

Business Aspects and Requirements on Ambient Networks

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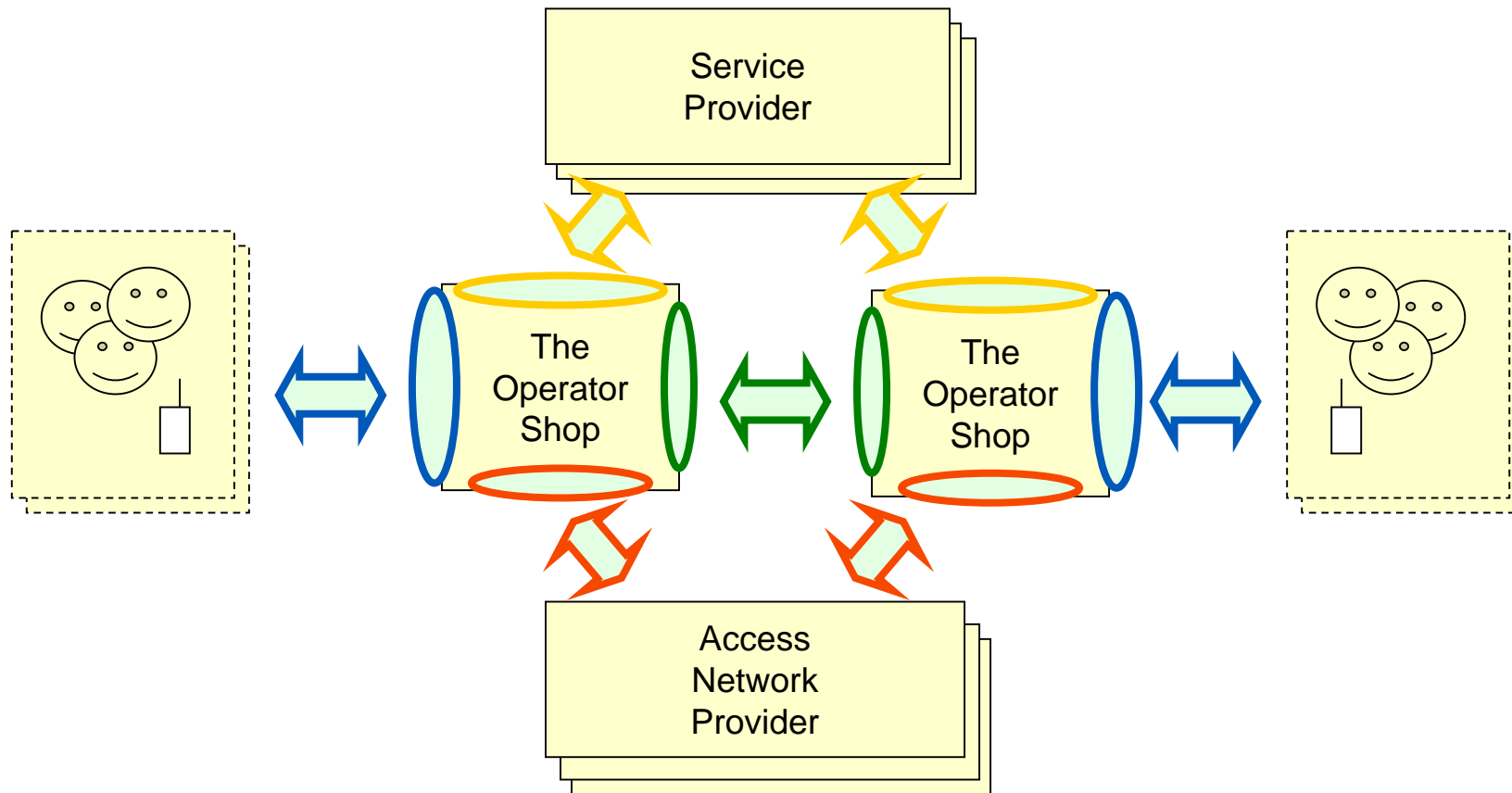


