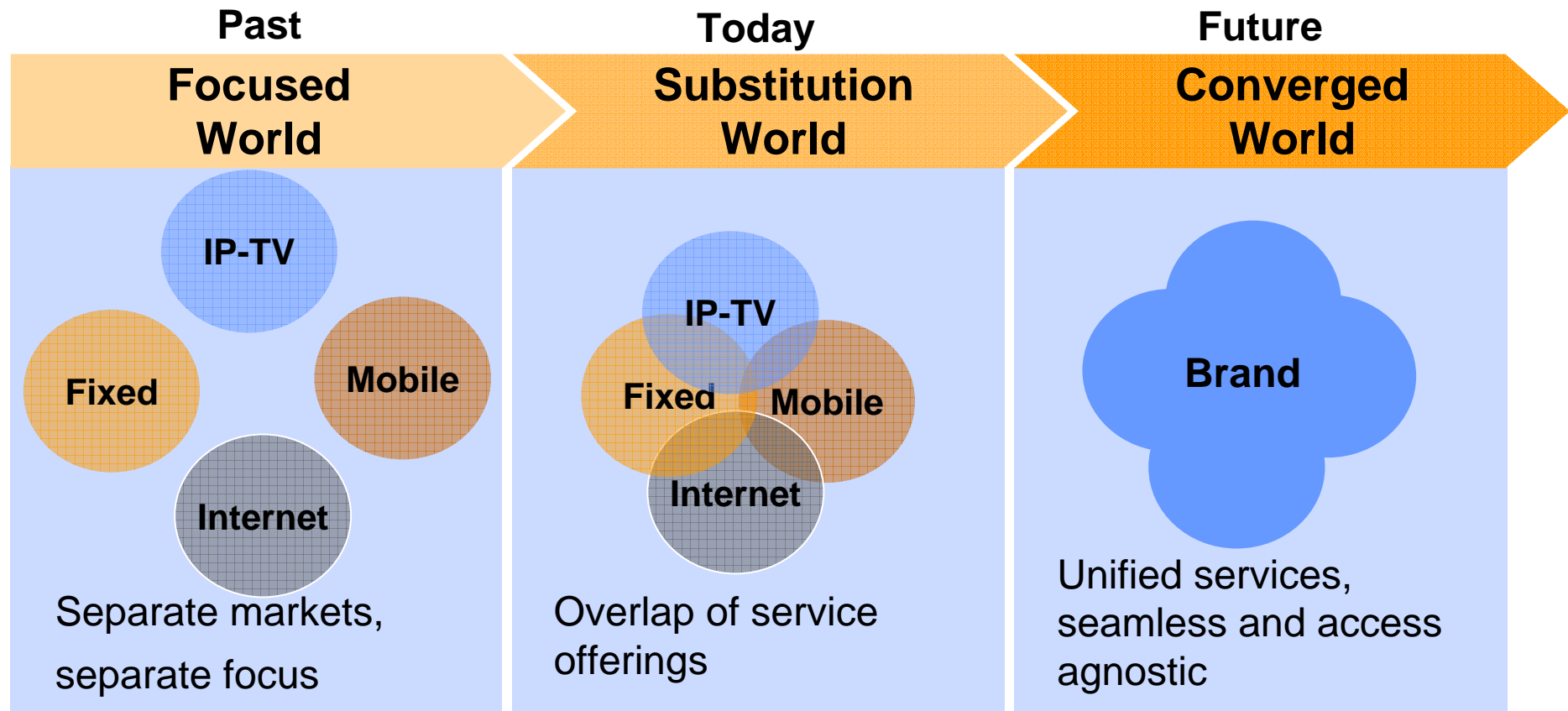


# Challenges and Chances in NGN Environments

**Helmut Schink**

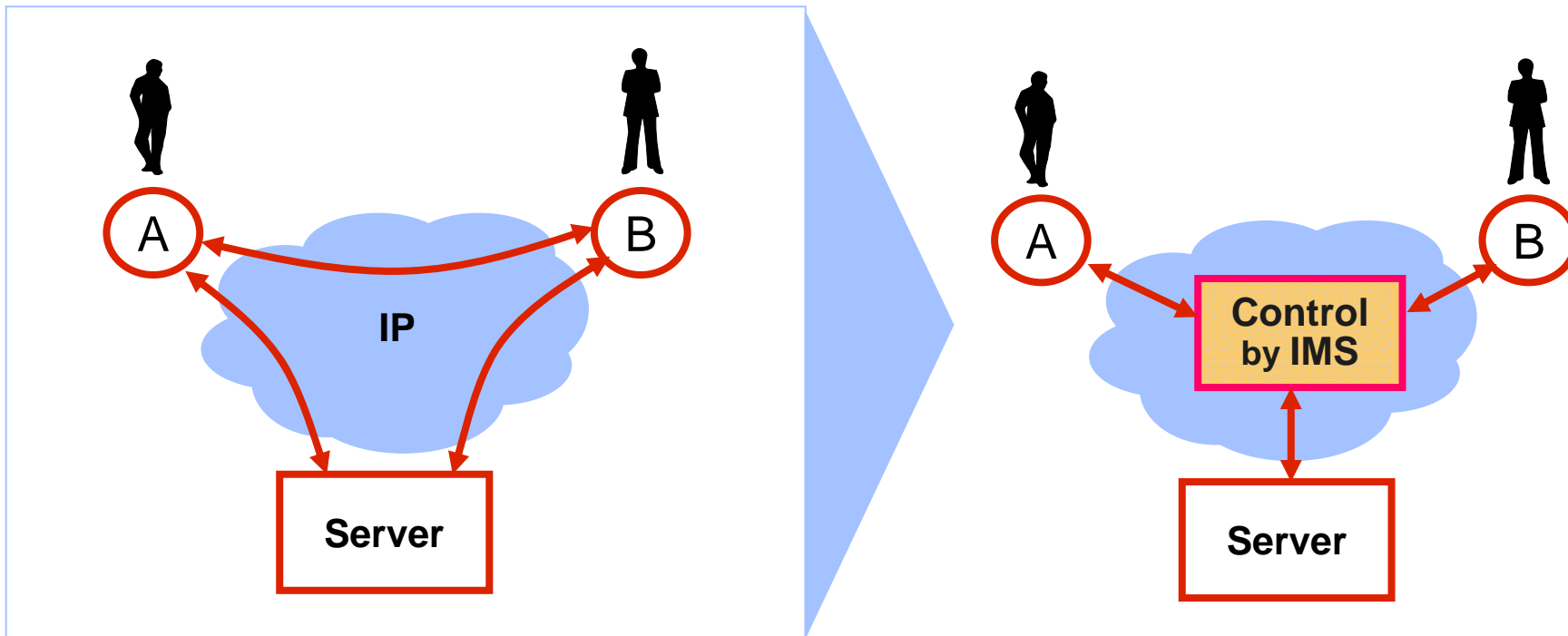
