



# **Business Strategies for the Next-Generation Network (Infoma Telecoms & Media)**

*Nigel Seel*

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Carriers and service providers have united around the concept of the Next-Generation Network (NGN). Although leveraging a broad basket of Internet technologies, the NGN is *not* being planned as the next-generation Internet. In its intention and architecture, it is more accurately described as Broadband-ISDN release 2.0.

and the development of an effective transition plan which can smoothly move operators from their current legacy networks, systems and processes to the NGN future. The book begins with a review of the failures of previous attempts by carriers to retool for the future. It describes in detail the technologies and capabilities supporting “new wave” services, focusing particularly on multimedia interactive services, TV, and Video-on-Demand. The author looks at the IMS layer and how it interworks both downwards into the QoS-enabled IP transport layer and upwards to enable new kinds of applications. However, equal attention is addressed to the business models of players in the value chain, carriers, service providers, broadcasters, and production companies. The author then examines how carriers have attempted to remodel themselves as IP companies along the dimensions of people, processes, and IT automation systems, describing the lessons to be learned from numerous failures. He identifies more innovative business models, explores Peer-to-Peer networking, and reviews the prospects for the introduction of spoken dialogue systems into the service provider’s arsenal of technologies. Reviewing in detail the many failures and few achievements in carrier transition programs, the central theme of the book is how to organize for success. **Business Strategies for the Next-Generation Network** focuses on transformational business strategies for incumbent operators, alternate operators, and new entrants from the media world.

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