Outline

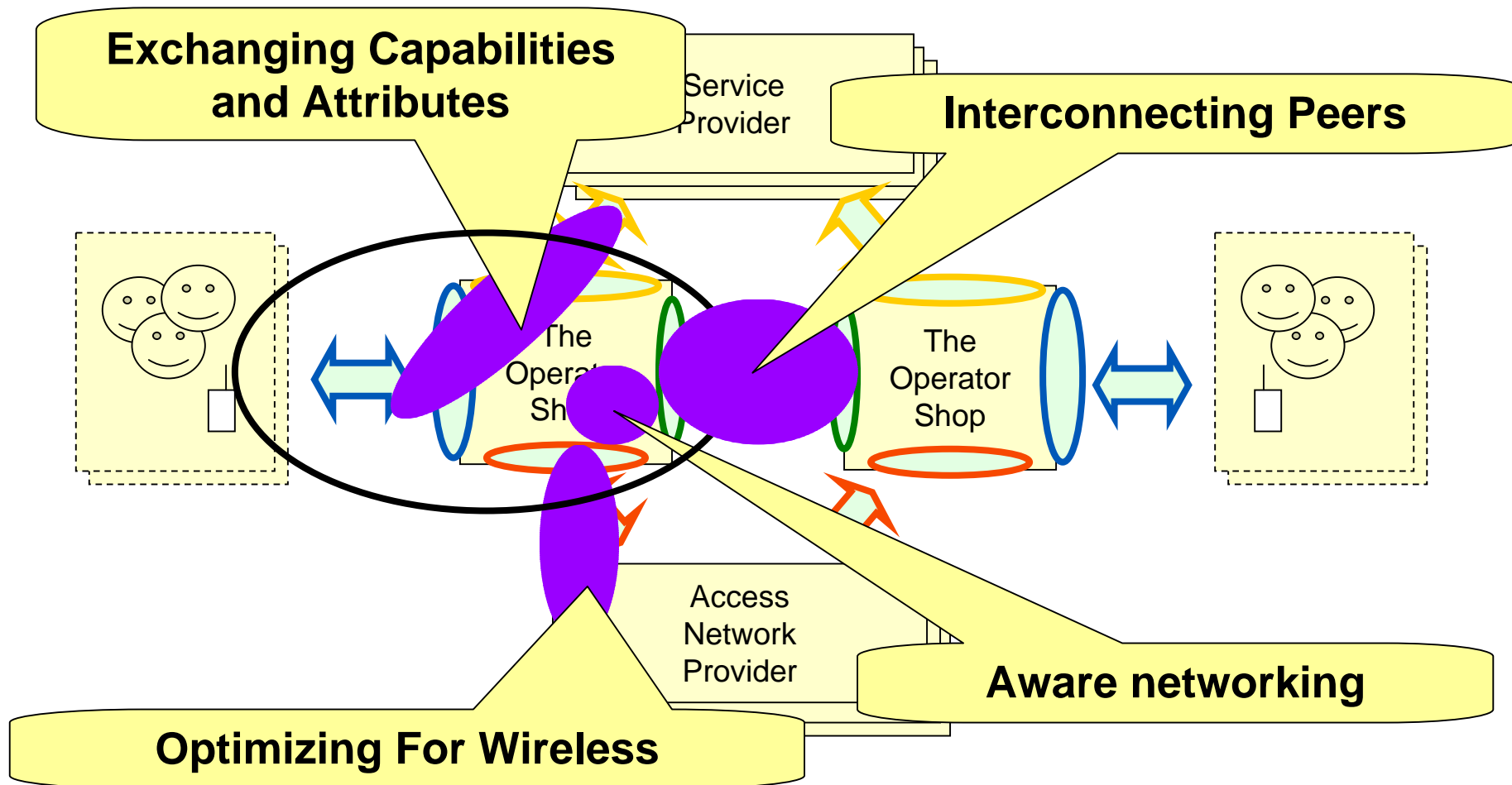
- **Operator business model**
- **Layered architecture and key business interfaces**
- **Ambient Networks aspects**
- **Key requirements**



