

The Service Convergence Opportunity

Dr. JT Bergqvist
Senior Vice President
and General Manager
Networks

Smart Moves

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Convergence is a megatrend



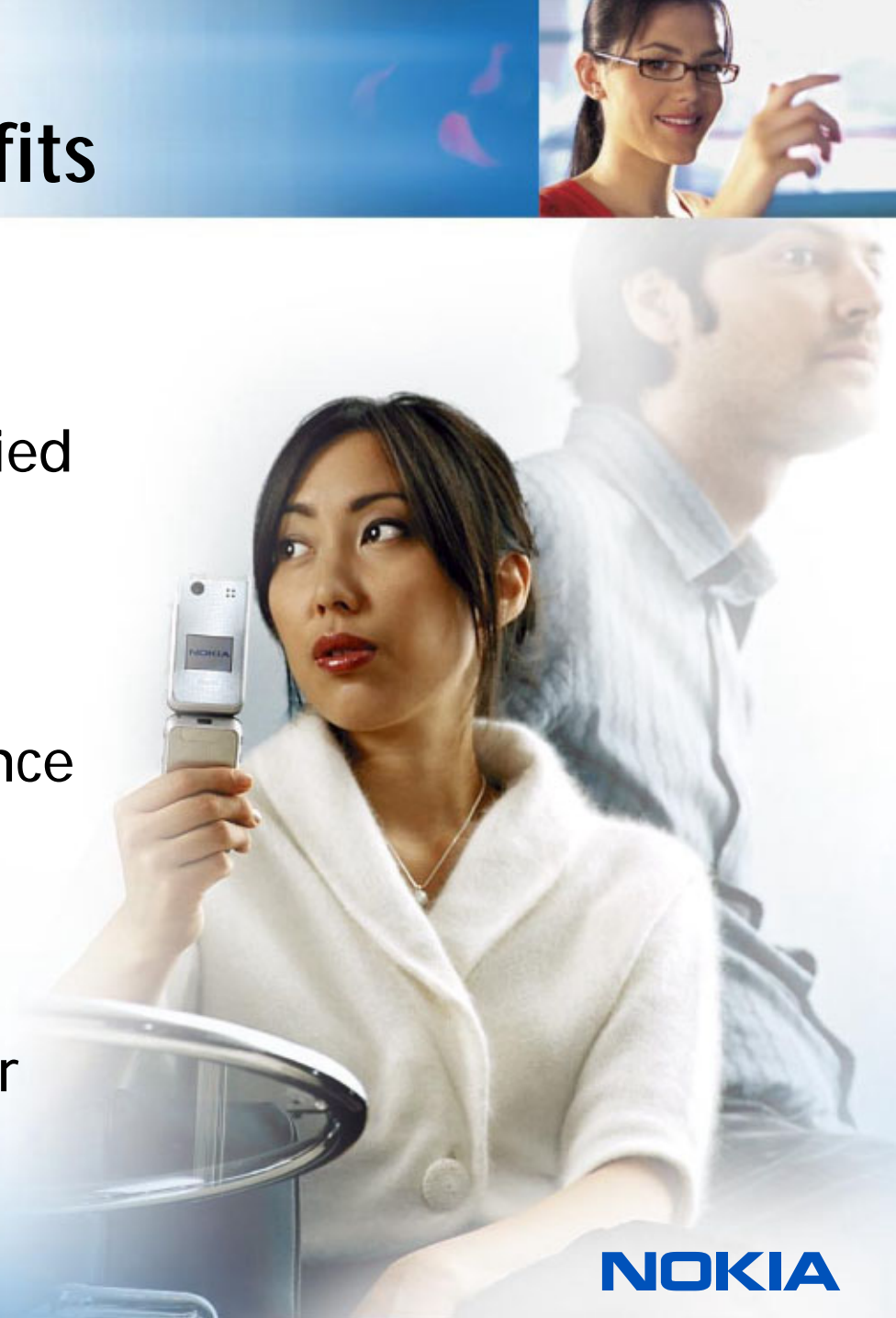
- **Industry convergence:** consumer electronics, communications, information technology, media and entertainment
- **Terminal convergence:** smartphones, music devices, game decks, PDAs
- **Services and applications convergence:** messaging, push-to-talk, interactive gaming, video sharing, video telephony
- **Network convergence:** mobile-fixed, multi-access

**New business opportunities for
innovative and agile companies**

Why now?

