Convergent Service Delivery Platforms and Service Orchestration

Covergence Media&Networks
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Agenda

1. Understanding Triple Play Demand
2. Challenges to Triple Play Delivery
3. Turning Challenges into Opportunities
4. Your Partner for Transformation

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1 Understanding Triple Play Demand

Shifts in User Expectation for Triple Play and Competitive Environments

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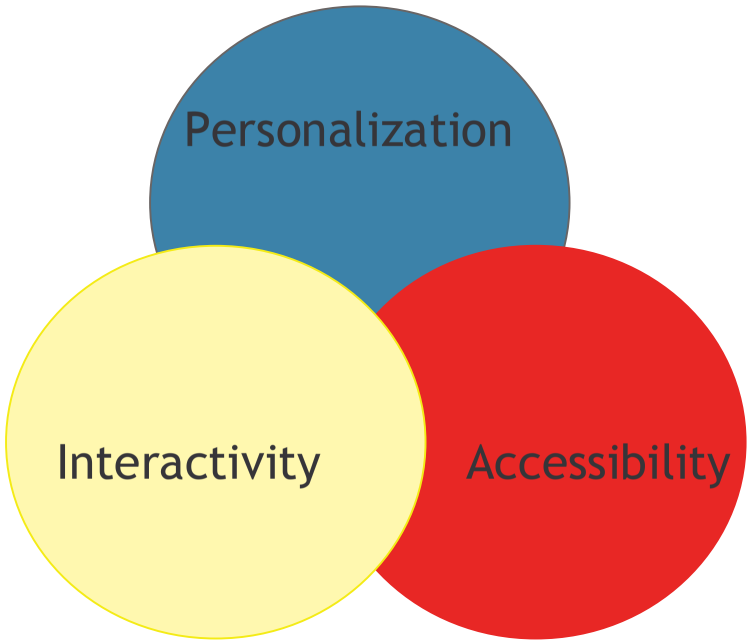
Demand Drivers for Services

Personalization
"Primetime" shifts to "My Time"
Consumers become producers
Device proliferation breeds fragmentation

Interactivity
Permission marketing invades television
Voice, video and data finally collide
Can you "see" me now?

Accessibility
Placeshifting becomes commonplace
Mobile phone becomes remote control
Managing "Always on" without being always accessible



Source: Alcatel Focus Group Research

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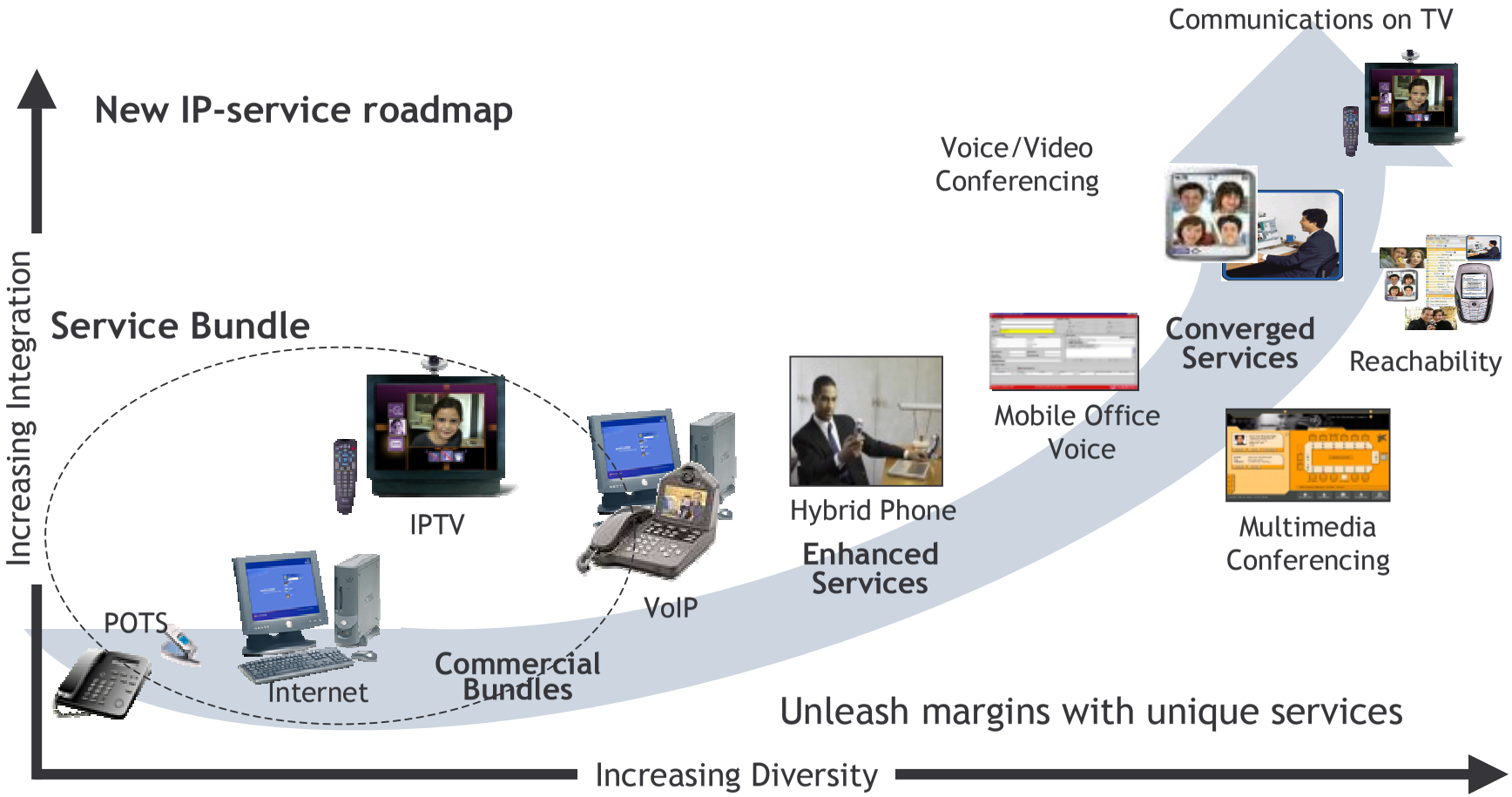
The Emerging Market Opportunity:

From Diversity to Convergence



Slovakia — IMS-ready Class 5

US — Triple Play bundle

United Kingdom — Residential and enterprise VoIP

France — Reachability pilot

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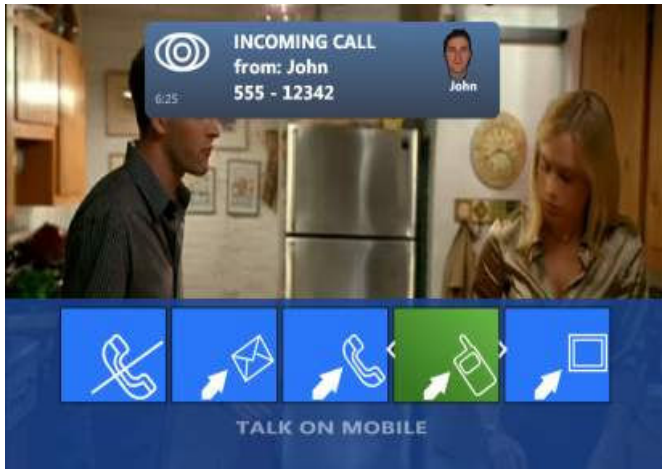
Leverage the Excitement and Diversity Drive

Rich multimedia



TV as Part of communication mix

Extend communication to TV
Richer telephony on the TV screen
Keep watching your TV program

Mobile Instant Messaging

Extend PC IM to mobile handsets
Richer communication beyond voice
Always reachable by your buddies

Wider reach

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Leverage the Comfort and Simplicity Drive

Subscriber control

One phone, one number, one bill

Increase productivity and reachability
Cost-optimized routing
Same environment wherever you are e.g. PBX

Guaranteed QoS Multi-Service Delivery

Video voice and data policy management
Smooth combined service delivery e.g. conversation on TV
Smooth multi-terminal service delivery e.g. dad's and son's simultaneous access

Seamless experience

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2 Challenges to Triple Play Delivery

Network and Service Delivery Requires Best-In-Class Networking, Rapid Service Creation and Easy Integration

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Network Expectations Need to Be Met

Example: How a Gamer Judges a Connection

Source: Screen shot from Sony Online Entertainment's EverQuest MMORPG

Even for high-speed Internet, the end users' network expectations are becoming increasingly high

