Customer Centric Migration to NGN

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THE VALUE OF NGN TO A CUSTOMER

- Value Derived via reducing the cost of services.
- Value Derived by using new service’s to derive new income.
- Intangible “Value” Derived by using the service
  - Entertainment
  - Staying in touch with Family and friends
  - Improved social outcomes
CONVERGENCE

MULTIPLE PLATFORMS FOR SERVICES → MULTI SERVICE PLATFORMS
EMERGENCE OF LAYERED INDUSTRY

Content Providers

Session Enablement Services

Infrastructure & Network Providers
Whilst in NGN there is convergence of technology, to effectively market NGN it is essential that the divergent requirements of customers be catered for:

- Currently NGN migration and service pricing decisions are made on the basis of an averaged view of services, revenue and costs, and customer’s needs.

- To progress beyond an averaged view of demand to a segment and customer specific view of demand is one of the key changes needed to implement NGN and broadband convergent services in a way that is profitable and affordable to different types of customers.
BUSINESS TRANSFORMATION INTO THE NGN PLATFORMS

Value Based Forward Pricing

Dynamic Service Demand Profiling

Dynamic Resource Costing

On-Line Capacity Optimisation Service Creation & Management

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DIFFERENTIATED PRICING

Retail

Wholesale

Integrated Packages

Service Elements
TRANSPORT DEMAND PROFILE FOR A SESSION BETWEEN TWO SITES

Megabytes

Time

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MAPPING APPLICATION “SESSIONS” TO PHYSICAL MEDIA

Text
Image
Data
Video
Voice/Audio

TCP/IP
ATM
SDH
WDM
HIGH LEVEL VIEW OF THE NGN DEMAND MODEL

Demand for Customer Specific Communications (Site based) → Demand Model → Access Port and Transport Demand by Time
INDUSTRY PRICING CHANGES

NGN PRICING STRUCTURES

WHOLESALE CHANNEL PRICING
- Bulk Pricing
- Futures Pricing
- Adoptive Pricing
- Term Pricing
- End-to-End Service Pricing
- Application & Transaction Pricing

SERVICE ELEMENT PRICING

INTEGRATED SERVICE PRICING

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OPPORTUNITIES TO SELL MORE CAPACITY

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STARTS WITH DATA CAPTURE
Monthly Tracking of Business

Current Techno-Economic Business Results

Forward Planning and Evaluation of business

Integrate d Data

base data & Parameters for Forward Evaluation
A TYPICAL ROLL OUT MODELING RESULT

Calculates roll-out, coverage and incremental capacity
QUESTIONS