

# Fixed-Mobile Convergence





# Convergence...

## A new world of business opportunities

Businesses and consumers are looking for greater simplicity and convenience from their telephone service. They want greater indoor and outdoor mobility and more and more want this mobility integrated with their fixed telephone service – with excellent quality and ‘fixed-like’ pricing while indoors. And they want the simplicity and easy interface that a single, all-encompassing telecoms service can provide.

With these demands, the largely separate worlds of fixed and mobile are being driven together. In the first stage the main focus will be on voice applications, expanding with time to data and multimedia domains.

As an operator, ease of use is a big advantage for your business customers and residential subscribers... and a major revenue opportunity for your business. Alcatel's Fixed-Mobile Convergence solutions provide you with the opportunity to differentiate your services and capture new major revenue streams. And we can help you achieve greater operating efficiencies and cost savings by moving your business onto a common platform and systems to support these services.

Today, as the global market leader in Fixed-Mobile Convergence, Alcatel offers a range of integrated mobility solutions which can be tailored to the specific needs of your customers.

We can work with you to develop profitable opportunities for your business and residential customers based on the concept of Fixed-Mobile Convergence. It's a concept that combines the best of fixed and mobile telephony in an integrated service to your customers... a service that will win you increased customer loyalty and a host of new subscribers. The time to act is NOW. With Alcatel, the migration path to Fixed-Mobile Convergence is simple. And the investments you make today will provide a solid foundation for reaping rewards now and in the future.

Alcatel's global presence and wide ranging capabilities mean that we can support your business where ever and when ever you need us around the world. Our professionals in more than 130 countries have a deep understanding of their local telecommunications market. They understand both fixed and mobile markets. They know the regulatory environment, the socio-political issues, the latest market trends and the service expectations of your customers.

For you as an operator, the key to the Fixed-Mobile Convergence opportunity is just a single telephone call away.



# What is driving Fixed-Mobile Convergence?

Your residential and business customers are on the move. As the world continues to shrink and innovation brings new services to consumers and business, your subscribers want to stay in touch whether they are on the move, at home, in the car or at the office.

**End-users...** in business and at home... are driving the move towards one-service telephony. They are wanting a single service available seamlessly via fixed line and mobile phones... but at a lower cost for fixed and mobile calls and an overall better quality of service delivery.

According to leading telecoms analysts, almost two-thirds of mobile telephony users would like a single telephone number for their fixed and mobile services. And over half say that they want a single telephone bill covering both services. This means that around 20% of combined fixed and mobile telephony revenues will come from combined Fixed and Mobile services by the year 2002.

**Telecoms operators** face new challenges. Increased competition. Price decline. Erosion of margins. The challenge of attracting new customers and retaining existing subscribers. The need to boost call traffic to optimize your network and generate better returns. Substitution of fixed services by mobile. The need to achieve lower cost structures. And the need to differentiate your services from those offered by your competitors.



Fixed-Mobile Convergence provides an important answer to these challenges... and a host of business benefits. It offers you new revenue opportunities, the chance to stand out from other operators... and a source of new profit streams.

Fixed-Mobile Convergence also means simple, user-friendly operations and customer billing. It means better customer service, including one-stop shopping. Better accountability to your subscribers. And perceived better value for money.

Your customers get the best of both worlds... the combined benefits of fixed, cordless and cellular services without the downside. And access to a broader range of services to match their needs. This means better quality at lower prices... all via a single number... and all on the same handset.

Subscriber demands, the pressures facing operators and continued technological advances all mean that Fixed-Mobile Convergence offers you a business passport to greater competitiveness and improved profitability.



# One common set of services using two phones... available now

Alcatel's Two Phones-One Service is a first phase capability that is readily available now. The service enables you to introduce Fixed-Mobile Convergence solutions to your customers and to build the right customer and service base. We offer a safe route for getting in at the ground level then moving on to offer a full range of FMC options when your business and subscriber base are ready.