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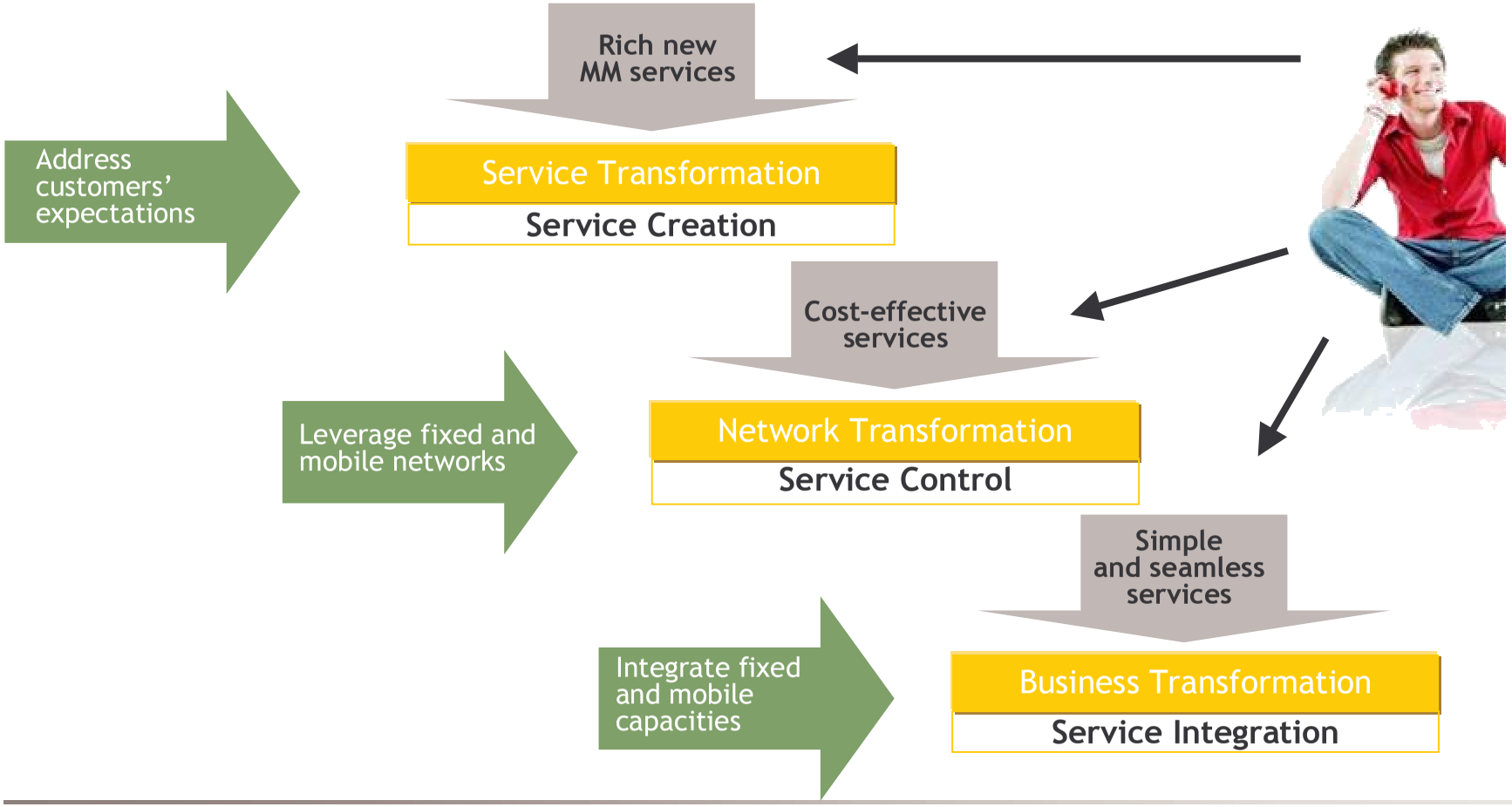
The New Competitive Opportunity:

Service Creation, Control and Integration

Combined service providers need to leverage **service creation** and **control** to optimize innovation and quickly deliver value-added services, smoothly migrated via **service integration**



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3 Turning Challenges into Opportunities

Transform to a Triple Play Architecture Delivering Next Generation Blended Services… Today

