

## Topic: NGN Business Models

Next Generation Networks (NGN) have become an important priority for service providers over the last few years. Customers require easy-to-use solutions that are converged with additional content and application services, enabling access to information and entertainment anywhere, at any time. They do not want to distinguish between fixed network-based, IP-based or mobile network-based telephony, but want to capitalise on the advantages the NGNs offer.

Remaining competitive, streamlining costs and satisfying customers in an increasingly challenging environment are some of the key issues network operators and service providers encounter, making it ever more necessary to reconsider their legacy infrastructure and to make the right business critical decisions.

NGN technology allows customers to customise and tailor communications to suit their needs, enabling businesses to create an agile infrastructure that is shaped by their own business objectives and processes. The technology may offer customers three key advantages:

- The opportunity to consolidate their infrastructure and help reduce capital and operational expenditure
- The ability to increase speed to market
- The provision of a platform to help deliver consistent quality and innovation to customers

The transformation from legacy systems to NGNs presents a major departure from the network today, and these developments will likely change the ways the telecommunication sector operates. In his presentation on “NGN Business Models”, Michael Stichel will outline new business opportunities that are generated through the move to NGNs.

To do so, Michael will draw upon his own experience of managing major transformational projects for operators worldwide, upon BT's learnings from its 21CN project, as well as his involvement in the creation and launch of the 21C Global Venture, which enables the delivery of next-generation services and business models to communication providers across the globe.

In 2004, BT announced plans for its 21st century network (21CN). By 2011, BT plans to have replaced all its existing networks with a single, all-IP, NGN. Not only that, but it will have transformed the systems and processes used to run its own business. A reshaped product and service portfolio will ensure customers gain full benefit from this investment. The project is massive, the largest and most far-reaching BT has ever undertaken. It is also unique. BT believes 21CN is the only transformation programme in the world that will deliver new services to everyone, not just to those who live and work in metropolitan areas.