IP Multimedia Subsystem (IMS): Driving New Business Models and Opportunities

Description: Written by leading authority, David Mangini, who has held industry leadership positions including VP of Wireless Data Solution for AT&T Wireless Services and VP of Wireless Services for SNET Mobility, this publication addresses both the technical and business knowledge critical for success in planning for IMS networks and optimized IMS-based applications and services. It is written in an easy to read style and is highly informative, with just the right balance of technical information, business insights, and consultation about the opportunities and potential pitfalls associated with IMS. Pragmatic in his approach, David instructs of the merits of IMS to facilitate convergence while maintaining a focus on business drivers including flexible service creation and delivery, improved cost structures, and new revenue streams from emerging applications and services optimized by IMS.

IP Multimedia Subsystem (IMS) will bring change in telecommunications that will bring more competition for services, greater mobility, and more specialized services and content. The drivers behind this change are derived from large and permanent shifts in the economics of today's telecom market, dynamic new technologies that offer more capabilities, and more subtle shifts in our information age lifestyle that fuels greater demand for value-added services. IMS will drive convergence in technologies, networks, access, services, content, revenue, and control at degrees heretofore thought impractical.

This publication will evaluate the impact of IMS on service creation and delivery with an emphasis on the evolving needs of users and the resulting impact to wireless platforms and fixed networks. As a result, business models will change for carriers as well as content providers due to the enhanced access IMS platforms will provide for directly reaching end-users across a variety of applications and networks.

"IMS is not economically viable if the goal is simply to replicate existing services in a new architecture. The payoff of IMS is to develop and introduce new value-added services for incremental revenue at a lower cost per subscriber."

This publication introduces and discusses critical topics including:
- The importance of Quality of Service (QoS) and resource allocation optimization in IMS
- Service Configuration Management (SCM) as a missing element in the IMS framework
- Logical staged introduction of IMS functionality across the Transport, Control, and Services planes
- Advent and evolution of the Virtual Network Operator (VNO), positioned to capitalize in IMS
- Application partnering for success in IMS services development and deployment
- Predictions for near-term, intermediate, and long-term introduction of IMS-based applications

IP Multimedia Subsystem (IMS): Driving New Business Models and Opportunities is a must-have resource for anyone responsible for planning, designing, implementing, or managing IMS networks and/or IMS-based applications and services.

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