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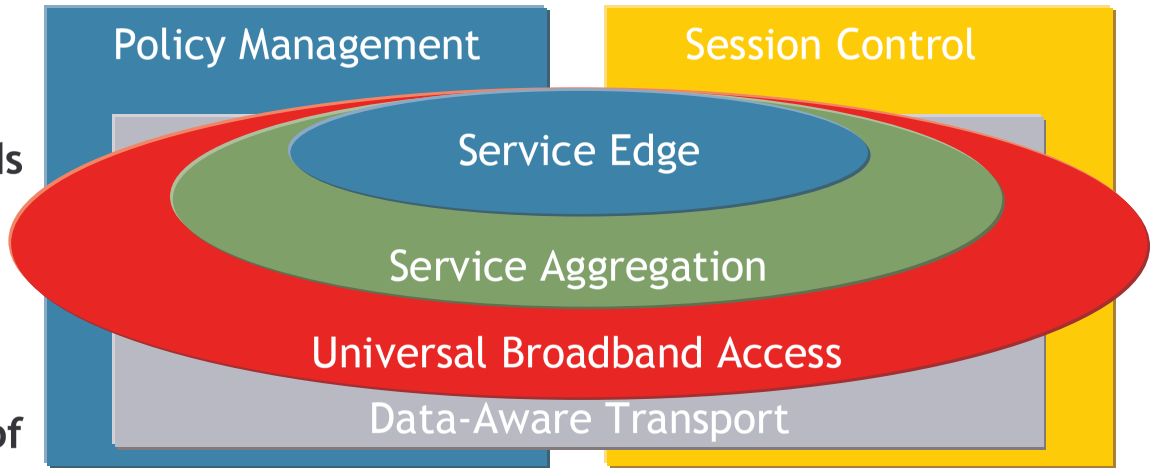
Attributes of a Successful Network Transformation

End-to-End IP Quality of Service

Utilization of Flexible Platforms that Address Changing Needs



Resilient, Non-Stop IP Infrastructure

Optimization of Last Mile and Spectrum Usage

Unified, Policy-Rich Network for All Services

Managed Bandwidth Scaling over Any Medium

Cost reduction and simplification speeds time-to-market for new bandwidth consuming services

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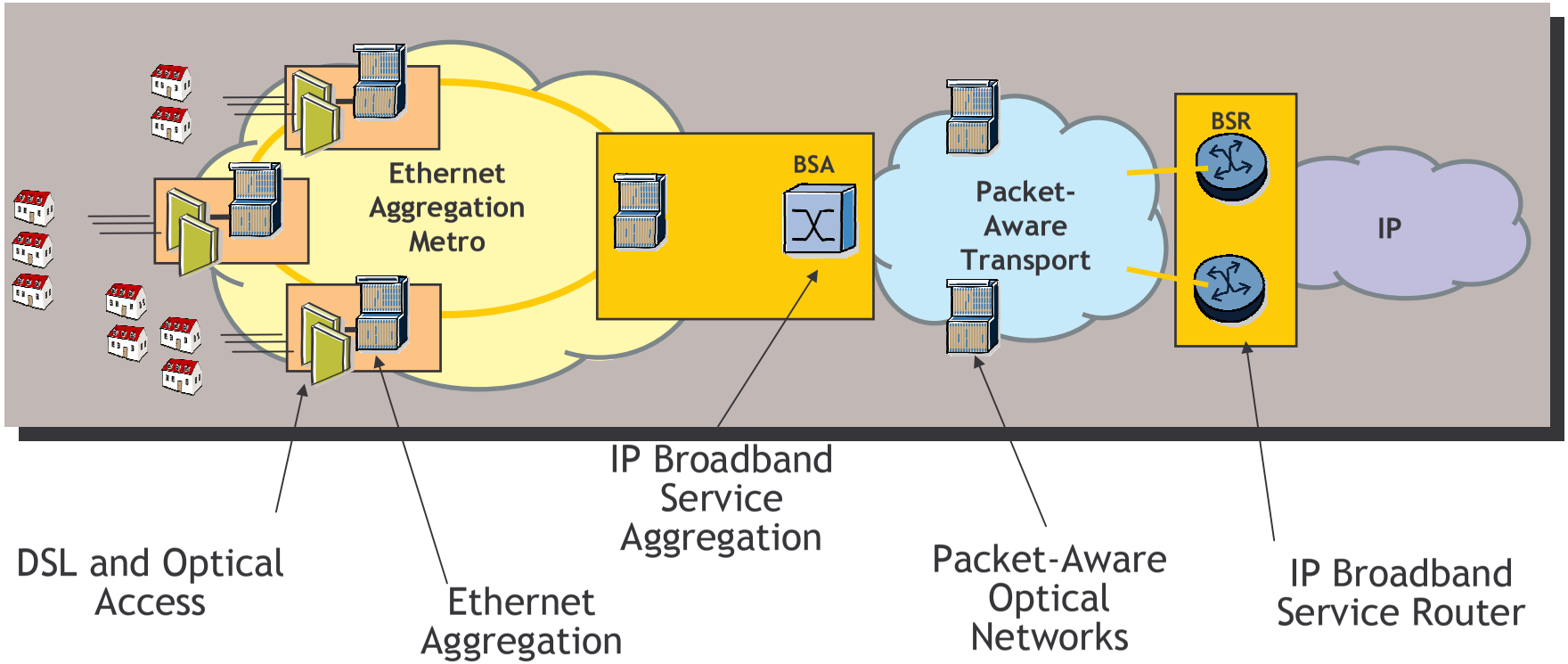
Network Transformation

