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Network Transformation using Cloud
Designing Carrier's Online Storage "Family Cloud" for Enhancing Telecom Home Services

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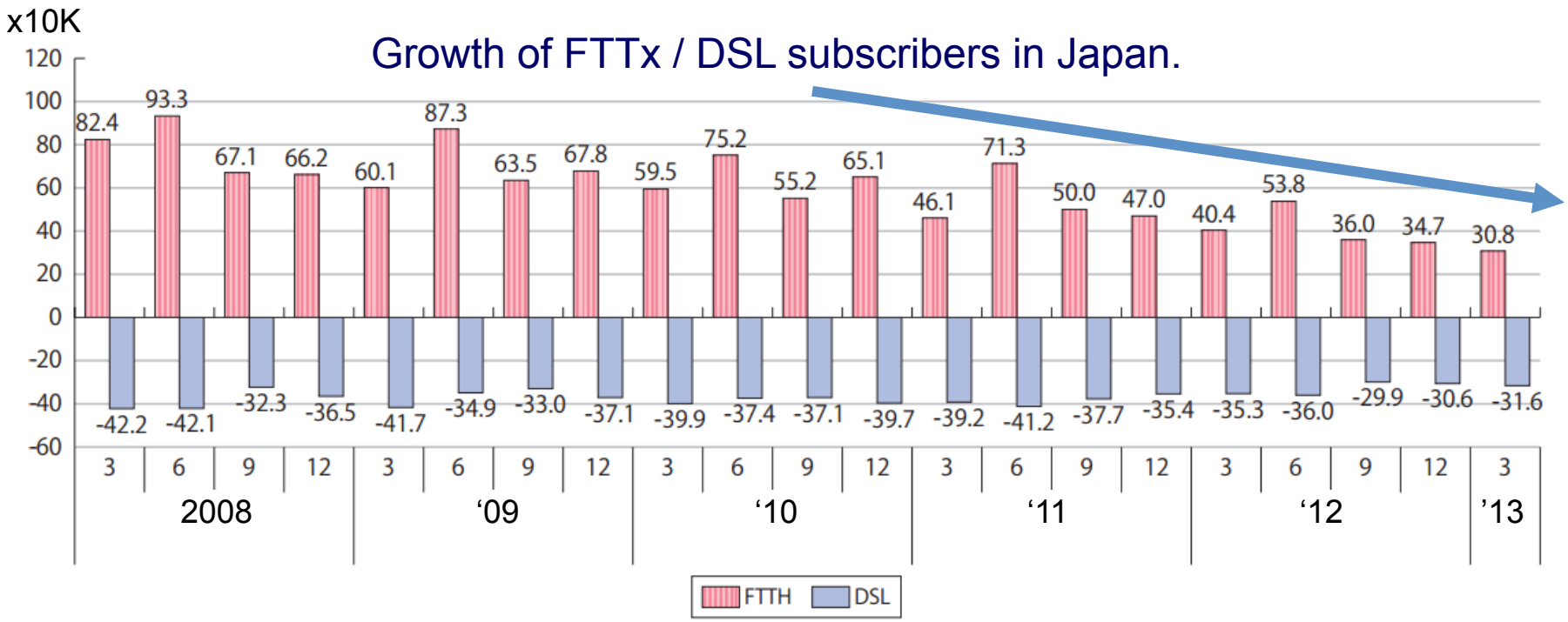
Fixed operator's circumstance

- Number of FTTx subscribers is saturating.
- Subscriber retention is an urgent issue, especially for home segment.



Project objective

- To create telecommunication services that contributes to retain home broadband subscribers, especially, for elderly and family users.
    - Service examples
    - Family cloud concept
    - Architecture

