater agility.

From both these perspectives, joined up communications become an operational cornerstone.

Taking the client perspective

There is a logic that says, "Why keep a fixed line at all?" In some cases, people have already made this jump: there are plenty of students and small businesses, for example, who have given up entirely on fixed line numbers.

But for most individuals and enterprises, there is still a recognized need for both fixed and mobile services: fixed line numbers give us access to locations and institutions, while mobile numbers take us to individuals.

This logic is breaking down, however, in both the experience and perception of fixed and mobile services. Although most business and private consumers perceive fixed and mobile as separate today, this is already being eroded.

Commercial and contractual

Why should I need to manage separate contracts and payment mechanisms, often from separate providers for two versions of what is essentially the same service – personal access to digital voice communications and services?

Function and service

Why do I need to manage and maintain separate versions of the same functions across fixed and mobile? How many times, for example, have you needed to read a number off a mobile screen in order to re-key it in a fixed device?

What and why?

Most consumers and enterprise customers still rely on a mixture of fixed and mobile telecommunications. With a converged fixed and mobile platform, smart mobile operators and MVNOs can offer both in a single, joined-up deal with integrated products and services.

This brings clear benefit to the employee, the enterprise and the provider.

Employee benefits

- ▶ Shared services across devices
- ▶ New Centrex services available on mobiles
- ▶ No restrictions on service combinations.

Enterprise benefits

- ▶ Cost transparency
- ▶ Contract simplicity
- ▶ Business agility and continuity.

Provider benefits

- ▶ Compete directly against fixed line operators (or partner with them)
- ▶ Extend the competitive landscape
- ▶ Rationalize client management platforms
- ▶ Extend and accelerate new product uptake
- ▶ Rationalize infrastructure for multiple markets and segments.

A vision and toolkits

Whether you are developing new enterprise propositions as a full service mobile operator or seeking to open profitable niche enterprise business as a specialist Mobile Virtual Network Operator (MVNO), your success will depend on two factors: a vision and toolkits.

A vision

You have to be obsessive about getting inside the mind of your target customers. With consumer services, you are already used to doing this - crafting propositions for teens and young adults, for families, for parents concerned with cost and security, and so on. You now need to have a vision about what enterprise customers want, and to become equally obsessive about how they behave. To respond to what makes each enterprise customer unique. You need to be able to determine:

- ▶ What will make life easier for procurement professionals?
- ▶ What will raise productivity for different job profiles?
- ▶ Whether the client has already invested in IP-based voice services?
- ▶ Whether fixed-mobile substitution is an option?

One thing is for sure. As the battle to deliver new products for the converged enterprise space heats up, organizations will naturally favor those providers who understand their individual business requirements.

Toolkits

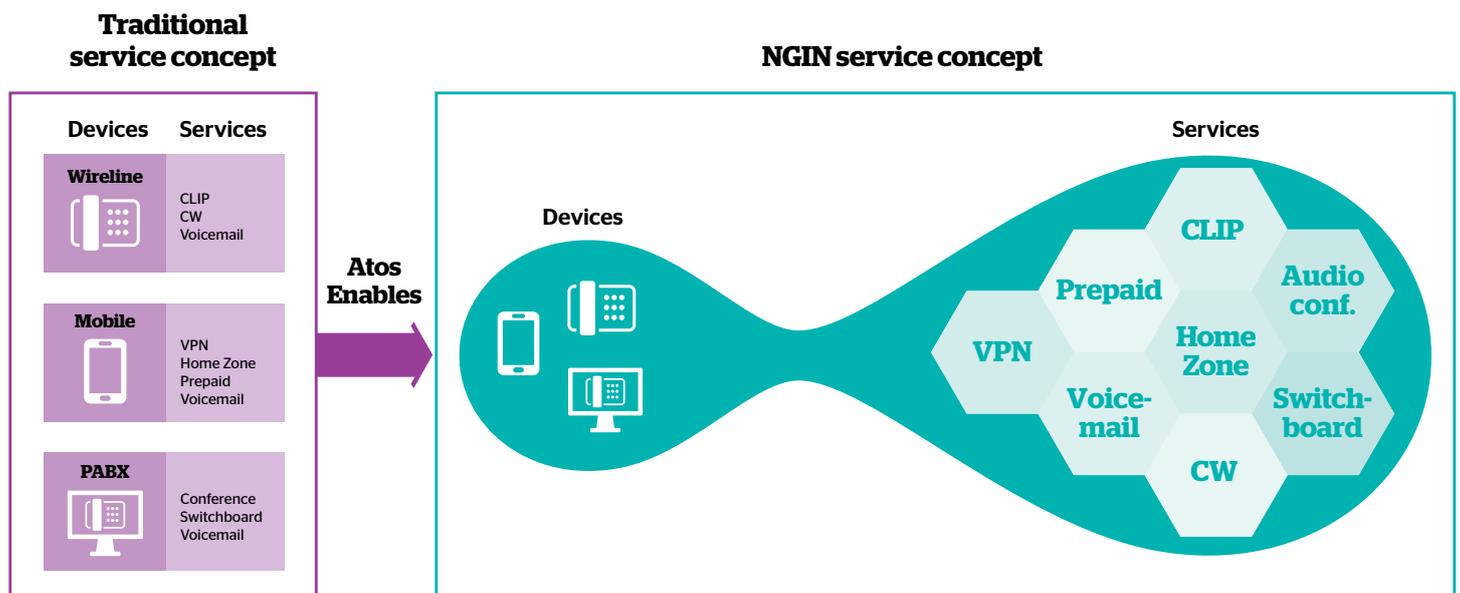
Exceptional customer focus must be supported with a toolkit which enables you to develop and deliver concrete enterprise propositions quickly and efficiently.