**23.07.2007**

# Business Models



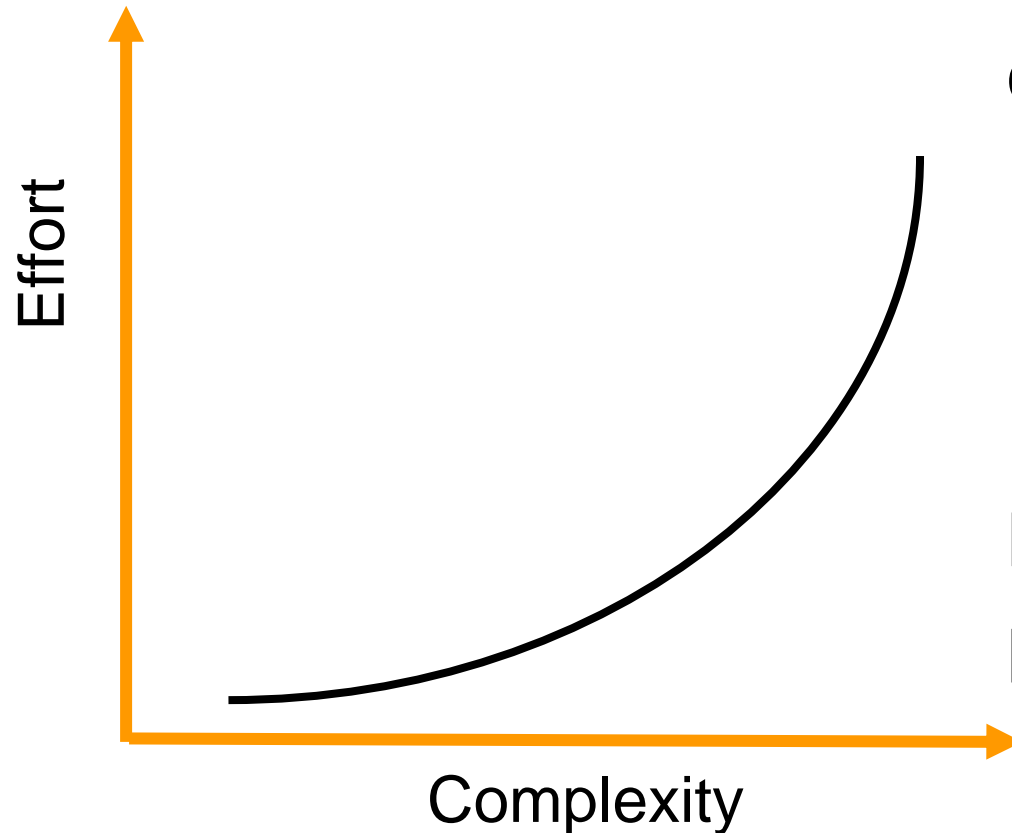
- **Fierce competition in converging communication markets**

