

**ITU-T / ATIS Workshop**  
**“Next Generation Technology and Standardization”**

**Las Vegas, 19-20 March 2006**

**The Customer Centric  
NGN**

**Andrew White**

**Qwest Communications**



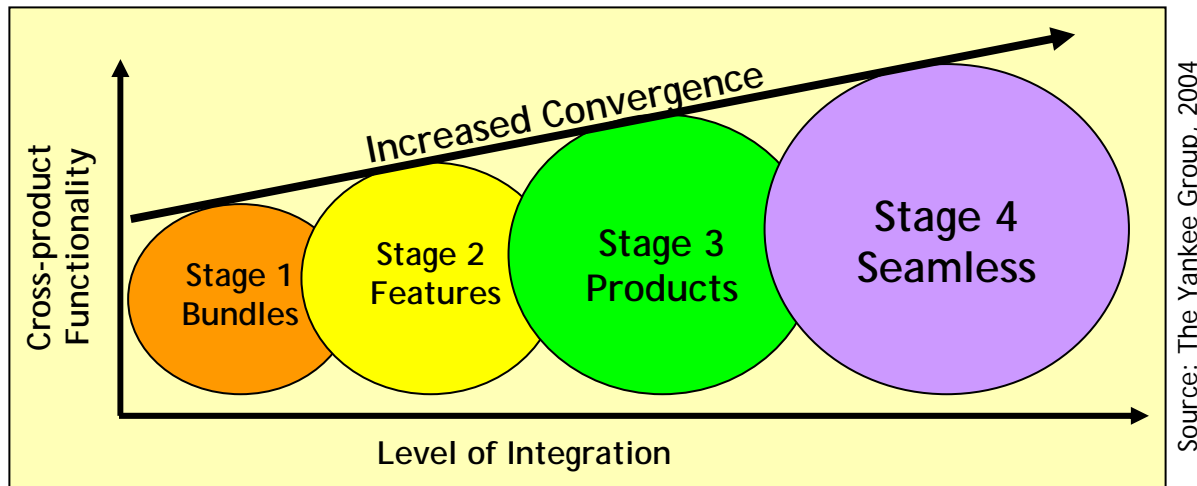
# Bedrock of Values

- o Customers Come First
- o Our Team Is United
- o We Will Grow Profitably
- o We Will Work Ethically and With Integrity

# Service not Technology

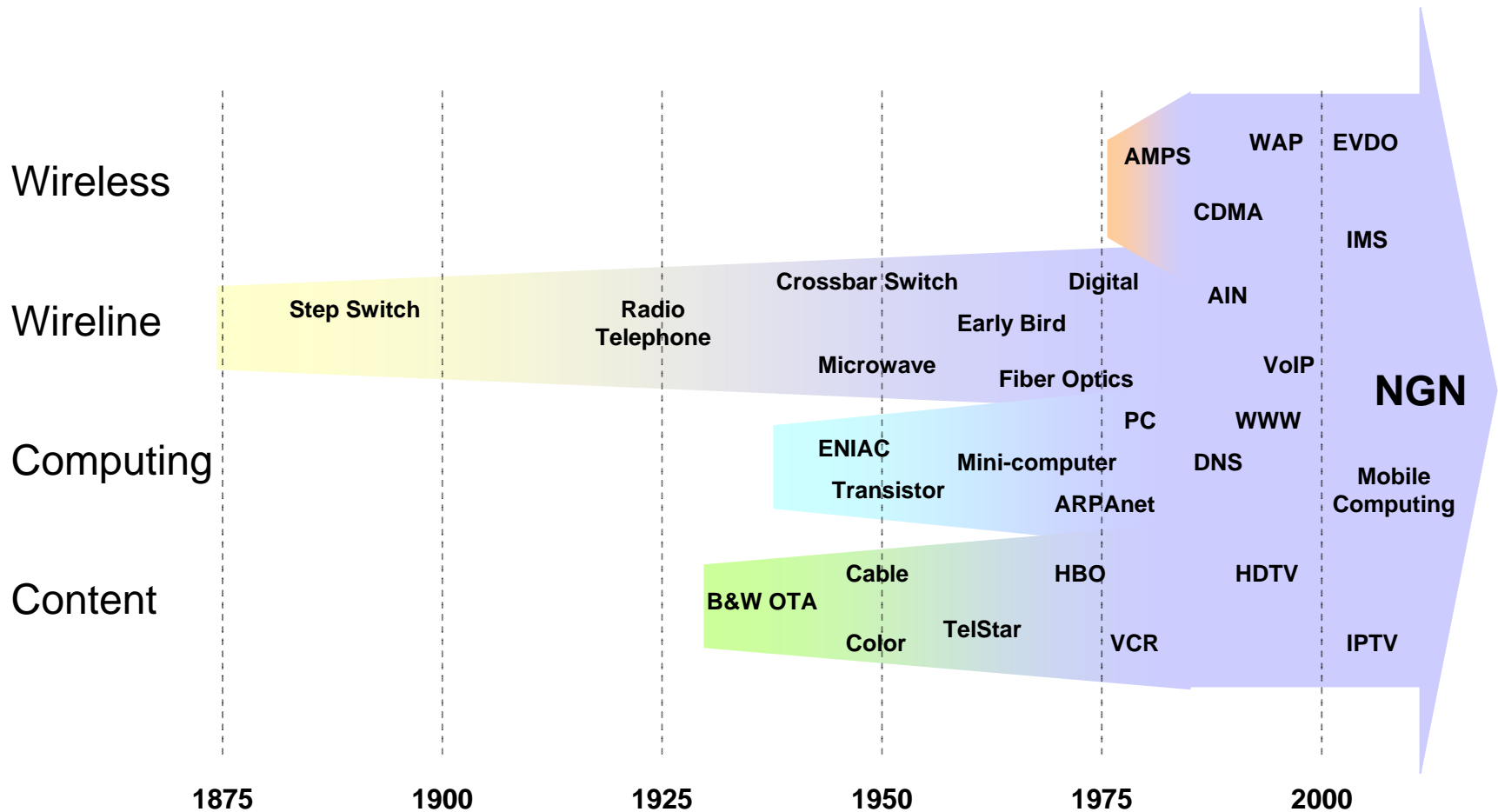
- o People not addresses
- o Customers identify with the service provided not the underlying technology
- o Service & industry convergence satiate pent up demand for simplicity
- o Any service... Any time... Any place
- o Serve the masses & enable the niche

