

Customer Centric Migration to NGN

By

Dr. Jude de Silva

TelSoft Pty Ltd

Australia

ABSTRACT

A key decision concerning the migration to Next Generation Networking (NGN) is about the timing of the migration, to suit the evolving needs of customers. Although there is convergence of technologies, there is increasing divergence of customer needs due to differences in affordability and application choice. This paper will discuss how a customer centric approach to NGN migration can provide a commercially sound way for NGN migration whilst meeting national economic development objectives. The paper will discuss the methodological framework, the tools and key information required to implement a customer centric NGN migration strategy.