

# IMS: Implementation Challenges in 2007

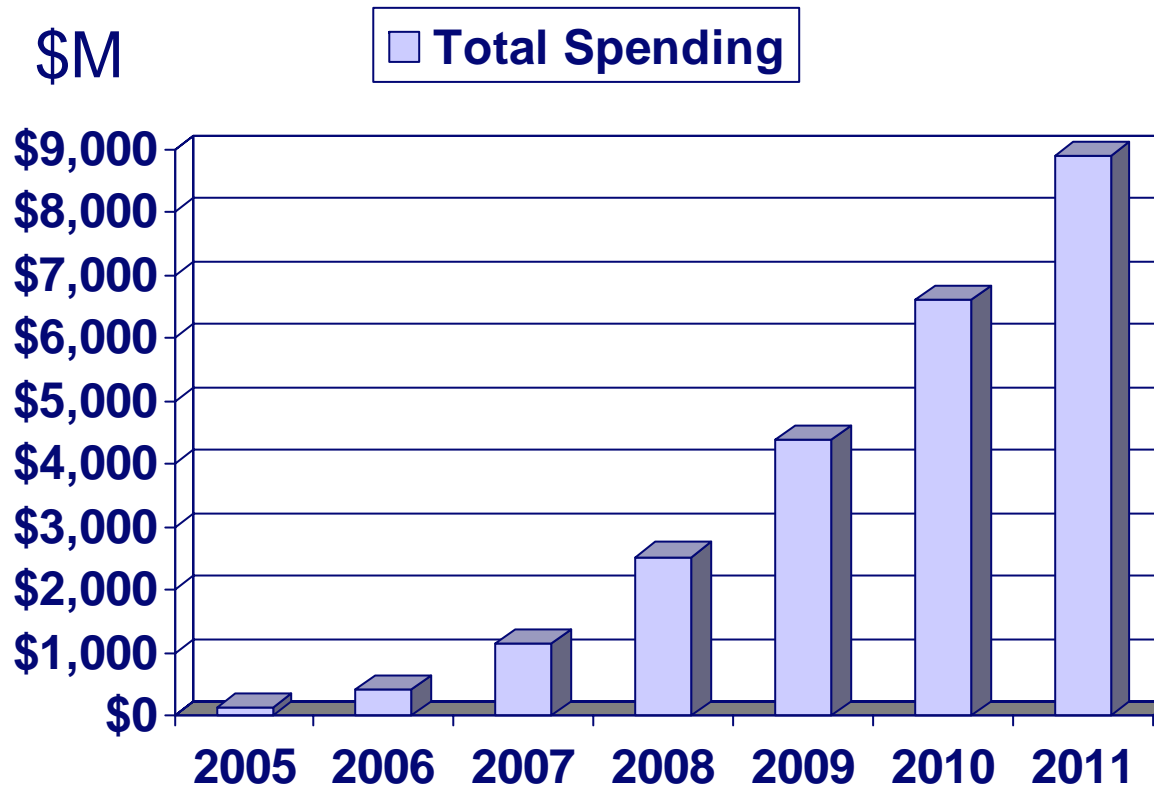
IEC Communications Forum  
NXTComm 2007  
June 18, 2007  
Tom Valovic  
Director, VOIP Infrastructure



# IMS Progress Report

- Major trials and deployments globally involving Tier 1 NEPs and service providers
- NEP product portfolios in place but commitments vary; three “super-NEPs” likely to dominate market
- Many IT suppliers including HP, IBM, and BEA have strongly positioned for IMS
- IMS on the strategic radar of major carriers
- Significant RFP/RFQ activity
- Some commercial deployments underway: IDC projects major ramp-up to begin in 2008-2009
- Mobile IMS development lagging fixed line
- Packetcable 2.0 adapts IMS but few trials and deployments

# Worldwide IMS Forecast



2006-2011 CAGR 83.5%

# IMS: The Value Proposition

- Help carriers enhance service agility
- Enable the rapid rollout of new and innovative multimodal and multimedia combinational services
- Create a horizontal framework for service delivery and eliminate “stovepipe” architectures using SOA principles
- Develop a structure for common enablers and re-use for mass customization
- Significantly increase time to revenue by experimentation and Internet style innovation based on customer profiles
- Allow best of breed product selection at the applications, control, and transport layers
- Help carriers reach the goal of any network, any device, any application, any access