Factors of subscriber loyalty

- Service experience
- Relational benefit
- Switching barrier

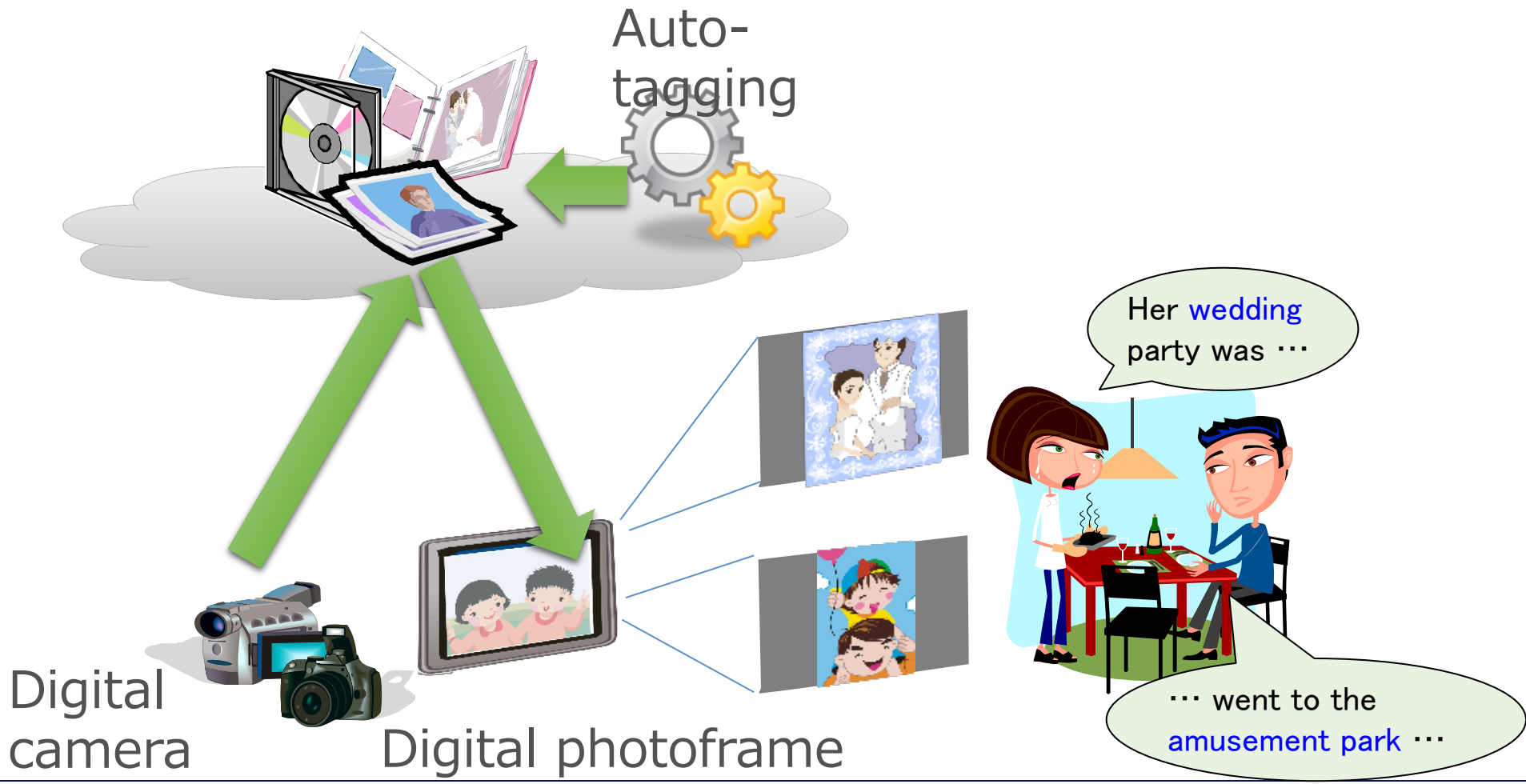
Approach: Service experience

- Limited opportunities for subscribers to feel the broadband value.
  - Complicated operations.
  - New devices, new apps, …

→ Weave the services into daily home life.
  - Minimum user operations.
  - Extend existing home telecom services.

Service example (1)

- Voice photo-frame



Service example (1)