# Service Simplicity



	Bundles	Features	Products	Seamless
<b>Definition</b>	Products or features offered together	Proprietary integration for interoperability	Multiple products use common infrastructure	User migrates seamlessly across networks/devices
<b>Example</b>	Qwest Choice Bundles	One Number Service, Integrated Voice Mail Box	Communications Portal	Fixed Mobile Convergence
<b>Technology</b>	OSS work for common bill	Integration of Wireless & Wireline Systems	Parlay GW, Web Portal, User Profile	Expanded use of HSS, CSCF, other IMS elements

# Industry Best Practices



Industry convergence improves customer experience by distilling best practices.



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# Tomorrow's *Portability*



## Communications

Voice Mail

E - Mail

Messaging

## Information

Traffic

Sports

Weather

News

## Ecommerce

Games

Content

Shopping

ECommerce

Any Service, Any Place, Any Time



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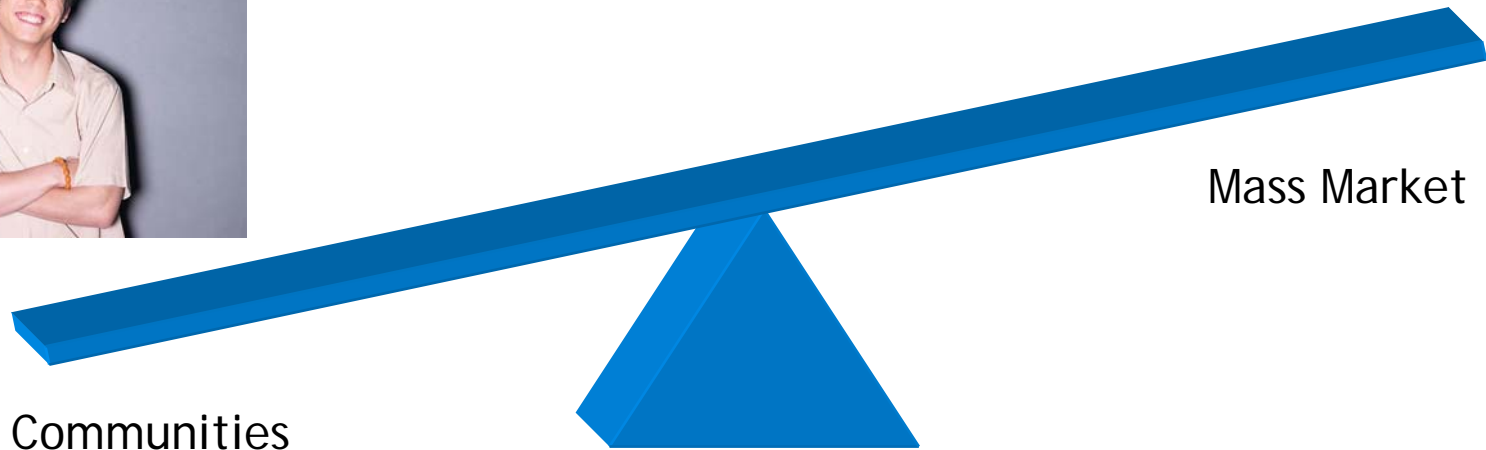
# Balanced Commodity