Real user benefits

- **Convenience**
 - Mobility
 - Simplicity: one terminal, unified user experience, one bill
 - Personalised services
 - Always-on
- **Optimised speed**
 - Best possible service experience using complementing access technologies: cellular, WLAN, Bluetooth, xDSL, cable, fibre
- **Cost-savings**
 - Packaged offer by operator or service provider
 - One business relationship



Why now?

Enablers are in place



**Multi-radio
terminals**



Digitalization of content



**Range of complementing
radio access networks &
common IP core network**



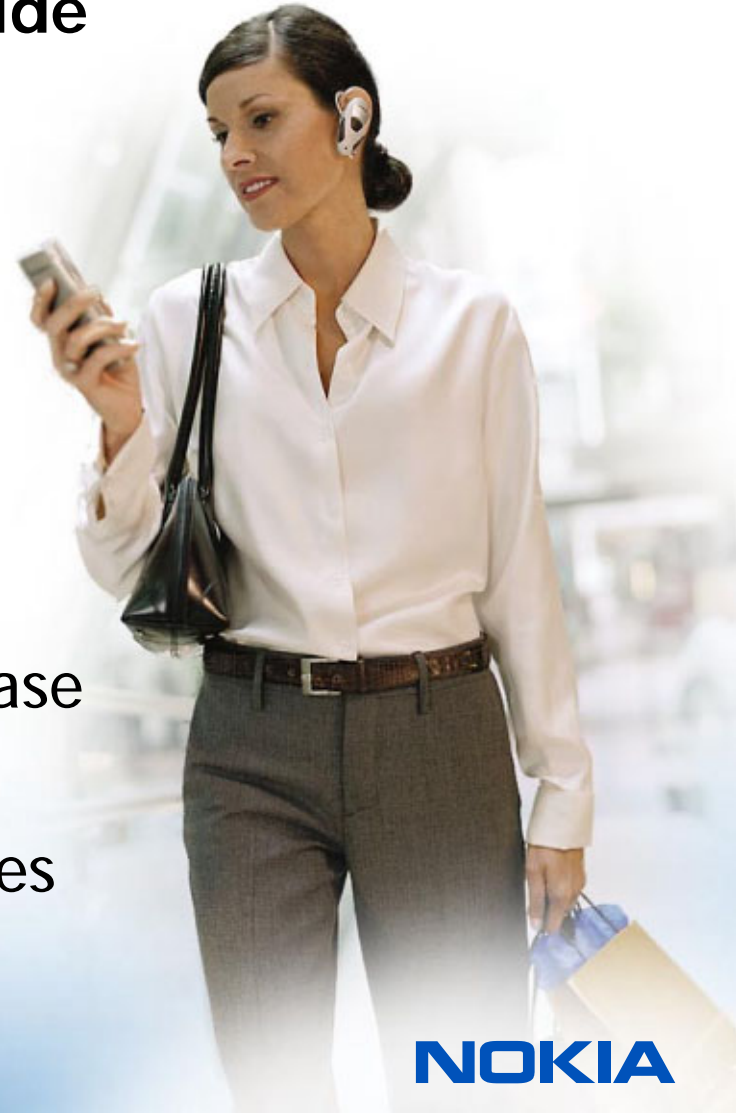
Support for other devices

Why now?