# Control



- **IP networks allow free communication between endpoints**
- **IMS enables control of SIP services and resource usage**
- **IMS permits orchestration of services**

# Complexity



non-linear behaviour

NGN needs boundaries

clear layering:

transport

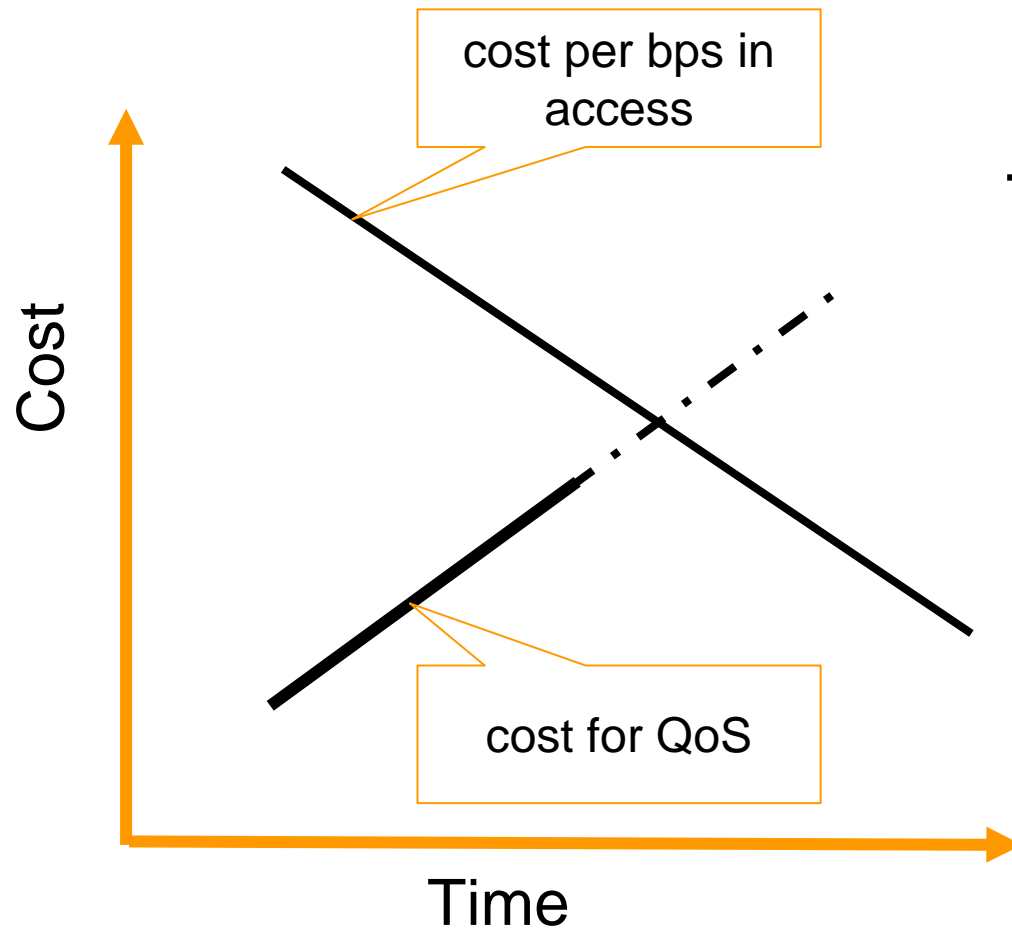
services

applications

Next Generation Access(es)