You need software and processes which allow you to reconstruct traditional product offers. Until now, you built individual offerings around individual devices: the fixed phone, the IP phone or soft-phone and the mobile device.

You now need to turn this upside down, focusing on the user and service so that the services your clients request can be delivered independently across different devices and platforms.

A new breed of business development and delivery tools and processes becomes a prerequisite as the boundary between fixed and mobile begins to blur:

- ▶ Identical products and services are shared across fixed and mobile platforms. These include address books, message handling and enterprise security implementation
- ▶ Intelligent account handling and tariffing replaces simple billing and service request management. You must be ready to construct highly customized offers for individual enterprise accounts.



NGIN: it didn't exist, so we built it

In delivering solutions and services for our clients, Atos will generally seek to source the best technologies on the open market. There are times, however, when our clients need something which simply does not exist.

When the Atos telecommunications teams first identified the business benefits of decoupling service and platform for both fixed and mobile services, our initial reaction was to identify an enabling product.

Although there were options focused on fixed line services, and products focused on mobile services - there was nothing which combined both.

We brought together the best brains in our company and the result of their efforts is the Atos Next Generation Intelligent Network platform - NGIN.

NGIN in brief

Atos NGIN comprises two complementary core elements:

Full service catalogue

This is a completely modular set of 'ready-to-go' convergent services for the enterprise market. By embedding our NGIN catalogue as part of your own enterprise proposition, you can fast-track the adoption of convergence for your enterprise clients.

Because the catalogue is 'ready-to-go' you can compete directly in the enterprise fixed line and mobile space without the cost or the risk of lengthy development.

The delivery platform

The Atos platform, based on Telco-grade middleware, is convergent by design, and spans PSTN, IP and mobile networks. Because we enable the telco to deliver the full NGIN catalogue 'as a service', the enterprise requires zero capital investment in either network or hosting capability.

In other words, NGIN allows mobile operators and MVNOs to deliver converged services as a cloud proposition - shared, public or private according to the telco's business strategy and the preference and requirements of the individual enterprise customer.

NGIN service catalogue

<p>VPN & trunking</p> <ul style="list-style-type: none"> Mobile Support VPN roaming features SIP support PBX trunking Advanced PBX integr. Private numbering plan Closed user groups Restriction management Preferential charging Favorites Partner - VPN Private calls calendar Company cost control Office zone International VPN ... 	<p>Personal centrex</p> <ul style="list-style-type: none"> Incoming call display Manager - assistant End user ICS Absence feature Ring back when free 	<p>Front office</p> <ul style="list-style-type: none"> Switchboard operator Auto-attendant 	<p>Ms lync integration</p> <ul style="list-style-type: none"> MS Lync endpoints Lync converged users
	<p>Group centrex</p> <ul style="list-style-type: none"> Hunting chain Hunt group Call queuing Group CLI Group call pick-up 	<p>Unified comms</p> <ul style="list-style-type: none"> Converged user Call toggle Click-to-dial Follow-me PC toolbars Communicator Audio conferencing Presence enabler 	<p>Presence Enabler</p> <ul style="list-style-type: none"> Mobile call status SIP call status
			<p>Add-on in</p> <ul style="list-style-type: none"> Home zone Local diversion roaming Prepaid IN front-end Multi-SIM
<p>Horizontal features</p> <ul style="list-style-type: none"> CDR generation Web services API On-line charging integration GUI on mobile Feature access codes Common address book Music repository 		<p>IP line services</p> <ul style="list-style-type: none"> CLIR / CLIP CF, CW, CH, CT, CB Restrictions (ODBs) Error code handling Emergency calls VoIP with mobile backup Malicious call identification Long call handling Call limiter Missed call advisor Distinctive ringing 	