Niche Communities



Mass Market



Service providers serve Mass Market through high-volume Core Services and Niche Communities through Wholesale Bundles to Application Service Providers.



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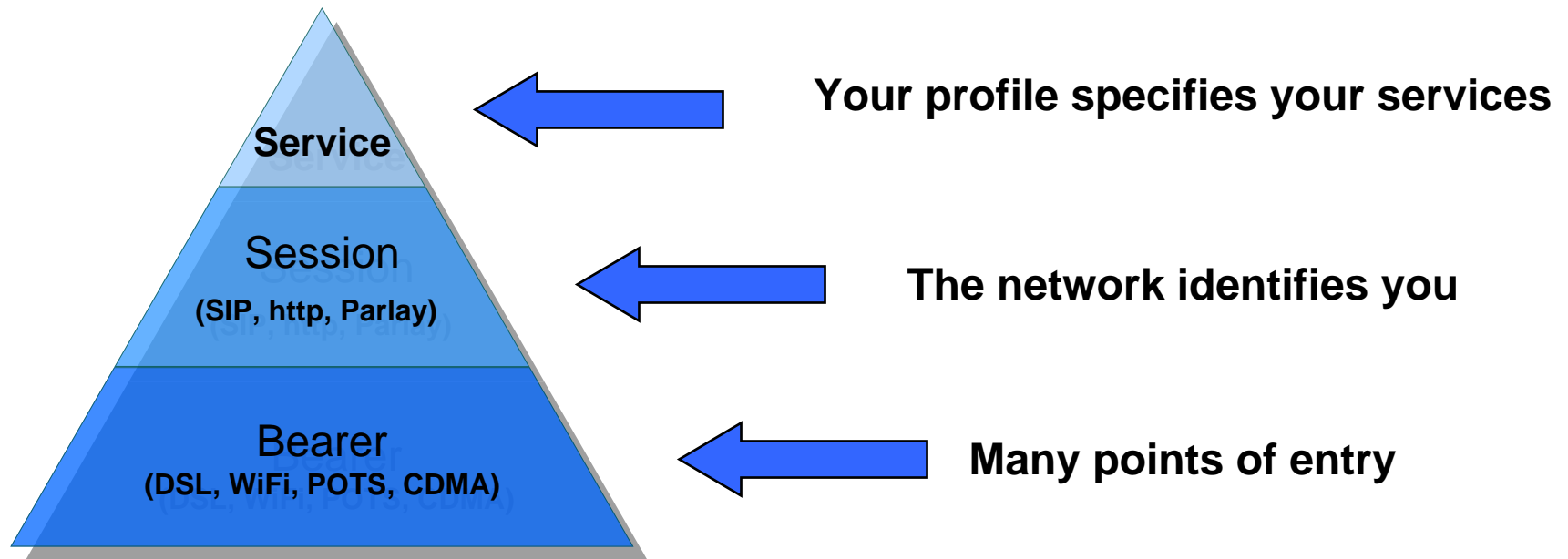


# Enabling Technologies

- o It's All About the User Profile!
- o IP Centric, Broadband World
- o Standardized Service Enablers for Rapid, Reusable Service Development
- o Wholesale Tools for ASP Interconnect



# Ubiquitous Access



Imagine a single service shared across multiple sessions from any access.

