

## Next Generation Networking An Executive Briefing

### **Description:**

We have become accustomed to hype when it comes to wireless communications but claims made by NGN protagonists can be lofty indeed. Statements like “the most exciting business transformation in the telecommunications industry today” and “to abolish the distinction between fixed and mobile” abound. But what does this really mean?

Ubiquitous mobile phone coverage is now an expectation as is near-ubiquitous Internet connectivity. But attempts to connect the two thus far have disappointed. Despite the availability of laptops, palmtops, PDAs and Blackberries this sector has under-performed due to the lack of cost-effective, available networks and service quality.

There is pent-up demand for services and applications that are customer-focussed as opposed to network-focussed. Simply put, everything runs over Internet Protocol (IP) and handover between different network types is seamless. Services will include voice, video, TV on demand, radio, data and content – all available while the user is mobile. The underlying technologies from IP to wireless will be transparent.

### **Purpose:**

The purpose of this half day briefing is to explain the concept of NGN in the context of modern working and living. It will discuss the potential benefits these technologies and services, coupled with the promise of mobility, can bring to an organisation's operations and will outline the technologies involved. It will also discuss the competitive issues raised at national and international level.

### **Audience:**

This briefing is suitable for Senior Managers and Directors involved in strategic planning within their organisations who need an appreciation of the business benefits offered by networking and mobility.

### **Duration:**

*Half Day*

### **Objectives:**

On completion of this briefing, delegates will:

- ✧ Understand the key architectural evolution behind the concept of NGN
- ✧ Realise the impact NGN can have on companies, societies and markets
- ✧ Have considered the business opportunity presented by mobility-enabled applications
- ✧ Appreciate how NGNs can help remote and mobile staff make a stronger contribution
- ✧ Have a high-level understanding of the technologies involved
- ✧ Know the key industry players



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### **Content:**

#### **NGN**

The concept and explanation  
Portability  
Mobility  
Pervasiveness  
History and evolution  
Where we are today

#### **NGN Architecture**

Architectural model  
Access  
Usage

#### **NGN Technologies**

Wired and wireless networks  
Standards  
Protocols  
Access technologies  
Security  
Devices

#### **NGN Services**

Voice  
Video  
TV on demand  
Data  
Gaming  
Other media

#### **Business applications**

VoIP  
Video Conferencing  
Mobile video  
Corporate data  
Remote access  
Remote worker  
Mobile worker  
Productivity  
Salesforce/Workforce  
Information at "Point of Decision"

#### **Consumer applications**

Connectivity  
Communications  
Entertainment  
Location-based services  
"The 4<sup>th</sup> Screen"

#### **Commercialisation**

Main players  
Asian experience  
Expected services  
Case studies

#### **Market Context**

Triple Play  
Mobile IP Telephony  
Compression advances  
Bandwidth Requirements  
Mobile TV

#### **Industry Players**

Fixed and mobile carriers  
Internet Service Providers  
Wireless ISPs – the new telcos  
Providers of hosted services  
Broadcasters  
Cable operators  
Media companies  
Other Players

#### **Summary and future trends**



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