The Road to Fixed Mobile Convergence: UMA, IMS and more

InterOP May 2, 2006

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Fixed Mobile Convergence

• What is it?
  – Multiple, converged services all on one device
  – Seamless roaming from Wi-Fi to cellular
  – Better indoor coverage
  – Cost savings for consumer

• Who is it for?
  – Carriers
    • Does it enable the “Quad Play”?  
    • Does it reduce churn?
  – Consumers
    • Is it lower cost? Will they use their mobile number more?
  – Enterprise
    • Is it easier to manage? Will it be secure?
    • Are we there yet?

• When will it happen?
  – Now or after IMS and VCC?
FMC Alphabet Soup

- UMA
- IMS
- SIP
- 3GPP
- GAN
- VCC
- VOIP
Format

• Four speakers from different companies
  – 10 minutes maximum each
  – Strict time keeping
  – Please hold questions till the end
• At least 15 minute Q+A and panel discussion at the end
  – Be thinking of your questions
Panelists

- Craig Gosselin
  - Chief Marketing Officer, NewStep Networks

- Brian Caskey
  - Vice President of Worldwide Marketing, UTStarcom

- Ken Kolderup
  - Vice President, Marketing, Kineto Wireless, Inc

- Alan Cohen
  - Senior Director, Product Management, Cisco
The Market Opportunity For Service Convergence
## Convergence Is a Strategic Imperative

<table>
<thead>
<tr>
<th>Enterprise Users</th>
<th>Fixed Operators</th>
<th>Mobile Network Operators</th>
<th>Broadband Service Providers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Compelling cost savings as employee mobility grows</strong></td>
<td><strong>Eroding base due to substitution</strong></td>
<td><strong>Feature enhancements can increase mobile as “lead number”</strong></td>
<td><strong>Quickly being commoditized</strong></td>
</tr>
<tr>
<td>Extend office to mobile phone</td>
<td>Enables a feature advantage to maintain relevance</td>
<td>Need to defend against churn and substitution</td>
<td>VoIP providers have potential MVNO bundle</td>
</tr>
<tr>
<td>Improved reliability</td>
<td>Leverage enterprise base</td>
<td><strong>Integrated Providers Can Deliver Unique Service Bundles That Can Increase Share, Increase ARPU, and Reduce Churn</strong></td>
<td>Cable operators have potential “quad play”</td>
</tr>
</tbody>
</table>
Interop – 2006
The Road to Fixed Mobile Convergence
UMA, IMS and more...

Brian Caskey
VP Worldwide Marketing
Fixed Mobile Convergence – It’s a Matter of Perspective

• Service Providers and Consumers will drive real Convergence - Different paths of convergence will drive new consumer behavior
Unlicensed Mobile Access (UMA)

Ken Kolderup
Vice President, Marketing
Kineto Wireless, Inc.
UMA Founding Goal

To enable mobile operators to embrace Broadband, Wi-Fi and VoIP

Accelerate Opportunity

Fixed-to-Mobile

Fixed Minutes

Office

Home

VoIP Minutes

Fixed-to-VoIP

Mobile-to-VoIP

Obviate Threat

Fixed Minutes

Mobile Minutes

Broadband + Wi-Fi + VoIP

Home

Office

Car

Other
Converging Mobile and Wi-Fi to deliver an enriched mobile experience where subscribers live, work and play.
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