## **Residential and SoHo subscribers – A single set of convenient services**

For your residential and small office-home office (SoHo) subscribers today, Two Phones-One Service means you can provide them with:

- One number with an automatic access hunting mechanism
- One voice mail service with the ability to notify messages to the subscriber on both their fixed and mobile services
- One telephone bill for all calls, with all possible discount schemes
- One common pre-paid system for both fixed and mobile services.

## **Corporate subscribers – Greater mobility and flexibility**

For your corporate customers, Two Phones-One Service from Alcatel enables you to integrate mobile phones with your customers' PABX or corporate network service and offer a range of new service features including:

- One number for the PABX extension and the mobile handset
- Automatic call forwarding to the mobile handset when the fixed extension is not answered, with the same call screening and barring capabilities of the PABX
- Abbreviated dialing codes - the ability to reach employees' mobile handsets using abbreviated dialing as part of a company's private numbering system
- One voice mail with notification on both their fixed and mobile services
- One Virtual Private Network to better integrate and control fixed and mobile services.

The bottom line for your corporate customers is the ability to manage mobile phones more efficiently and to achieve much greater control over use and costs... the top two concerns for decision-makers wanting to provide extended mobile communications facilities for their work forces.

**Fast introduction, smooth transition**

Two Phones-One Service from Alcatel is quick and easy to implement via your Intelligent Network platform. So you do not need to make any major structural changes to your current network. You can package and introduce these new services to your business, residential and SoHo customers very quickly.

The end result is increased customer satisfaction, increased revenue... and an open door to next-generation services offering profitable revenue streams. All with minimum risk and financial investment.

**ONE NUMBER  
ONE VOICE MAIL  
ONE BILL  
ONE PRE-PAID  
ONE VPN**





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# True service convergence...

## One Phone-One Service

One Phone-One Service is just around the corner. And Alcatel offers you the opportunity for a clear, trouble-free path to the advanced FMC solutions and services. Our One Phone-One Service capability delivers to your corporate, residential and SoHo subscribers all the benefits of a single integrated fixed and mobile telephone service. It combines the best of fixed, cordless and cellular technologies.

### **More services, more features, more freedom**

**For residential subscribers,** we have been the driving force in establishing One Phone-One Service via a single GSM terminal with enhanced software functionality known as CTS (Cordless Telephony System). Indoors, the single phone connects to a CTS home base station. When outside, it connects to the mobile cellular network. The CTS home base station can be connected both to a fixed analogue or digital network, and to the mobile cellular network via the GSM radio interface. And for this reason, One Phone-One Service fits your network, no matter what form it takes.

**For your corporate customers,** One Phone-One Service is a solution that combines a high quality radio interface indoors with various corporate services such as PABX services. This means that while indoors the employees' mobile handsets behave like new PABX

extensions, offering the same high quality and set of services as the other extensions on a company PABX. Put simply, it allows the GSM phone to become the employee's single handset, both indoors and outdoors, at the office and on the move.

### **Energizing your business**

For you as an operator, One Phone-One Service puts you in the driving seat to:

- offer your customers the convenience of having a consistent set of services – all via one terminal
- provide your subscribers with the communications tools to maintain better contact with their customer base
- generate increased revenues. The convenience, ease of use and familiarity for your customers offered by One Phone-One Service encourage a higher volume of call traffic
- sell additional profitable services to corporate, residential and SoHo subscribers
- build stronger relationships with your corporate customers and greatly enhance customer loyalty.

One Phone-One Service can be your passport to greater customer satisfaction, improved customer loyalty and increased call revenues. And it allows you to stay one-step ahead of your competitors by offering new, differentiated services.

# Network convergence...

## Achieving more with less

Intelligent Network technology (IN) is at the heart of Fixed-Mobile Convergence.