Competition for fixed voice

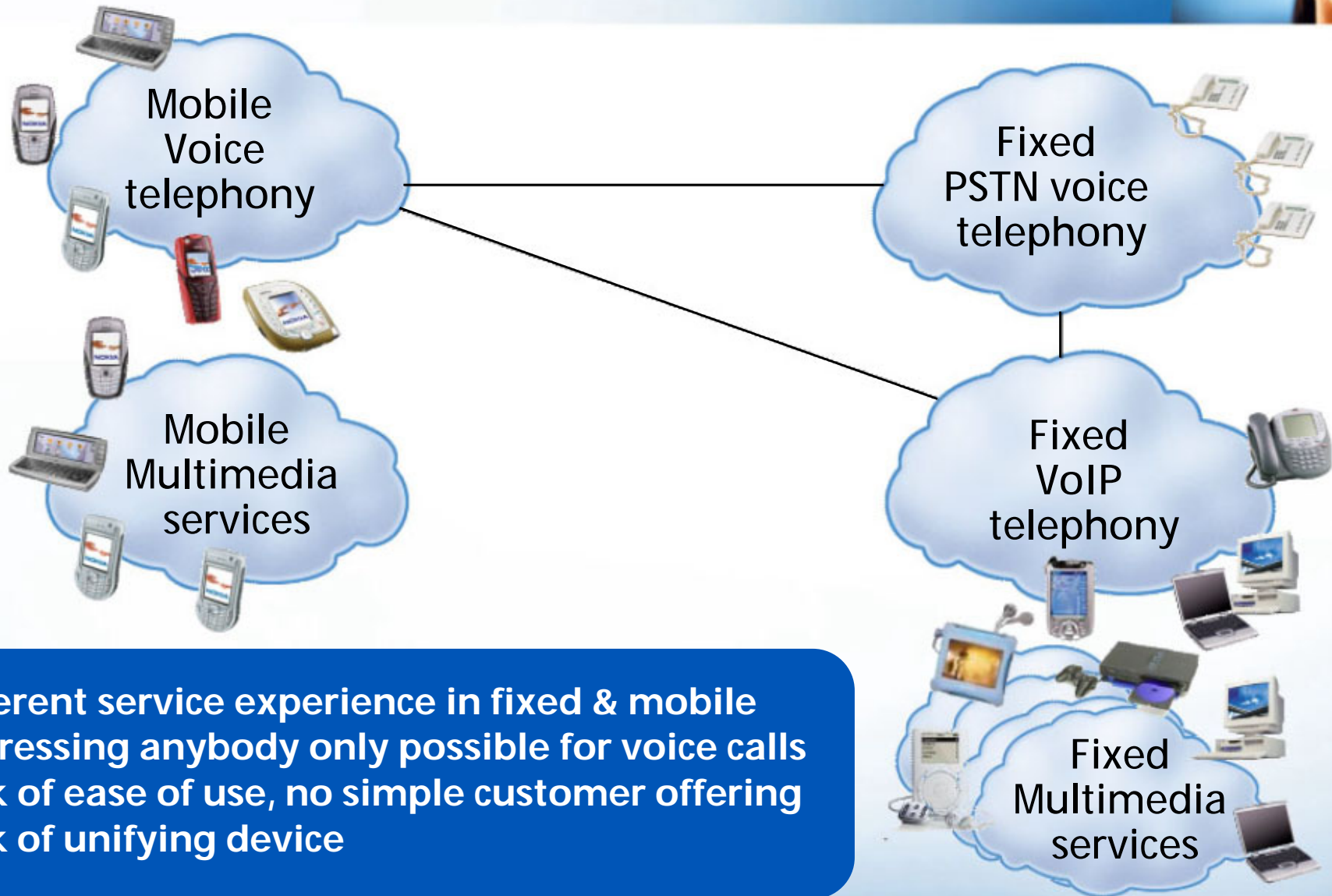


- **Changing voice business on the fixed side**
 - Fixed voice minutes moving to mobile networks
 - VoIP in enterprises
 - VoIP over Internet
 - ➡ lowered prices, declining fixed voice business
- **Need to increase revenue with new services**
- **Need to improve utilization of assets**
 - Increase network efficiency and decrease lifetime costs
 - Fast implementation of new services
 - Use complementary access technologies



