

Innovate or Die?

The technology market has never undergone such strong growth as now. Transformation is unavoidable. In the process, knowing the significance of changes and developments is particularly important. Increasing innovative output and using opportunities to their full potential quickly and completely play a special role here

It's all about... Innovation. The knowledge of the meaning of changes and developments is particularly important. For companies, innovative capacity derives from this knowledge. The ability to innovate decides our fate, while innovations definitively decide the future of companies and their employees. Targeted innovation activities can decisively influence the success of businesses and companies and increase corporate values. As a result, the process of innovation is fundamental to a healthy and viable organisation.

Transformation is unavoidable. Deutsche Telekom International Carrier Sales & Solutions (ICSS) gained these insights some time ago.

In addition to a clear vision, the practical implementation of this understanding is reality at ICSS. The increase in innovative output implies the full utilisation of opportunities to their full potential. Here, Innovation Management at ICSS deals not only with the possibilities for innovation within traditional wholesale issues, but also with business prospects, while positioning itself as a content and media enabler.

The technology market has never undergone such strong growth as now.

Few markets are as globalised and galvanised as the communications market. This provides fuel for product innovations and new channels of distribution.

New products and activities supplement voice services and change the usage behavior of the customers. Today wholesale providers expect customised, packaged, and redistributed services that exactly meet the needs of specific customer segments. The future is with products with higher added value. To be responsive to existing market demands, ICSS is developing its business through an extended service scope from commodity towards value-added business, which is intermediation and enabling.

FACE THE CHALLENGE – FIND THE BALANCE

ICSS's portfolio is changing from commodity to new wholesale services. A few of the developments of ICSS demonstrate our practical implementation of the innovative understanding:

"IPX" news:

Since the launch of the IPX service, ICSS has added further features to the released IPX transport platform. Recently, the SIGTRAN service, which is the IP solution for SS7, was successfully tested and implemented on the IPX platform.

In addition ICSS increased its peering capacity at the AMS-IX peering point in Amsterdam and is implementing further capacities in Ashburn and Singapore as well. Also ICSS is implementing a dedicated measuring system for each of its IPX connections to the customer and to the peering points.

THE VALUE CHAIN

ICSS's view of the value chain: providers have to respond to the growing need for intermediation and distribution.

Providers expect customized, packaged, and redistributed services that exactly meet the needs of specific customer segments and their different reseller and end-user markets



To be responsive to existing market demands, ICSS is developing its business toward intermediation and enabling:

- Create an enhanced SOP that allows the creation of broader segment-specific bundles
- Offer intelligent solutions (flexible coverage and services mix, value-added, user-oriented, QoS-based, white-labeled), capable of customizing solutions
- Speed-to-market with best partner and customer relations



ICSS – WE ARE YOUR GLOBAL COMMUNICATIONS ENABLER

As one of the largest carriers in the world, we enable global voice communication, internet connectivity to millions of eyeballs, global roaming and messaging on next-generation platforms and smart content distribution and media exchange.

- > **Global Voice:** Reach any worldwide destination of your choice
- > **Mobile World:** Mobilise your customers' lives with our one-stop shopping solutions
- > **IP & Transport:** Access millions of eyeballs globally
- > **New Media:** Discover new perspectives by experiencing New Media



Having the T-Mobile Group directly connected to our network, ICSS has one of the broadest roaming customer bases. With GRX, as part of the IPX offer, ICSS can also reach almost every mobile operator worldwide, either directly or via more than 20 interconnections with other GRX providers. ICSS also offers its solution on a white-label basis.

All these developments have led to a general agreement with a major mobile operator group. For this customer, a worldwide, reliable network for existing and future services was essential. The proof of quality and the possibilities to monitor the network in real time were other points for deciding on the ICSS solution, as well as the excellent pricing features.

“SIGTRAN”: not without meaning:

SIGTRAN is a new signalling over IP technology, which enables ICSS to migrate its Signalling for International Roaming traffic from TDM to IP, thereby supporting the ICSS roll-out of its all-IP strategy. Besides that, SIGTRAN also means ICSS can include a new product feature included in the Signalling for International Roaming product. By introducing this new product feature, ICSS keeps itself in a leading position to offer innovative products to its existing and future customers. First customers are already using this solution, which is also working excellently with other IPX providers across networks.