Industry-Proven End-to-End Design



Built from the ground up for services demanding scalable QoS
industry-proven Triple Play Service Delivery Architecture (TPSDA)

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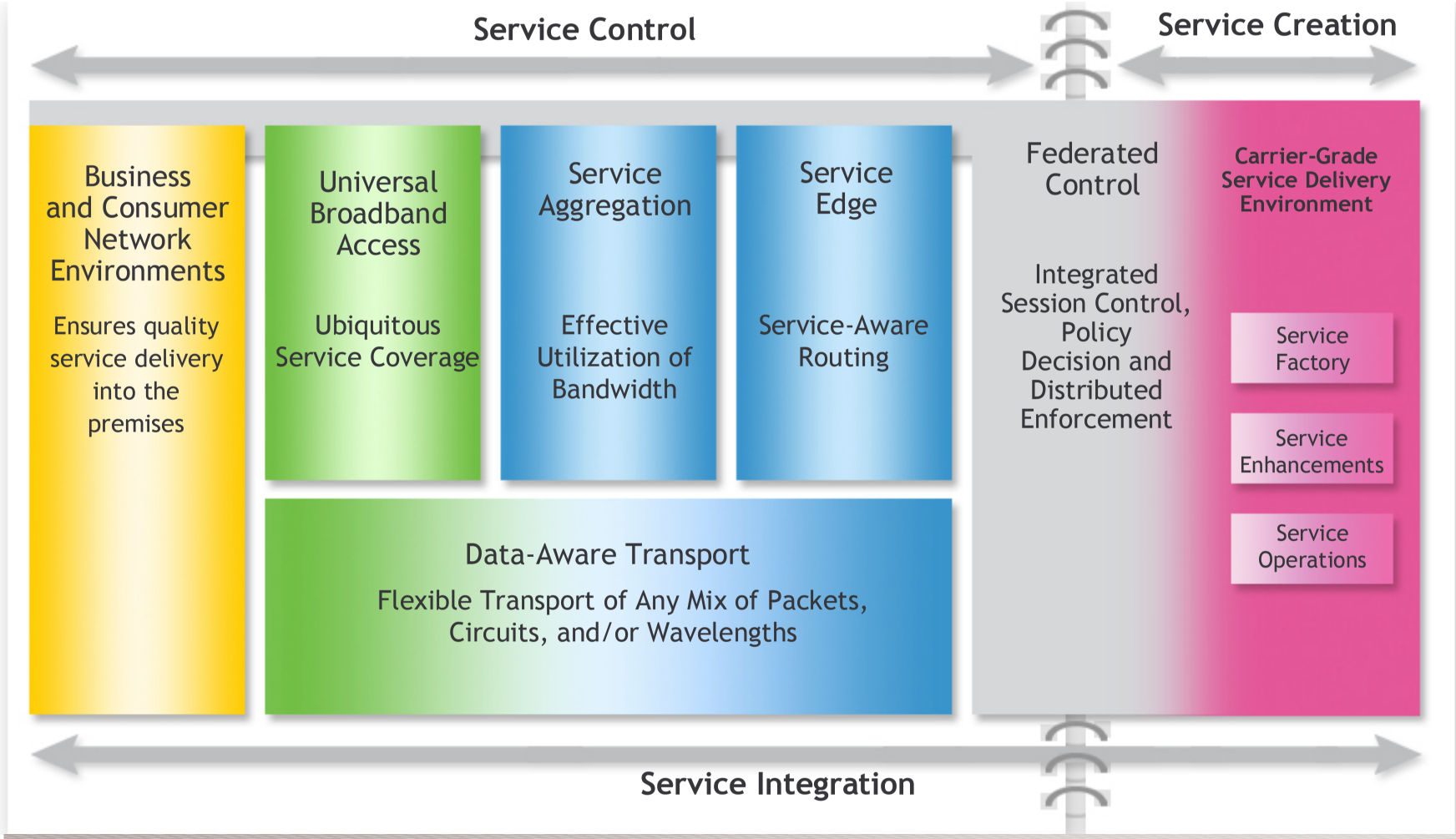
Alcatel-Lucent Acuity Transformation Framework