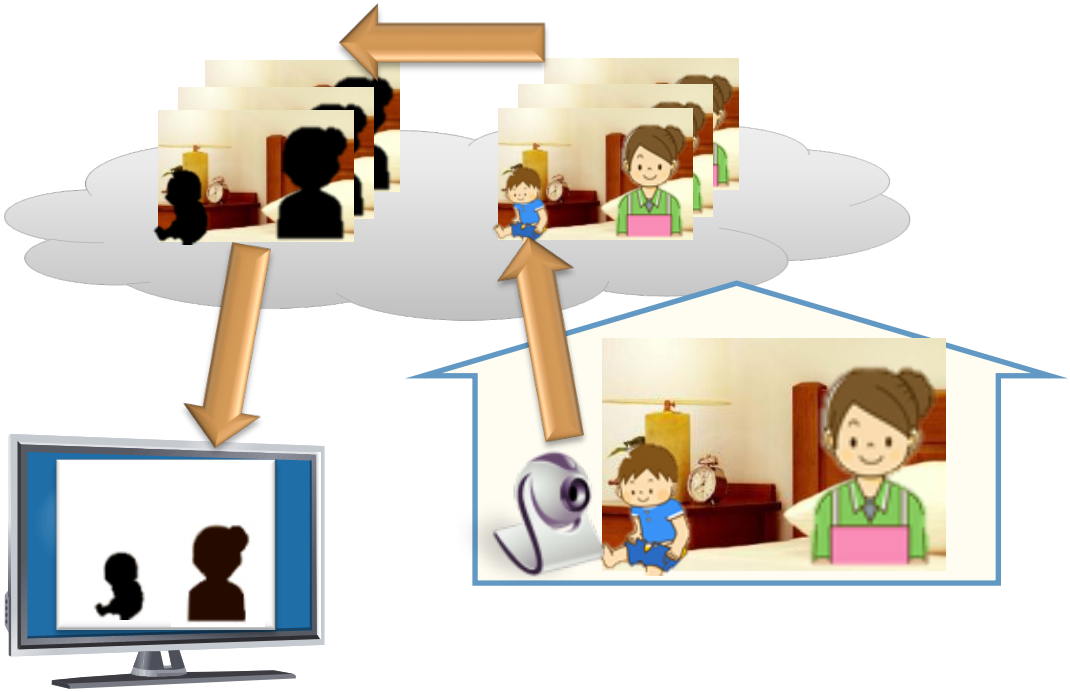
Approach: Relational benefit

- How to realize such services that the longer it is used the more valuable it becomes.

→ Customization of services to fit each customer's situation.

Service example (2)

- Abstraction video phone



Service example (2)

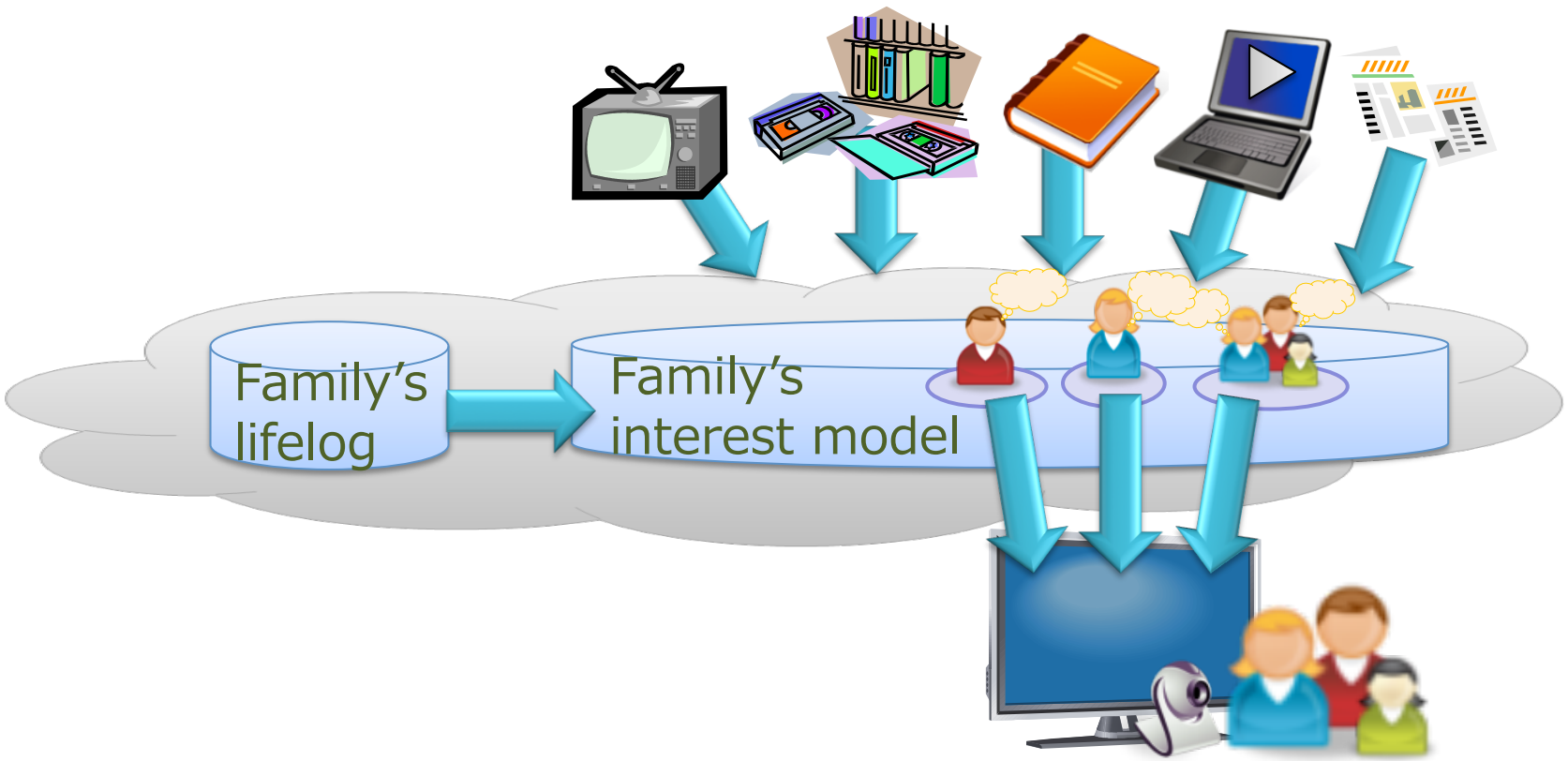
Approach: Switching barrier

- Open technologies are lowering the barriers.
  - Portability of contacts and e-mails in handset.
  - Data (image, video, etc.) migration between clouds.