Transport range developments in light of the development of the Ethernet market:

The carrier Ethernet market has also undergone changes. It is growing at an unprecedented pace despite the current economic downturn. Cost, simplicity, flexibility and control drive the success of Ethernet. While Ethernet is strongly developing at international cross-border level, ICSS is recognising the need to constantly update the range of its Ethernet-based transport services to better answer its customers' requirements. The current service offering includes Ethernet over WDM services, Ethernet over SDH, and Ethernet over MPLS services. ICSS has recently increased its domestic EoMPLS coverage and is currently preparing the release of additional product features and Ethernet-based solutions.

“CONX”, a dynamic response to market requests is SaaS:

ICSS stepped into a new role in the content business by launching CONX, a new sales platform for content and an automated, lean method of selling and buying content online. It is a global business-to-business marketplace for audiovisual content, a secure and easy-to-use environment for content owners and distributors and a place to showcase and distribute digital content to the world's buyers.

A new commercial model: Sensing the changing market conditions for CONX, ICSS has launched a software-as-a-service offering (SaaS) and a white-label solution for content producers in need of a platform that serves as both an asset management tool and a marketing tool in collaboration with our partner Mediapeers. This latest addition to the portfolio shows our commitment to the platform and our partnership with Mediapeers, as well as our dynamic response to emerging market requests and evolving customer needs.

MyCommsuite:

Another opportunity to move the wholesale business up the value chain was the launch of MyCommsuite, an enabling platform to let communities, brands, and service providers offer Web 2.0 services without their needing to invest in a telecommunications infrastructure.

Using DT's SaaS offering also allows them to benefit from our economies of scale – and all that without any capex.

MyCommsuite and cloud computing: With MyCommsuite, customers can be sure that their data is stored safely in a Deutsche Telekom location, protected by state-of-the-art firewalls and filters.

Collaboration anywhere and anytime: Users want to run an application from any type of operating system, wherever they are, and from any type of device. This is the vision that we support with MyCommsuite.

Mobility by Cloudberry: Unified communication needs to be mobile. MyCommsuite users have access to their emails, contacts and calendar through any state-of-the-art smartphone. Especially in the SME market, this opens a huge revenue potential for service providers. ICSS will support its wholesale customers in monetising this attractive market and giving wholesalers new perspectives.

Promising outlook: video communication (VC) enabling:

Video communication of the future has to work between different networks, technologies, and the latest devices (both PCs and smartphones), be embedded into Web 2.0 communities by open APIs, and be as easy as making a phone call. VC has been considered to be the next level of communication. A new solution will provide global connectivity between VoIP, PSTN and mobile networks, through an enabling platform for instant real-time PC-to-mobile video communication by combining the IP world with the circuit-switched world for a broad range of applications. The service will work with circuit-switched, video-enabled mobile phones connected to 3G, as well as all standard laptops, notebooks and webcams. The solution will be a white-label, multi-customer solution, with open APIs.

A clear vision for the future:

ICSS is positioned as a key player for the Deutsche Telekom Group, for example, in regard to CDN. Other innovation projects in which ICSS is presently deeply involved:

- > **“Premium Content Link”:** hosting of premium content (eg, movies and broadcast shows) and distributing them with proper DRM/encoding protections to ICSS's customers on a B2B basis, in addition to new CDN capabilities in Europe.
- > **“Security”:** a virtualised security solution with Unified Threat Management (UTM), network firewalling, intrusion detection and prevention, content scanner and filter.
- > **“Identity Management”:** a federation hub that enables users of one domain to securely access data or systems of another domain seamlessly without the need for completely redundant user administration. Cloud-based versatile authentication means cloud-based support of various authentication methods. ■

Birgit Kempe

Deutsche Telekom ICSS

Customer Value Management

T: +49 228 181 13342

E: birgit.kempe@telekom.de

For more information see our new website:

www.telekom-icss.com