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Don't Assume

Future of Realtime Communications Review of ICIN output

Dean Bubley, Disruptive Analysis

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dean.bubley@disruptive-analysis.com @disruptivedean

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About Disruptive Analysis

- London-based analyst house & strategic consulting firm
- Cross-silo, contrarian, visionary, independent
- Advisor to telcos, vendors, regulators & investors
- Covering VoIP since 1997 & 3G/4G mVoIP since 2007
- Covering WebRTC since mid-2011
- Published report on "**Telco-OTT Strategies**", Feb 2012
- Report & updates on **WebRTC, from Feb 2013**
- Workshops on Future of Voice & TelcoOTT

Twitter @disruptivedean Blog: disruptivewireless.blogspot.com

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Speakers took different views...

QoS is/isn't critical

Interoperability is/isn't essential

IMS will/won't be core to future services

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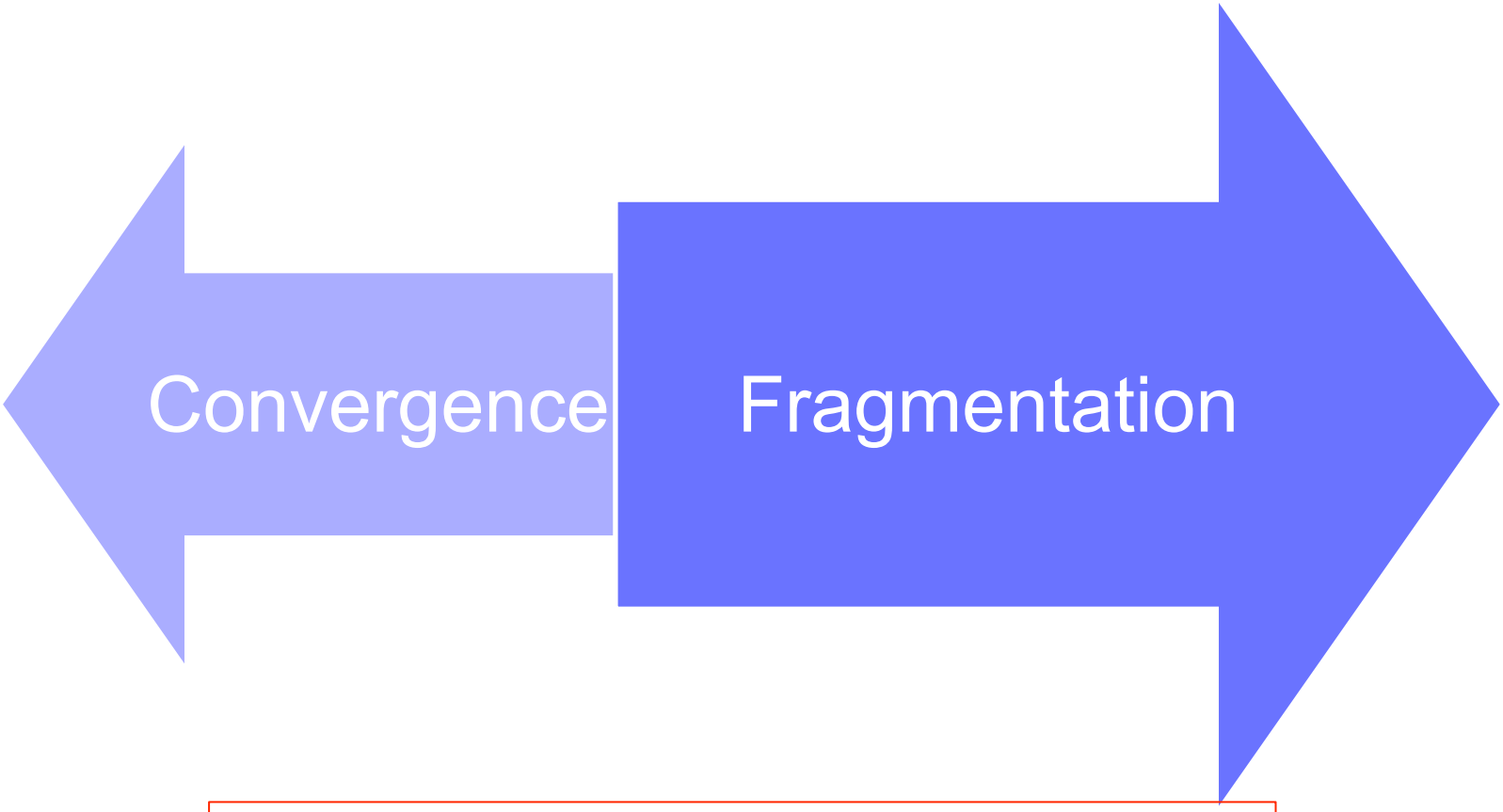
Voice & messaging are fragmenting



Some speakers saw this as a problem.
Disruptive Analysis believes it is beneficial

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Not everything is a “call”

NTT examples at ICIN:

Iro-Coco augmented reality
Air-Stamp customer support
Smart TV experiences
Office in the Cloud

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Islands (of all sizes) can add value to users

Should interoperability be assumed & designed in? Or added later?

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The death of ubiquity?

Mobile calls
SMS
Email

99% of personal comms for all use cases

Perfect fit for specific use cases. Silos

+

Mobile calls
SMS
Email
(RCS?)

Interoperability
Lowest common denominator?
Generalised APIs?

Ubiquitous
Standardised
No choice
Fits with peers
Value consistency of items
Fixed & “curated” combination

Personalised
Mix of “standard” & niche
Wide choice
Fit with peers & wider society
Diversity in value of items
Individual combination

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WebRTC viewed important by speakers

- Multiple use cases
- Recognition of near-term complexity but fast speed
- Suggested for
  - Extension of CS phone service via the web
  - Creation of standalone services & cloud platforms
  - Extension of IMS to devices without apps/clients
  - Interoperability of telco world with web PaaS
  - Enterprise services
  - TV-based capabilities
- Some telco speakers' opinion differ from Disruptive Analysis (eg relevance & utility of IMS interop)

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Regular Q at ICIN “Where’s the money?”

tokbox

LIVE ninja

WEBRTC Skyway™

XIRSYS REAL-TIME SYSTEMS

Hypervoice Consortium

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www.disruptive-analysis.com

disruptivewireless.blogspot.com

@disruptivedean

information@disruptive-analysis.com

Skype:disruptiveanalysis

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