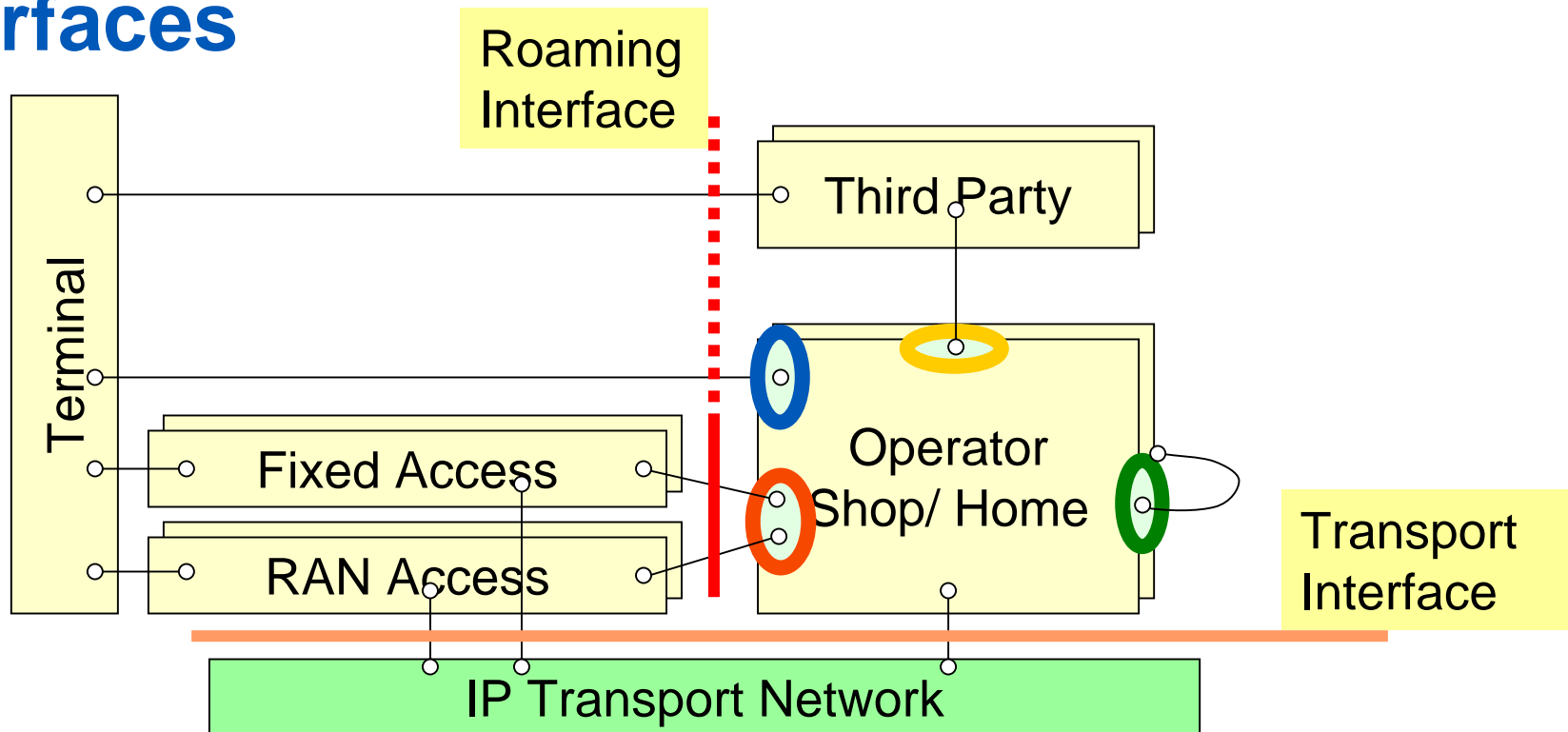
Operator business model



Analysis of the operator business model