Migration Scenarios

# Bandwidth / Cost

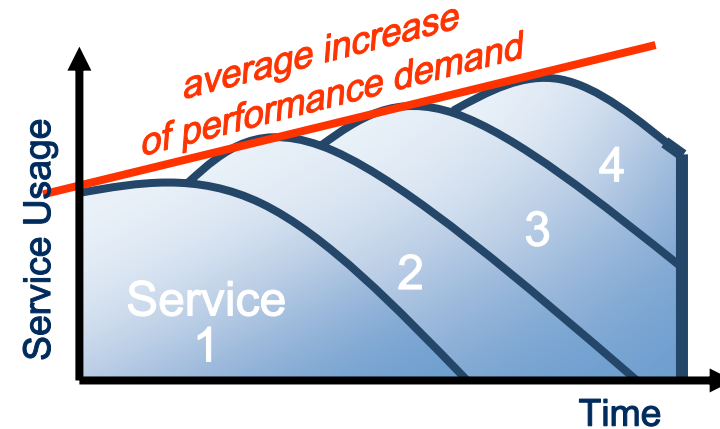
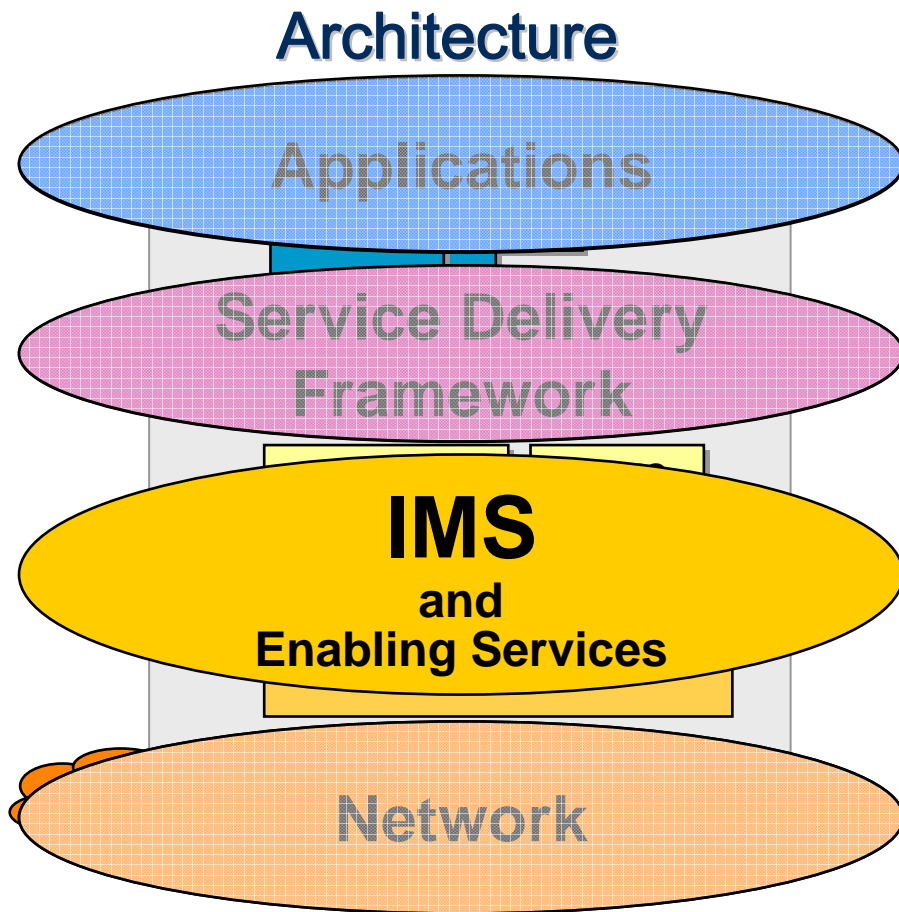


Economic choice

Time window ??