### **Bridging the gap, adding value**

For Two Phones-One Service and One Phone-One Service, IN technology provides the gateway for bridging the gap between fixed and mobile, enabling you to offer your customers a complete set of common core telephony services. These include an expanded range of value added services and the exchange of information needed to locate the telephone subscriber... Indoors, outdoors, at work, at home or on the move. In turn, these common core services mean opportunities to drive greater operating efficiency and achieve stronger return on your network investments.

As an operator, you also benefit from our open, scalable approach to IN which enables you to evolve from our entry level solution right up to the complete Alcatel IN platform while maintaining full service functionality and subscriber data. This means total investment protection while allowing you to handle a growing subscriber base, increased call traffic and the introduction of new services.

### **Better customer care, improved cash flow**

Fixed-Mobile Convergence also provides answers for improved customer service, faster responsiveness, better support, and customer demands for more detailed billing and usage information.



For effective deployment, your customer care and billing systems need to be integrated and harmonized. Once achieved, you are in the strong position to satisfy your customer's support and billing requirements in an integrated, unified way.

With Alcatel's FMC capabilities, the same customer care and billing system can be deployed easily for both fixed and cellular networks. For your business, this means improved economies of scale and substantial cost savings.

#### **Integration - Maximizing your resources**

FMC also allows you to structure your operations better, and to rationalize and deploy your people, assets and resources more efficiently. For example, you can integrate your marketing teams, your distribution channels and your after-sales customer service.

Going further, FMC allows you to integrate physically your networks and systems more tightly. And it gives you the option to share easily the same transit networks, IN platforms, customer care and billing and network management systems, thereby helping you to further reduce costs.

Deploying multi-functional switches that can operate both in fixed and mobile networks delivers further synergies as it allows a single network to provide all the services that previously required several networks... plus many new services.

#### **Common switching platform**

Our multifunctional switch offers a common and seamless switching platform. Armed with this capability you can use the solution to deliver both fixed and mobile services. Naturally, you can also share the servers required for service creation and provision, network management and supervision, and ultimately subscriber data management.

The end result? Greater customer satisfaction, exciting new revenue streams, more repeat business and greater operating efficiencies.



# Migration strategy and the road ahead

This is a world where your business and residential customers will be demanding greater convenience and portability and a wider range of service features. Fast development and deployment of the services they want, packaged the way they want, is vital.

## Investing now

Operators are recognizing that they need to be ready with the Intelligent Network infrastructure and open systems to respond quickly with the right services to meet these demands.

This means making the necessary investments in Fixed-Mobile Convergence NOW, by adding IN capabilities to your network so that it can interact with the corresponding fixed or mobile network, allowing you to deliver an expanded range of services to customers as if they were using a single network.

When introducing Two Phones-One Service, you may want to focus on one or two priority market segments. Once you are delivering this service to your corporate customers, there will be opportunities to expand the service to small office, home office and residential customers.



The investments you have made in Fixed-Mobile Convergence via your Intelligent Network platform will allow you to increase the range of services you provide to these customers... at only marginal incremental cost.

### **A smooth migration path**

Alcatel offers you a clear and smooth migration path from Two Phones-One Service to One Phone-One Service as your customers' demand for expanded services and greater convenience grows. We are continuously developing enhancements to these mobility solutions, including wideband mobile data solutions that are transparent to you and your customers. These solutions give you a smooth and easy migration and upgrade path.

### **Next-generation mobile services**

New services emerging from the convergence between telecommunications, information technology, media and entertainment are fueling the development of third generation mobile communications systems (UMTS) and satellite mobility solutions.

Alcatel is a driving force in the development of global standards for UMTS and is developing technology to make UMTS work through your network. As an operator you will benefit by being able to better control and manage the UMTS services you ultimately offer to your customers... and at a lower cost.

With solutions based on open systems, Alcatel is the solid, effective investment. We offer a smooth growth path in Fixed-Mobile Convergence for all types of operators - whether you are an established or new market entrant operating a fixed or mobile network.