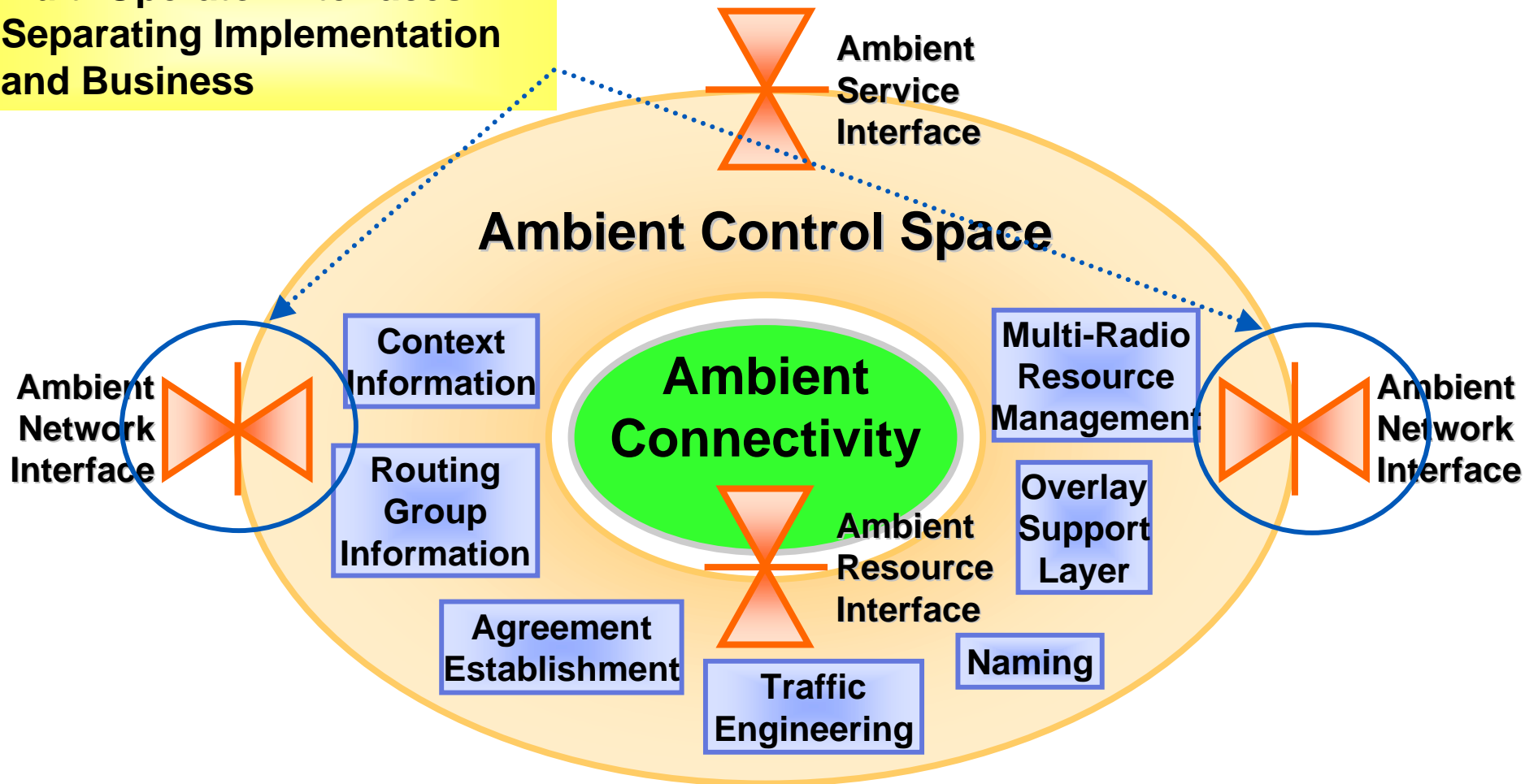
Layered architecture and key business interfaces