Service	Summary
VPN & Trunking	Delivers company-wide group features, special tariffs, short code usage, restriction management, and PABX trunking.
IP Line Services	Provides SIP phone support for VPN services.
Personal Centrex	Gives every business user personal Centrex services on all devices, mobile, fixed and IP.
Group Centrex	Enable group hunting features for all devices.
Front Office	Enables receptionists to handle all incoming calls to the company header number, making virtualized switchboards viable and effective.
Unified Communications	Mail, voice and messaging must come together as a managed whole in any productive enterprise.
Microsoft Lync™ Integration	Incorporates Lync™ extensions into the mobile phone service, allowing users to have a unified experience across mobile devices and Lync clients.
Presence Enabler	Harmonizes presence status across all devices for convergent users.
Add-On IN	Replace existing IN services which are not compatible with NGIN or rich service sets.
Horizontal Features	Common feature framework. Covers corporate directory, unification of USSD and dial tones, and network integration.

Proven and independent

The Atos NGIN proposition is mature, comprehensive and proven. Its provenance is interesting and invites confidence. Rather than being purely a product of labs and developers, our NGIN catalogue and delivery platform have been developed over an extended period to allow one of Europe's leading mobile operators to establish its own convergence platform.

In eight full scale engagements across Europe to date, Atos NGIN has been chosen as the foundation for innovative enterprise offers in which the core proposition is that for any forward-thinking business, the traditional divide between fixed and mobile workplaces must cease to exist.

The Atos investment in NGIN has resulted in a complete product suite, ready for trial and adoption by any mobile operator or MVNO keen to explore the opportunities of convergence and cloud with enterprise clients.