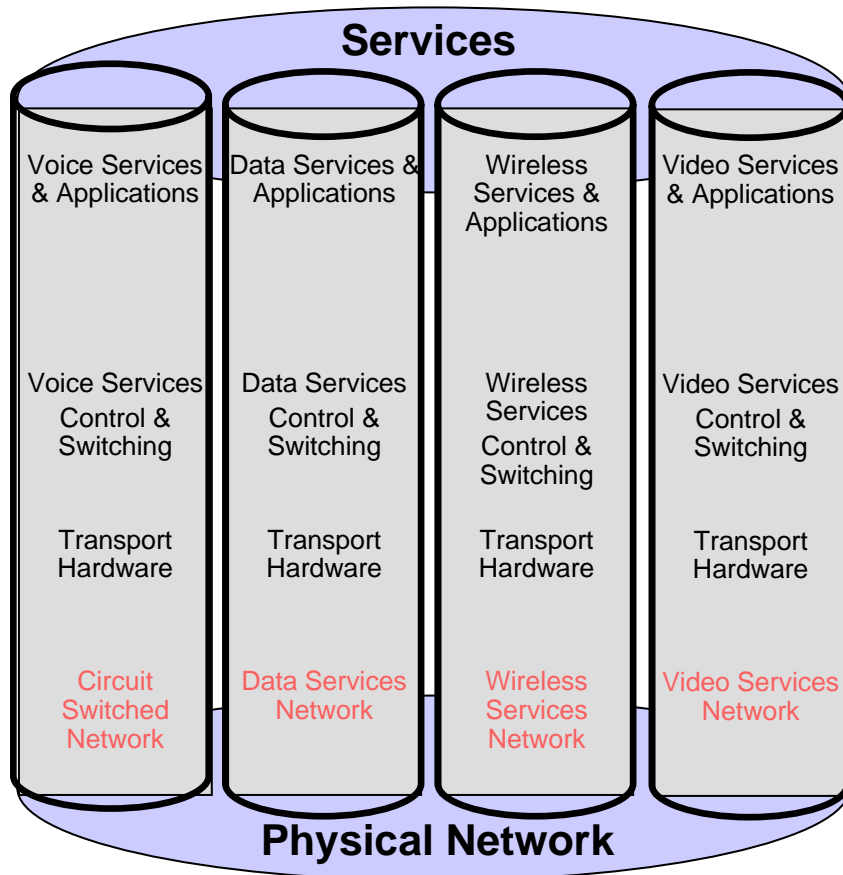


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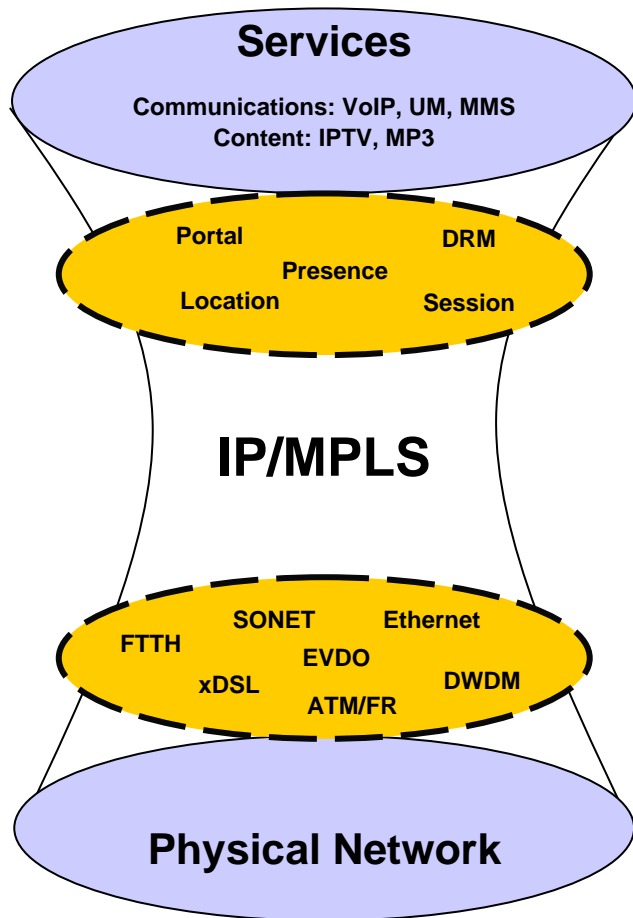


