





How to fight and win over OTTs with IMS and RCS



Agenda

- OTTs: why they compete with Telco?
- Telcos' strengths: use it or loose it NOW!
- IMS and RCS: from retaining users to new business models
- Why not follow the markets?
- Conclusions









Business Transformation is here



Are OTTs competing with Telco? With different business models, OTTs are simply commoditizing voice, SMS and VAS business





Why OTTs deliver free voice?



How OTTs' create value



"Creating a next generation telcom means looking beyond traditional telco business models in the context of the changing telecom value network." *Sadiq Malik (Telco Strategist)*





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Understanding OTTs' strategy



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"real strategy is defined by the flow of investment decisions companies make to achieve their goals" Clayton Christensen, Harvard





OTTs threat: new business models



Telecoms' OTT competition strategies



Three strategies emerge: 1) Do nothing! 2) copy OTT business model (me too) or 3) differentiate by leveraging on core strength





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Telecom customer data waiting the be exploited... but not for long!



Telcom retargeting value assets



"Walled gardens" are no longer an architectural option for telcos' IP APIs are one of the most unused teleco assests!





Example: ATT Open API Ecosystem is used to generate new revenues



Assets waiting to be monetized: Policy Control



WebRTC: friend or foe?



Another case of use it of loose it for telecoms: WebRTC allows will further expose telco assets and allow telco to play the role of the mediation point for <u>all</u> services.





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With IMS Telecom Networks generate huge data amounts... just to THROW it away!



Rich Communications Evolution

1, RCS specification: RCS facilitate the adoption of applications and services that provide an interoperable, convergent, and rich communication experience based on IP and IMS networks. 2、RCS evolution: **RCS 2.0 RCS 4.0 RCS 1.0 RCS 3.0** Broadband access Device as • Openness (API) Enhanced messaging Broadband access **Primary Device** Fixed network Conversational messaging Multi-device environment Content Sharing without a Voice Call Enterprise market Chat (1-1 & 1-many) Network address book Deferred Content Share to Legacy B2B Communications Enhanced address book · Provisioning and configuration of Terminals RCS over LTE Social presence RCS Devices Social Presence enhancements Message interworking Legacy Messaging on BA Service capability Content Sharing Enhancement List of Invitees in group File Transfer (CSE) communication Content Sharing (2011) (200812)(200912)(200906)RCS provides the platform for competitive services with OTTs 17 The Voice of IP Convergence www.imsforum.ora

RCS vs. OTT services

	RCS-e v1.2	BBM	WhatsApp	Skype	Facebook
I-1/1-N Chat	~	~	~	~	~
Live Video Share	~	×	×	~	~
File Transfer	~	~	~	×	×
Service Discoverability	~	×	<	×	×
Cross Platform Support	~	×	<	~	<
Guaranteed QoS	~	×	×	×	×
Zero Rating of	~	×	×	×	×
	of IP Converge	nce	Via		

RCS-e service architecture



Vendors provide further RCS enhancements



RCS delivering video services



Market segmentation: IMS + RCS



New business models based on ITC, fixedmobile convergence and smart devices are needed to generate revenues from RCS and IMS services

Potential big data opportunity on each dimension is: Very hot (compared with other industries) Hot Moderate Source: Gartner (July 2012) Low Very low (compared with other industries)





ICT: Integrating IT and CT allows to compete with OTT architectures



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The ICT market: Telco 2.0 and M2M opportunities



Building a strong ecosystem around RCS and IMS APIs

RCSe API Gateway acts as a virtual RCSe client, based on UNI interface, to provide innovation service.



Convergent Conference



RCS client used together with HD and desktop video conferencing provides rich customer experience.







Video Surveillance

Making Use of CaaS SDK Turns IP Camera into Connected Device



Interworking with OTTs' social fabric



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Telecoms have the ability to be the main interface to <u>all</u> OTTs. The wining strategy requires combining the RCS platform with strong marketing of the RCS services bundles.

The Voice of IP Convergence www.imsforum.org

IMS = RCS + HD Video in Korea SKT



- IMS-based World-first mobile IM service
- Phone-to-Phone Instant Messaging service based on basic presence(Online/Offline, Nickname, etc)
- Easy to send messages only with the phone number
- Interoperable with other two Korean operators(KT,LGU+) mobile IM services
- HD Video Call (RCS "Rich Call")
 - IMS-based World-first video/contents share service
 - Voice is over 3G circuit and Video/Contents are shared over IMS at the same time
 - Real-time video share(1-way,2-way): QVGA resolution
 - Contents(picture/phonebook) share during a call
 - Locate Me Send my location on the map
 - Touch Drawing board Draw image together on the display

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Rogers (Canadian MSO) One Number



Positioning

My mobile number becomes the one number for people to reach me, regardless of where I am or which phone I use. Shares one plan, one experience, one number.

Target

Primary: Trans Youth, Young Adults Secondary: Teens living with Families

Features

- · Your mobile number becomes your one-number identity
- · SMS and Voice/Video Calling from comfort of computer
- Transfer calls between mobile and computer in the middle of a call (call pull)
- Advanced call routing, so calls reach you when you want, how you want (reach me rules, DND, Block #'s)
- · Shared contacts between phone (network address book)
- · Web portal for better call and message management
- One voice mail box your voicemails are transcribed and sent to you via email/SMS
- · Works with any mobile phone

- Rogers is a quadruple player in Canada
- In the last 4-5 years it grew a series of IMS based applications
- Applications are supported by marketing campaigns, advertising and social media





RON: measurable results

Key Performance Indicators	Active Rogers One Number Users
Churn 🤳	Active RON users churn lower than control group
Revenue (ARPU) 1	Active RON users over index on ARPU
Revenue (LD) 1	Registered RON Customers have greater LD revenue than the Consumer base.
Usage (Can LD) 1	Active RON users have higher Canadian LD then the Consumer Base
Usage (SMS)	Active RON users over index on SMS by 200%.





- ARPU increases and Churn is reduced
- Both usage and revenues from Long Distance increase
- Note: VoIP services are available both via the operator and OTT



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Summary