→ Adding extra-values to stored user data with cutting-edge technologies.
  - Audio / image recognition.
  - Lifelog learning.

Service example (3)

- Smart cloud player

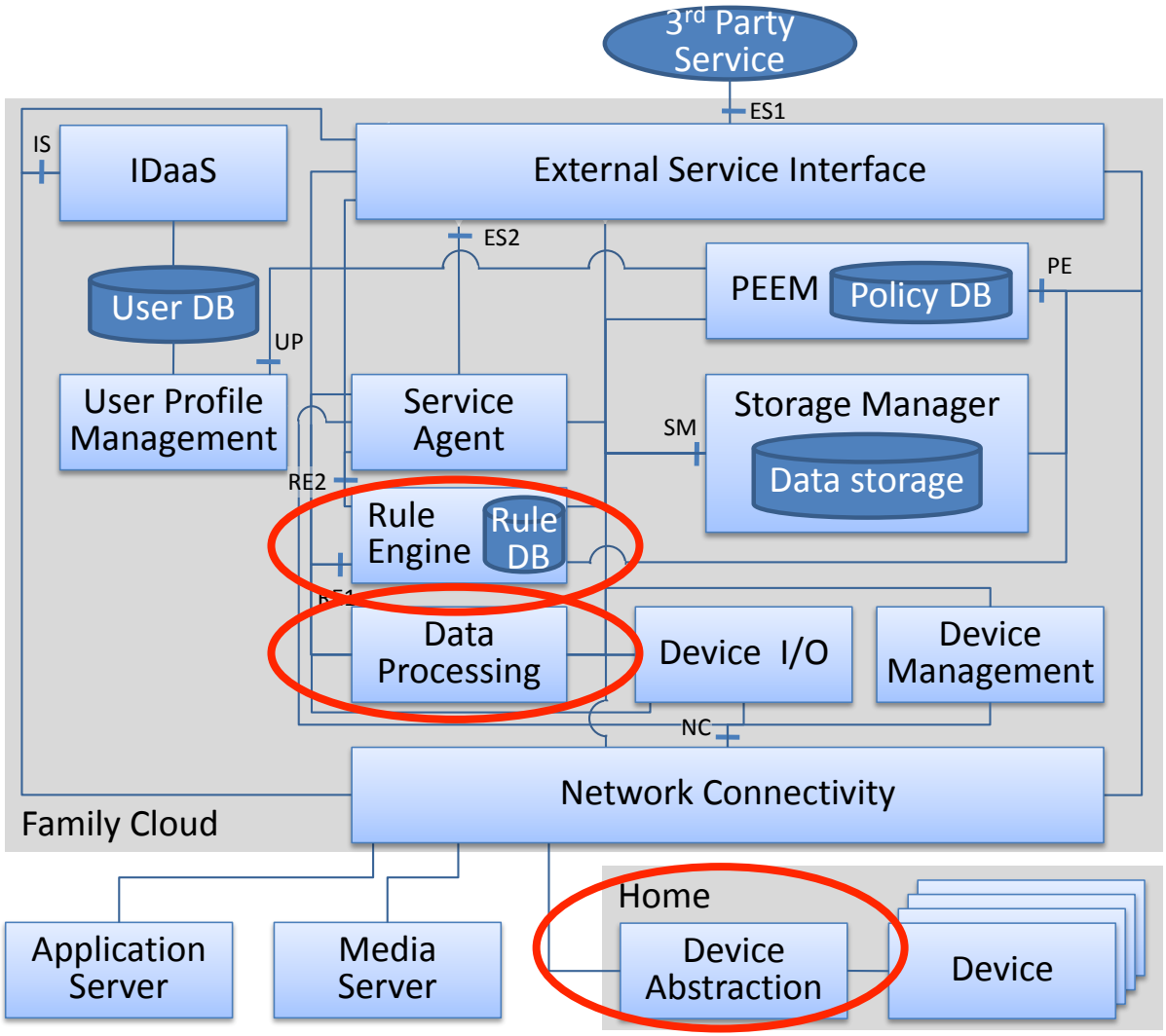


Service example (3)

Family cloud concept

- Residential optical broadband
  + family-dedicated cloud.
- Attaching cloud services onto telecom-domain services.
- Seamless data transfer between family cloud and home devices.
- Enablers for adding extra-values on stored cloud data.

Functional architecture



Summary

- Introduced home service examples designed for contributing to subscriber retention.
- Proposed family cloud concept and platform architecture to facilitate those home services.

The End

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