# Convenient for the Provider



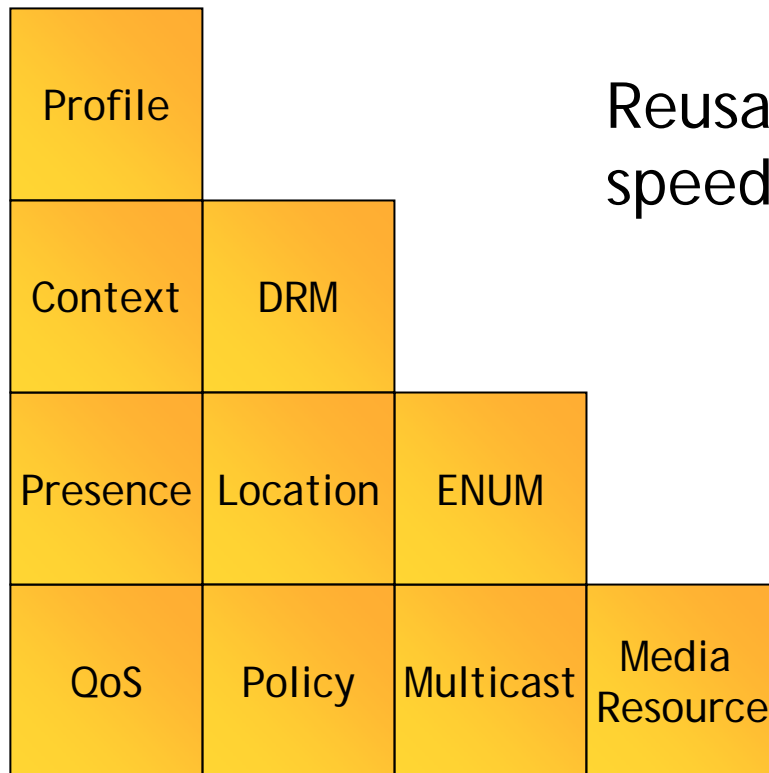
- Services have been delivered primarily via silo architectures
- Multiple overlay networks established to deliver new services
- Services are duplicated in silos complicating the user experience

# Convenient for the Customer



- Service not “Silo Focused”
- Services delivered independent of access
- Broadband access is prevalent
- Service Enablers are reused
- Legacy endpoints allowed (emulation then simulation)

# Service Enablers



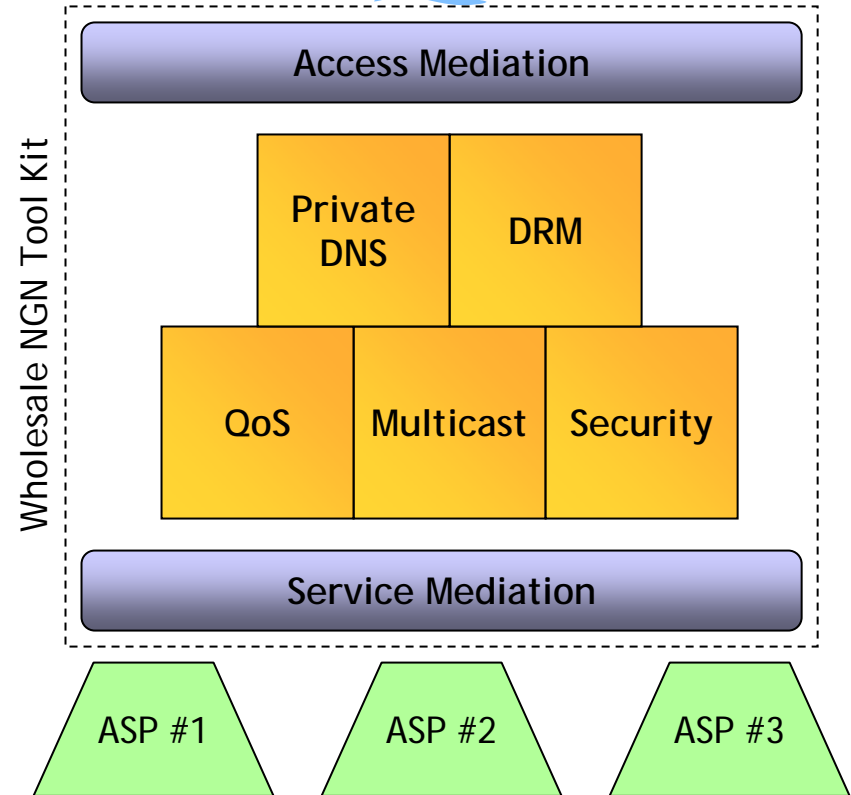
Reusable building blocks  
speed service development