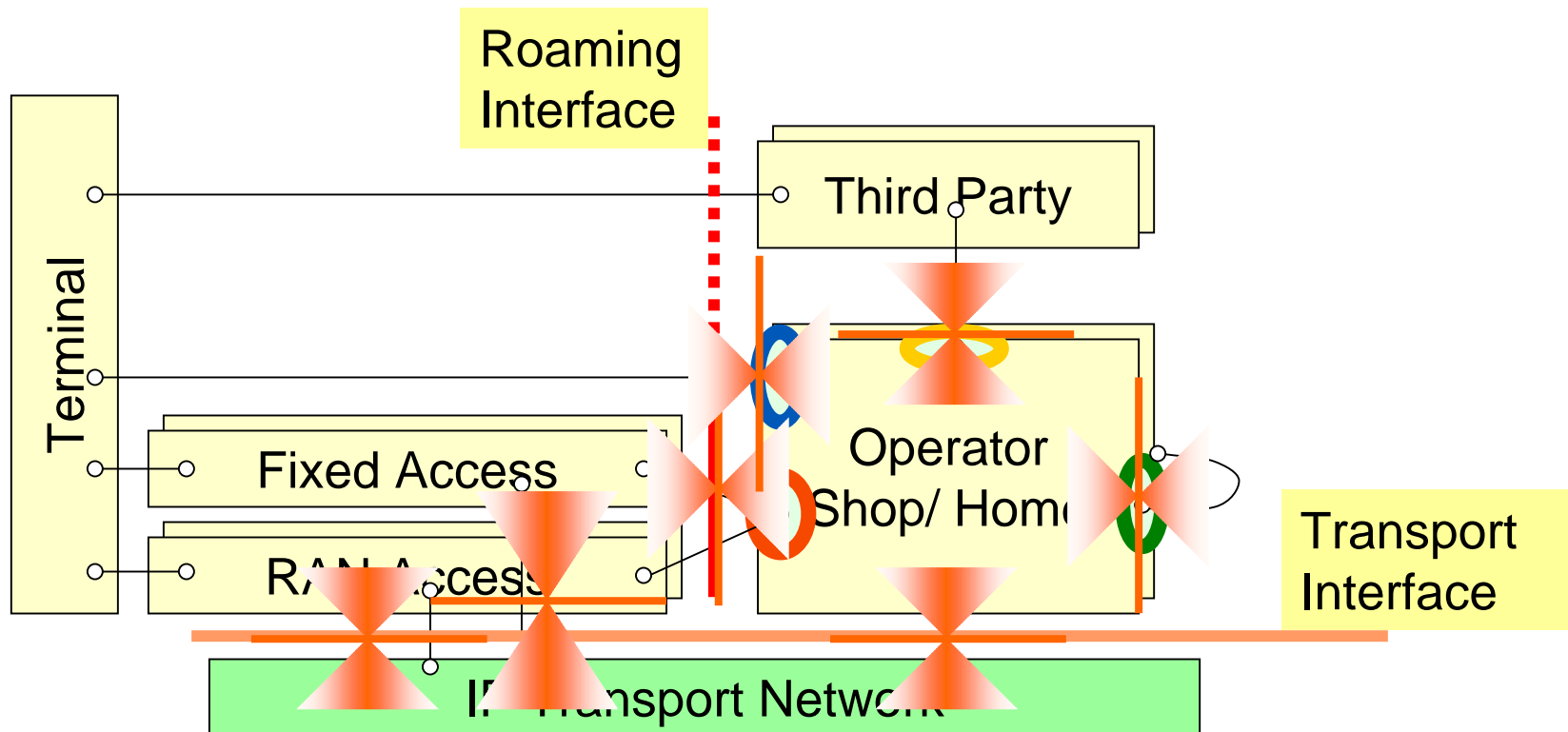
Some fundamental Principles

- 1. Adopt service oriented architecture**
- 2. Adopt a component architecture with component selection optimized to the deployment needs**
- 3. Make key technology choices that are needed to catalyze a component architecture**
- 4. Assume nothing (or as little as possible) about the hardware, plan for change**
- 5. Apply Late binding principles to ensure that components can be successfully integrated late in the cycle**