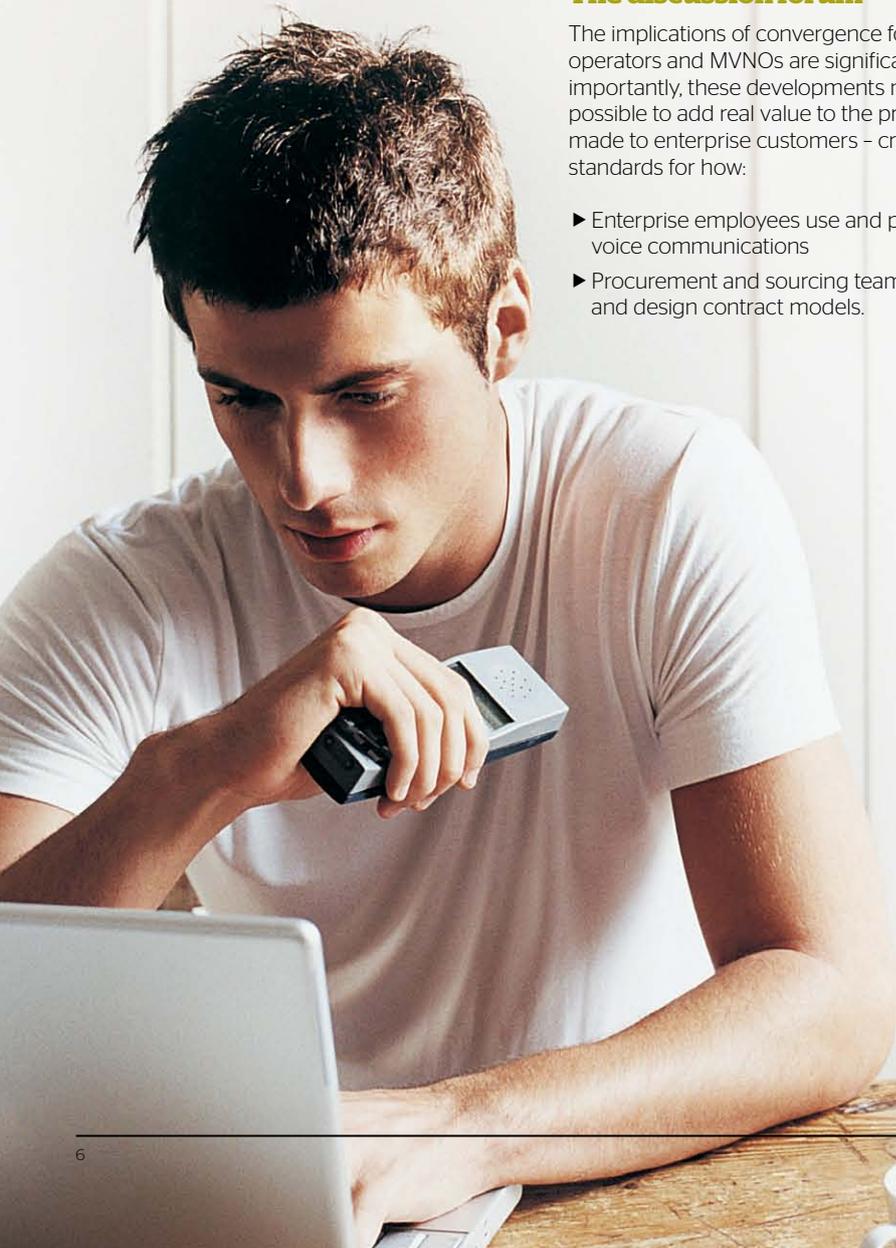
The discussion forum

The implications of convergence for mobile operators and MVNOs are significant. Most importantly, these developments make it possible to add real value to the propositions made to enterprise customers - creating new standards for how:

- ▶ Enterprise employees use and perceive voice communications
- ▶ Procurement and sourcing teams define and design contract models.

This is going to happen in every geographical market and in every sector. For the mobile operator and MVNO, the skill with which these converged services can be tuned to meet the specific requirements of a market segment or enterprise culture will be a real differentiator - and your ability to differentiate will be heavily dependent on the quality of the toolset you employ.

NGIN offers service providers in emerging markets the opportunity to explore new business opportunities immediately. In more developed markets, such as those in Western Europe, a degree of convergence in the enterprise market is already happening.



Extended services

Atos NGIN is packaged as a platform and a product. If desired, you can pay the license and use the product, adding a full catalogue of converged enterprise services to your product portfolio.

But Atos is a tier-one IT services company, and our NGIN proposition is fully backed by an extended range of complementary services.

Consulting and Professional Services	Atos has real depth of knowledge in fixed and mobile telecommunications. Our consultants can help you build the business case and strategy for enterprise convergence in your own offers.
Systems Integration	Your new converged services will complement existing fixed and mobile enterprise portfolios. Our SI teams can take full responsibility for all associated integration with existing business systems.
Managed Services	Your NGIN adoption can be offered as a fully managed service, making sure that all developments and upgrades are smoothly and transparently activated.
Hi-Tech Transactional Services	Atos is Europe's leading provider of outsourced transaction and payment services through our specialist Atos Worldline unit. You can entrust us with all transaction services, including billing and CRM.

Next steps

Atos NGIN is the result of over seven years' business and technology development. We believe that it is the only offer on the market which combines a full converged enterprise service catalogue with a complete delivery platform, all focused on the mobile operator's business.

All enterprise customers are becoming aware of the cost and productivity benefits of fixed-mobile convergence, and we believe that over the next 18 months, this activity will flip into the mainstream.

Available immediately as a service, NGIN is cloud-ready and can be adopted incrementally without capital expenditure.

Talk to us about how best you can be prepared.

Be ready to profit from opportunity.

Your business technologists.

Powering progress.

About Atos

Atos is an international information technology services company with annual 2010 pro forma revenues of EUR 8.6 billion and 74,000 employees in 42 countries. Serving a global client base, it delivers hi-tech transactional services, consulting and technology services, systems integration and managed services. With its deep technology expertise and industry knowledge, it works with clients across the following market sectors: Manufacturing, Retail, Services; Public, Health & Transport; Financial Services; Telecoms, Media & Technology; Energy & Utilities.

Atos is focused on business technology that powers progress and helps organizations to create their firm of the future. It is the Worldwide Information Technology Partner for the Olympic Games and is quoted on the Paris Eurolist Market. Atos operates under the brands Atos, Atos Consulting and Technology Services, Atos Worldline and Atos Worldgrid. For more information, visit: atos.net

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