Consistent experience  
across access types

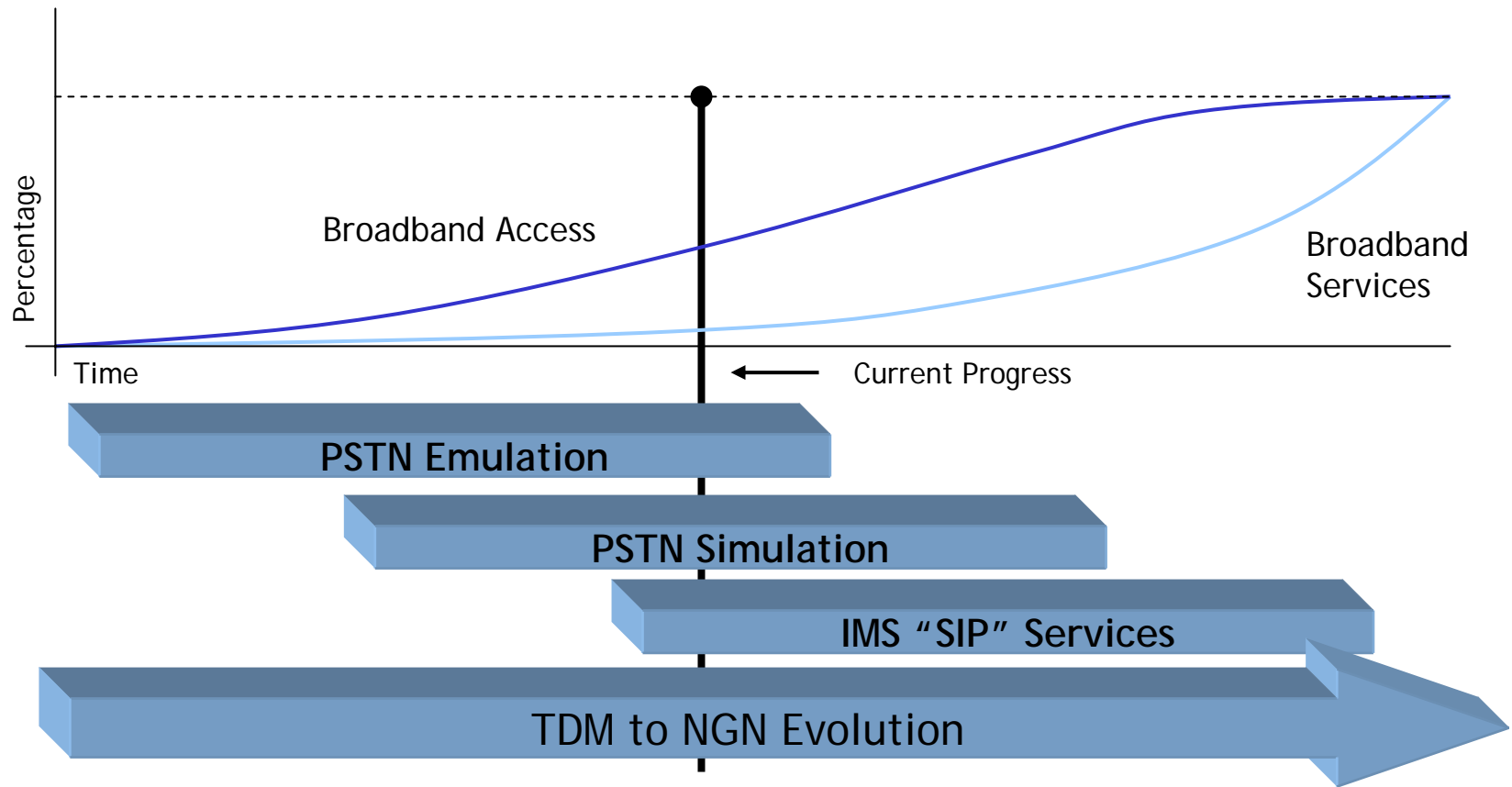


# Wholesale Toolkit

- o Provide toolkit for ASPs to reliably deliver service.
- 1. A local organization wants to offer a video broadcast channel
- 2. A content provider wants to offer a Video on Demand Service
- 3. A training company offers multimedia online classes



# Customer-Driven Timeline



Broadband service adoption initially lags broadband access adoption.



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# Standards Drivers

- o Multi-Service Profile
  - Media Services
  - WWW
- o Access Independence & Mobility
- o End-to-End QoS
- o Inter-provider Business Model & Connection

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# Thank you!

## Questions?