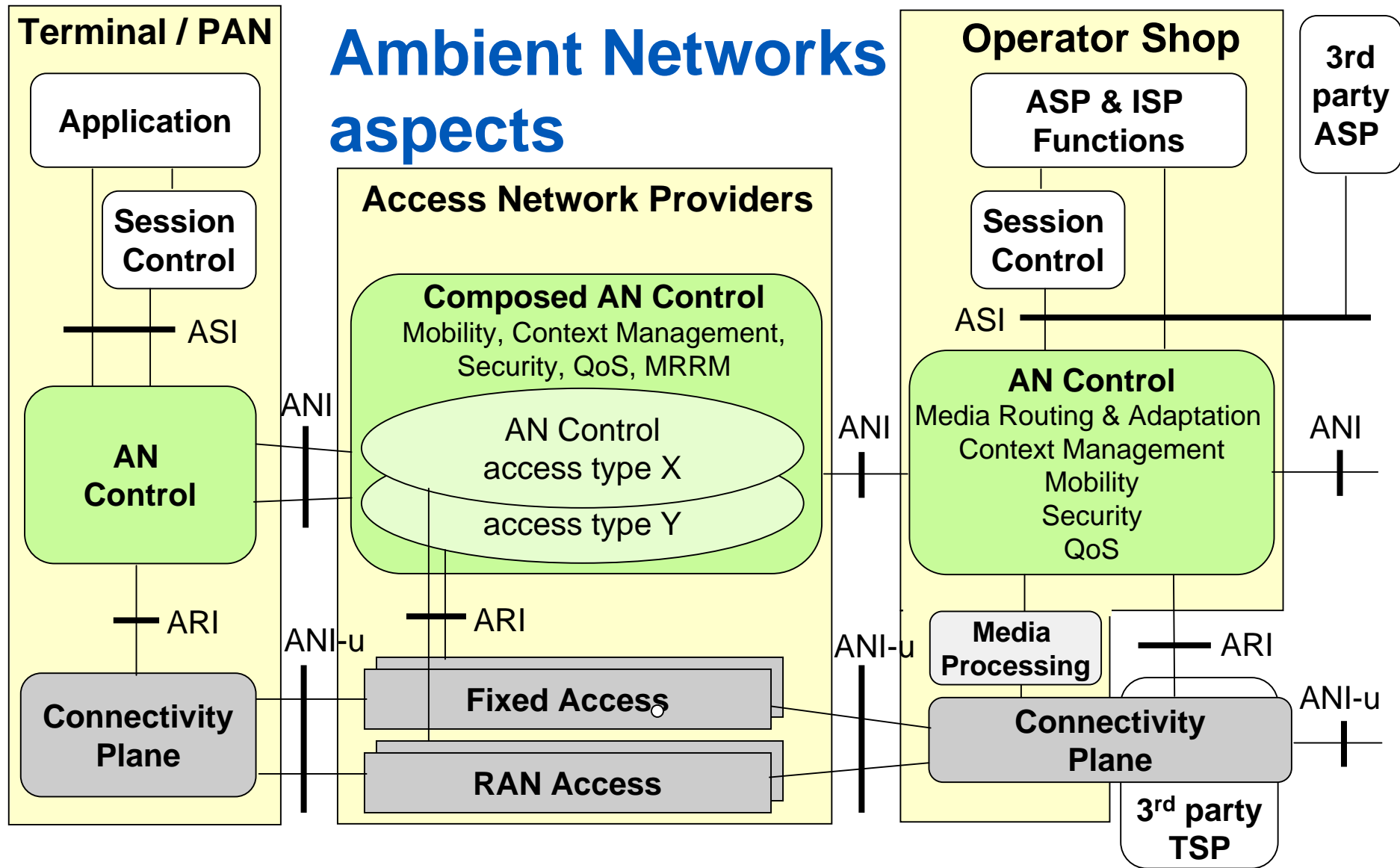
**Multi-Operator Interfaces
Separating Implementation
and Business**