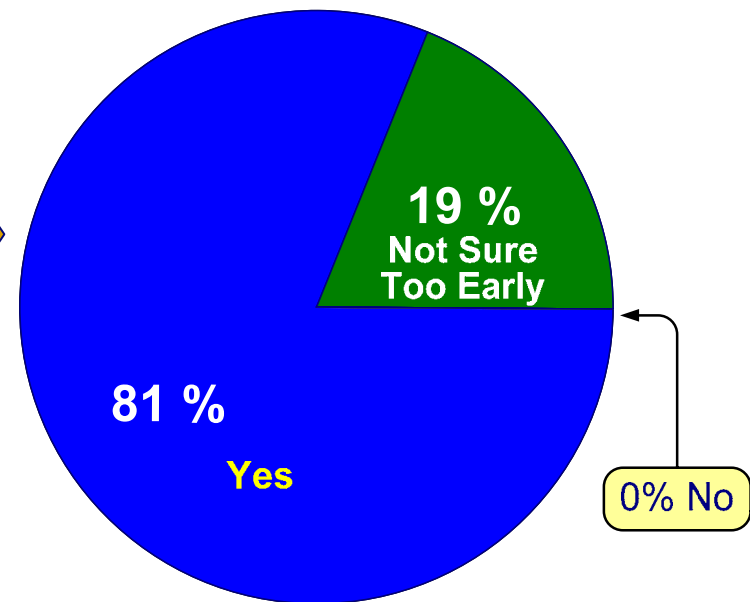
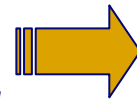
***The real value of IMS is tied to both innovative new services and its ability to provide an efficient service delivery framework***

# IDC Survey: Service Provider Views

## Global Findings:

- More than 75% of carriers interviewed view IMS as core architecture for IP-based converged services
- IMS Priority 1: Revenue generation; IMS Priority 2: Cost efficiency
- IMS – No alternatives mid to long term – confirmed migration track from legacy TDM networks

*“Do you see IMS as a fundamental platform within your network as you evolve IP-based converged services?”*



N=31

Sample: Fixed, Wireless & Integrated wireline / wireless carriers – N.A., EMEA, APEJ

# IMS - Key Drivers & Reasons to Deploy

Revenue Generation, New Opportunities, New Markets:

*“We are aiming to find new and more profitable sources of revenue. The trend is that people are moving over more and more to mobile so this is where we need to focus - FMC is the main strategy.”* – European operator

*“Clearly the ability to blend convergent services into new offerings.”*  
– European incumbent

*“Enhance existing applications. No doubt there will be operational savings, but they’re going to take a long time to achieve and it’s never going to push us over the edge to implement; we are not building IMS on a cost efficiency business case.”*  
– US wireless operator

*The next big driver will be peer to peer partnering with other large networks at the IMS level that will drive new invention and standards work.”*  
– US wireless operator

*“Co-branding and co-launching services that span multiple networks.”*  
– US wireless operator

# IMS - Key Drivers & Reasons to Deploy (cont.)

## Cost and Operational Efficiencies:

*“Firstly, it’s related to FMC - to be able to only do things once instead of in many places. Secondly, to be able to introduce faster and bigger volumes of services to the market.”*

– European operator

*“Simplified designs and faster time to market across the designs – leading to cost reductions which spill through as lower prices to our customers.”*

– US wireless operator

*“IMS is more modular and a more extensible architecture than conventional softswitch approaches.”* – US incumbent

*“Use of an IMS platform to control equipment in the network and provide a way to ease the replacement of the old TDM systems over time.”*

– European incumbent

*“IMS is flexible – it does not pigeon hole me into a certain implementation. There is quite a range of centralized vs. distributed architectures we are able to build for ourselves and our customers and still be under an IMS umbrella.”*

– US wireless operator

# Sharpening the “Fuzzy Logic” of IMS

- IMS frameworks and references need to be more rigorous
- What is the “secret sauce” of IMS?”
- What is a workable definition of an IMS “deployment”?
- What is a workable definition of an IMS application?
- Comparing and contrasting NGN vs. IMS: “the same but different” (important to make distinctions)
- Next 5-6 years: network infrastructure characterized by three domains: TDM, NGN, and IMS
- Some NGN migrates to IMS over time
- Some NGN never migrates to IMS

# Success Factors for IMS

- Standards harmonization and synchronization (i.e. no A-IMS, B-IMS, C-IMS etc.)
- Reasonable progress towards interoperability including a) off shelf partner products b) inter-NEP and c) carrier to carrier
- Tier 1 suppliers successfully lead efforts towards best of breed availability
- Strong business case for IMS adoption emerges based on new revenue, service creation potential, efficiency
- High-profile “21CN-like” commercial deployment by Tier 1 carrier or...
- ....Breakthrough “killer app” that showcases capabilities



# Summary

- IT/telecom convergence is a major disruptive shift across the industry
- IMS is widely accepted in the global carrier community as the next-generation architecture to adopt but...
- ....IMS still has many hurdles to fulfillment, is a long-term project, and alternative approaches do exist
- TDM, NGN, and IMS will co-exist in siloed but interdependent domains for at least the next five years
- Innovation in unified communications will in the short term *conceptually* lead IMS development in the enterprise
- Key challenges for IMS are: complexity, interoperability, legacy integration, and standards harmonization

# Thank you.....questions?

[tvalovic@idc.com](mailto:tvalovic@idc.com)