Linking service creation to service control provides an end-to-end Quality of Experience

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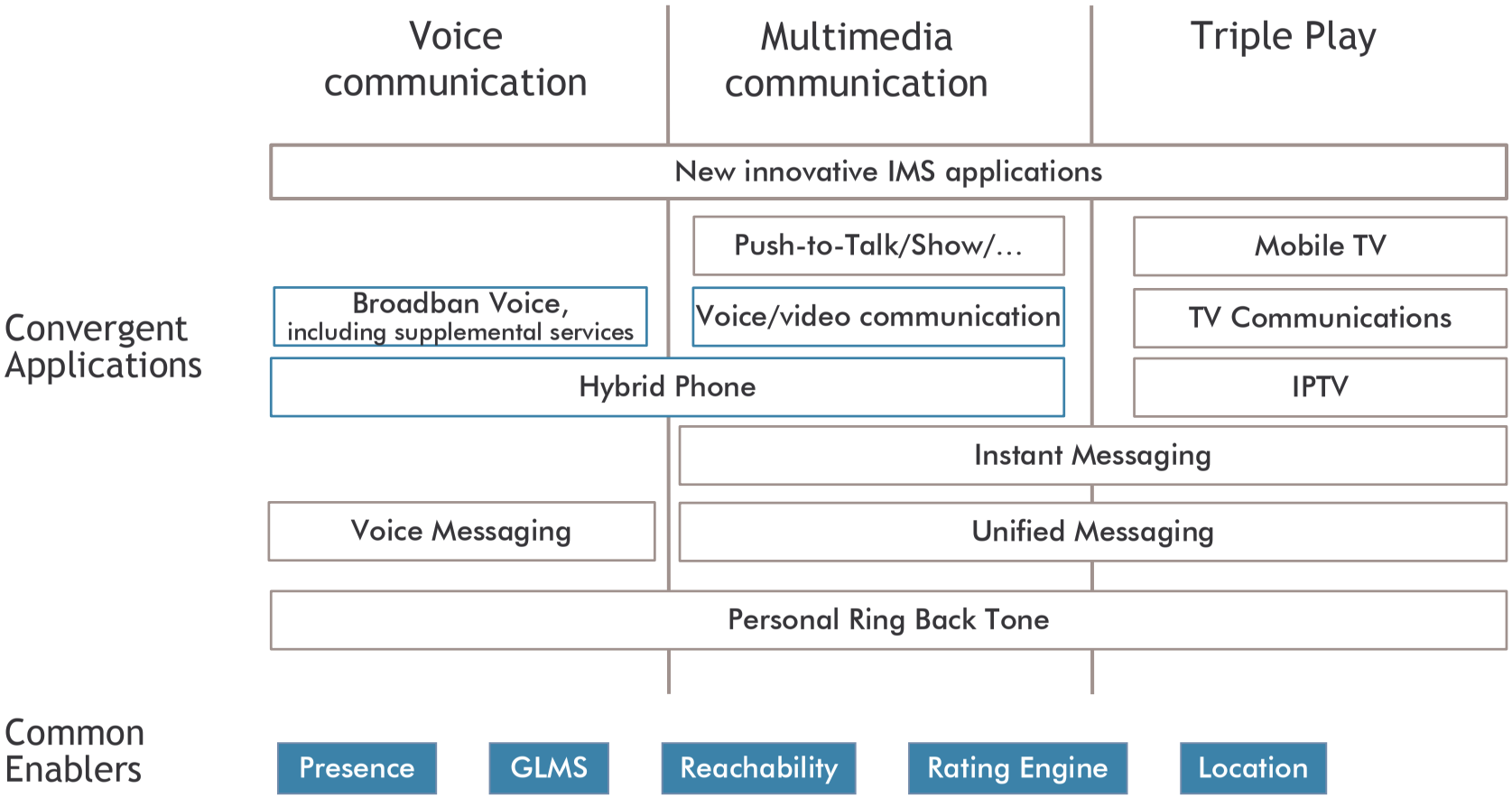
Alcatel-Lucent NGN Services for Consumers:
Solutions



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In Summary

→ Proven real customer request for “Triple Play”

→ Challenge configuring and building the network

→ Opening multiple opportunities to generate revenue

→ Orchestra of components must be concerted

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