Efficient for high cost access

# Scalability

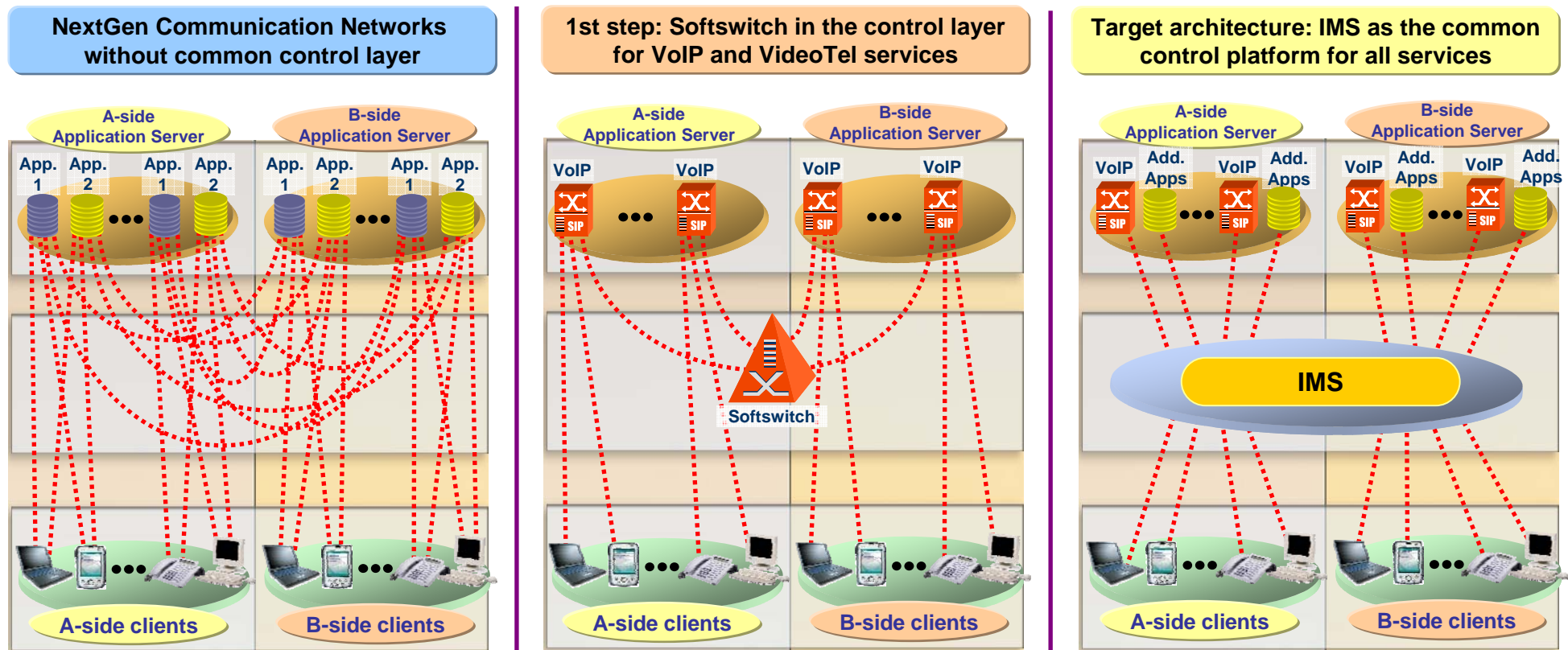


*Infrastructure Investment depends on performance demand*

- Independent scalability of services & infrastructure is most economical !!



# Clarity



- **Avoid the Spaghetti Communication Network**
- **reduced client requirements – better customer acceptance**
- **significant OPEX savings for maintaining and growing the network**

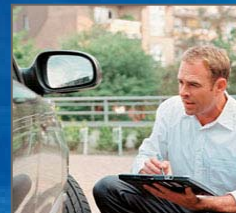
# Harvesting



**IPTV/home entertainment**



**Internet surfing**



**Mobile workforce**



**Home security**



**Office worker at PC**



**Mobile TV**



**Mobile gaming**



**Healthcare services**



**Email to PDA**



**Mobile voice**



**Engineer at CAD workstation**



**Machine-to-machine**

# Thank you

for more information, please feel free to contact:

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