

# Consequences of the use of IP networks on the economic models of telecom services provision

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# Why Add Enhanced Services?

- New revenue growth
- Higher margin
- Customer loyalty.
- Bundling and cross service pricing.
- Deeper penetration of retail channel.
- Higher valuation to investors.

# Profitable Enhanced Services

Application	Mark-Up	Benefit
Unified Messaging	500%	Sticky because of phone number, fixed monthly revenue
Conferencing / Streaming	250%	Attract Corporate niche, website chat
Prepaid – internet	300%	Reach new markets, cash flow
Collaboration	400%	Bundle into conferencing
Roaming	100%	Address traveller market
Call features, follow me, international toll free, etc.	100%	Upsell on basic services

# Barriers to offering Enhanced Services

- Time to research and implement
- Capital investment
- Operational overhead
- Small or slowly emerging market demand
- Risks of rapid changing technology

# ASP / Clearinghouses - the outsourced option

- Fast & Easy Access to Advanced Services
- Fraction of capital investment needed
- Cross application intelligence
- Single connection for all services
- Common Billing system

# Outsourced Option: Features

## Telecom Applications

- Clearinghouse
- Enhanced fax
- Unified Messaging
- Conferencing
- Prepaid
- Collaboration - planned
- Follow me - planned
- Global toll free - planned

## Benefits

- Grandma Ready
- Right-sized infrastructure
- Reduces need for IT staff
- Quickens time to market

# Enhanced Fax Application

- Real-time Internet Fax Solution
- Fax Machine, Web Browser, PC Support
- Rapid Investment Recovery
- High-Margin Service
- Suitable for Fully Regulated Markets

# Unified Messaging

- Voice and fax to the email
- Ranges from basic voice mail to WAP
- IMAP4 and POP3 support
- WAP ready
- Customer can offer DIDs in other countries
- Sticky application



# Conferencing / Streaming

- PSTN and IP call bridging
- Audio and Video Conferencing
- Audio and Video Streaming
- Chat room enhancement
- High margin revenue

# Prepaid Services

- Prepaid platform
- Calling and Internet
- PIN administration and remote access
- Full fraud protection
- Roaming capability between countries
- Cash flow generator

# Clearinghouse Services

- Gatekeeping
- Least cost routing
- Settlement
- Quality management
- Network management
- Capacity planning

Thank you  
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