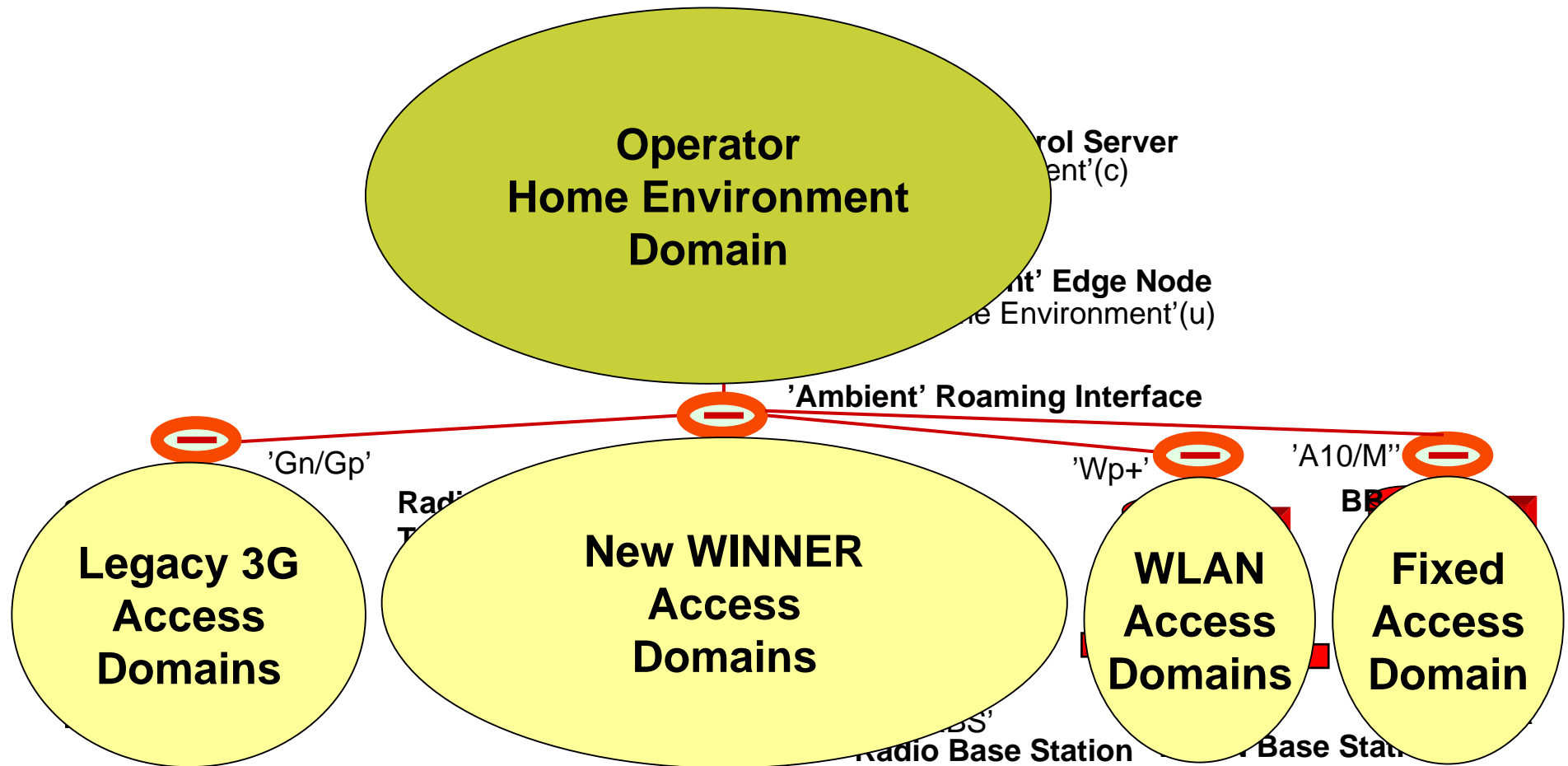
The Operator Shop – an Ambient Network



Ambient Networks aspects



Mapping of architecture (interface view)



Market needs

- **Full scope networks: communication – content distribution – sharing (content, context, location, ...)**
- **Multi-service/multi-access/multi-operator networks**
- **Network capability for user context support management (incl. SSO)**
- **Addressing the shift from terminals to moving networks and support for home network, car network, community network**
- **Decoupling of innovation cycles: short for applications – long for infrastructure**
- **Fixed mobile convergence**

AN Strategic Objectives

- **Scalable & Affordable** networking supporting the dynamics of wireless access
- Provide **rich & easy to use** communication services for all in a **cost effective** manner
- Increase **competition** and dynamic **cooperation** of various players
- Allow **incremental market introduction** of new technologies



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