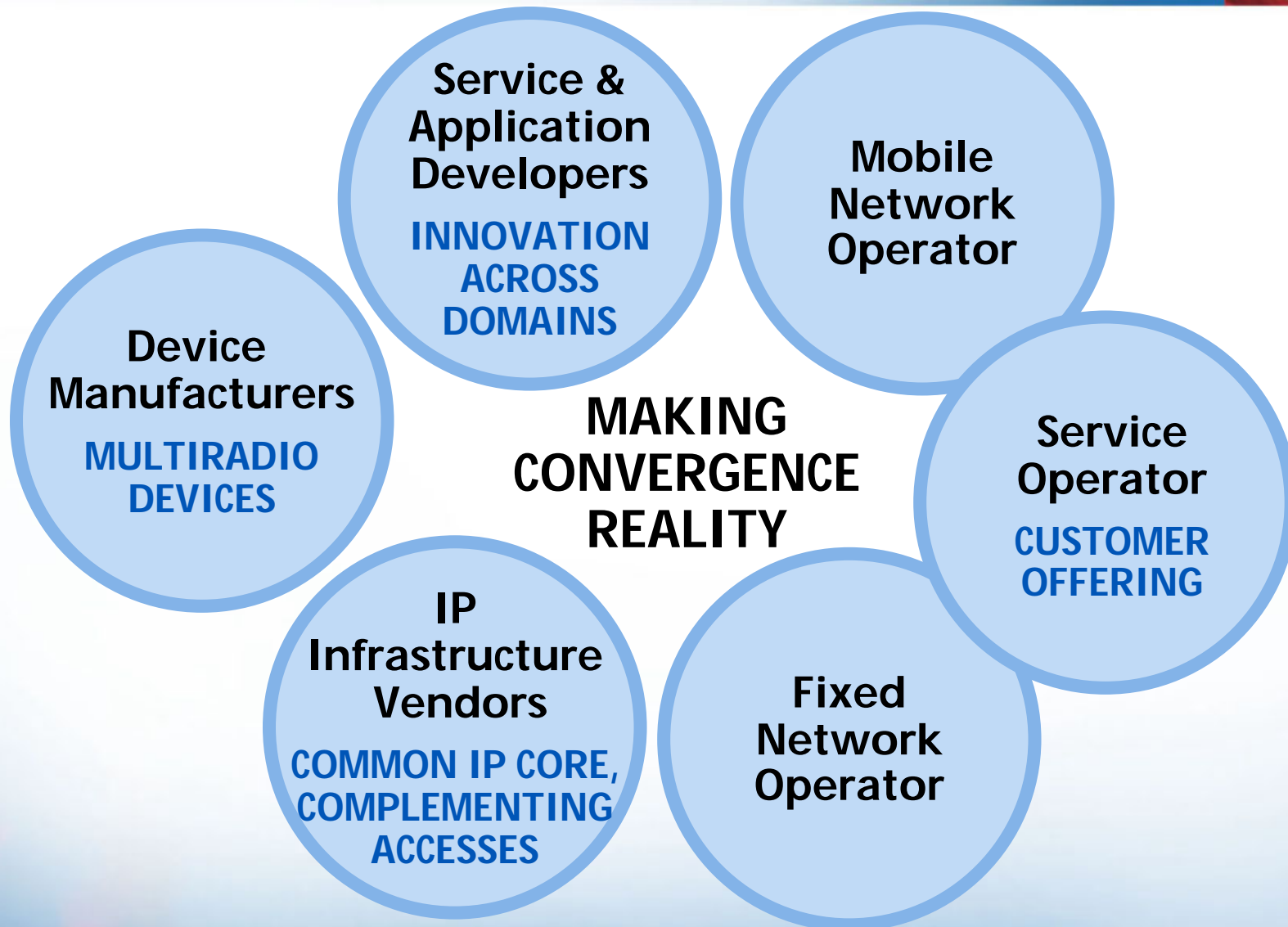
The status today

Services islands



Different service experience in fixed & mobile
Addressing anybody only possible for voice calls
Lack of ease of use, no simple customer offering
Lack of unifying device

Convergence – a collaboration game



Concrete steps towards convergence

The Nokia strongholds



End-to-end capability

- Total offering covering networks, terminals, service platforms, systems integration, services for operators, tools for developer community
- Enterprise solutions

Terminals

- Smartphones with imaging, video, music, push-to-talk, business applications
- Nokia 9500, 1st integrated Wi-Fi/Cellular convergence device certified by the Wi-Fi alliance

Networks

- Multi-access IP Multimedia Subsystem (IMS) service machinery supporting a range of different terminals and flexible business models
- Access technologies that complement each other
- Wide service portfolio: Voice, video, push-to-talk, presence, messaging, browsing, content downloading
- Video sharing launched today
- End-user service consulting launched today
- Content business solution introduced today

Concrete steps towards convergence

The open environment



Openness and interoperability

- Cooperation with leading application developers, technology and content providers
- IMS interoperability testing with other major manufacturers
- Win-win cooperation and partnering attitude

Cooperation with customers

- Convergence collaboration with Telecom Italia
- Partnership with France Telecom on rich media



Conclusions



- Convergence is driven by
 - Real user benefits
 - Competition for fixed voice
- Technology is now getting ready to deliver the convergence promise – key enablers in place
- Convergence is a collaboration game
- Nokia is taking leading, concrete steps towards convergence in all parts of its business





Thank You!

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