



Changes in the Telecom ecosystem and looking at the ways forward

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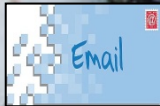


Major forces affecting services



*If you haven't noticed, the future isn't what
we may think it is... or used to imagine it...*

We are changed...



*Technology is changing and altering our reality
and when this reality is altered we are changed.*

We are changed....



*"No, you weren't downloaded.
you were born."*

We are changed....



The service delivery platforms...



Application Layer (OTT's)

facebook

LinkedIn

You Tube



bebo



Technorati

USTREAM TV BETA



del.icio.us

flickr

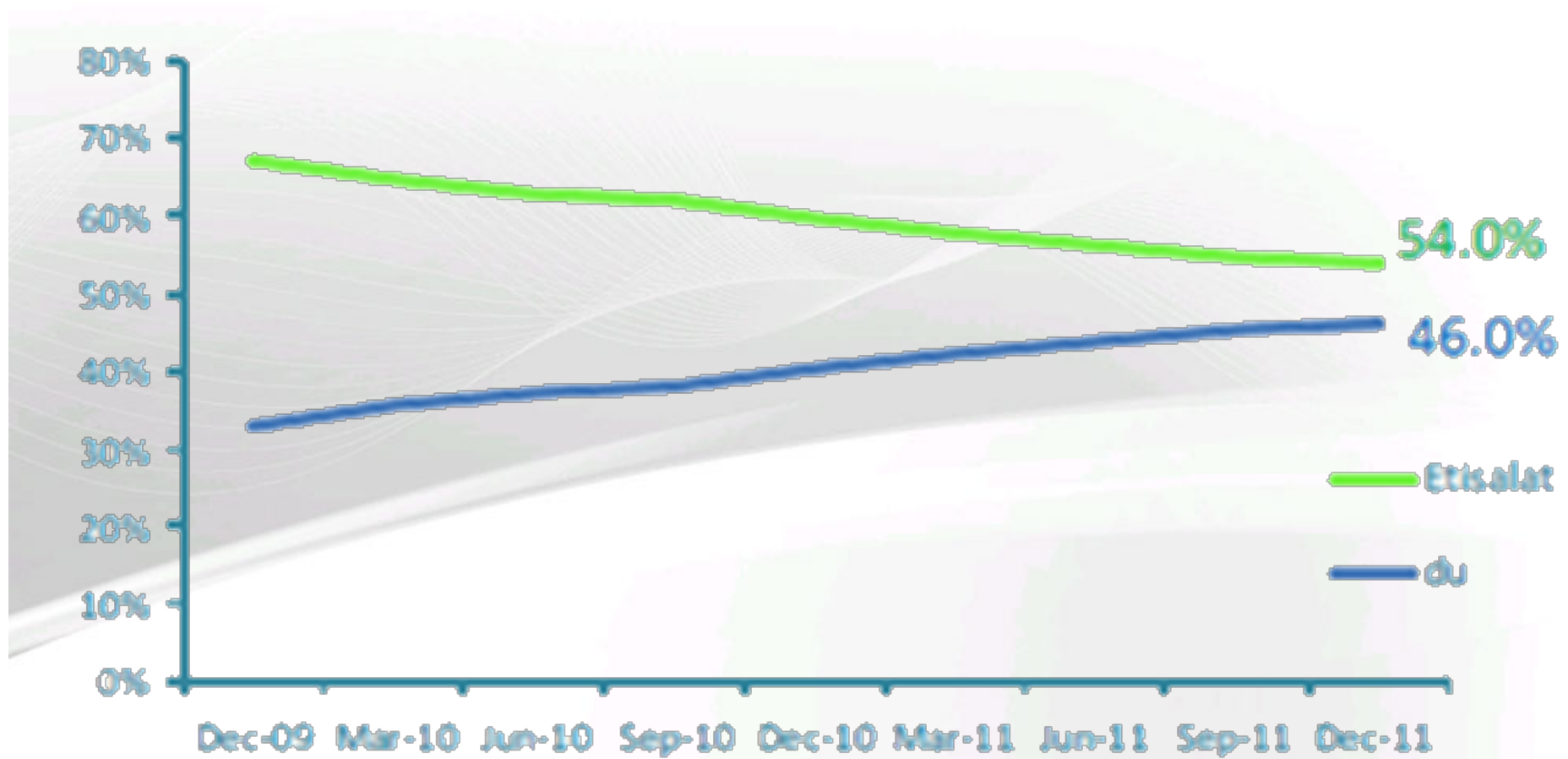


WORDPRESS



DropBox

Competition



We are changed....

Traditional Voice



Broadband



New Services



Changing sources of Margin




Telco's continue to provide...

- Connectivity
- Voice
- SMS / MMS
- Video



Word of wisdom: **Past success is your worst enemy....**



**What was behind
your success may
very well be behind
your failure as
technology alter
reality and reality
alter your services
and business
environment.**

Next

Telecom Service Providers “Operators” need to stretch their capabilities and offers by:

Partnership

**New Business Model with
OTT's and Smart Phone
providers.**



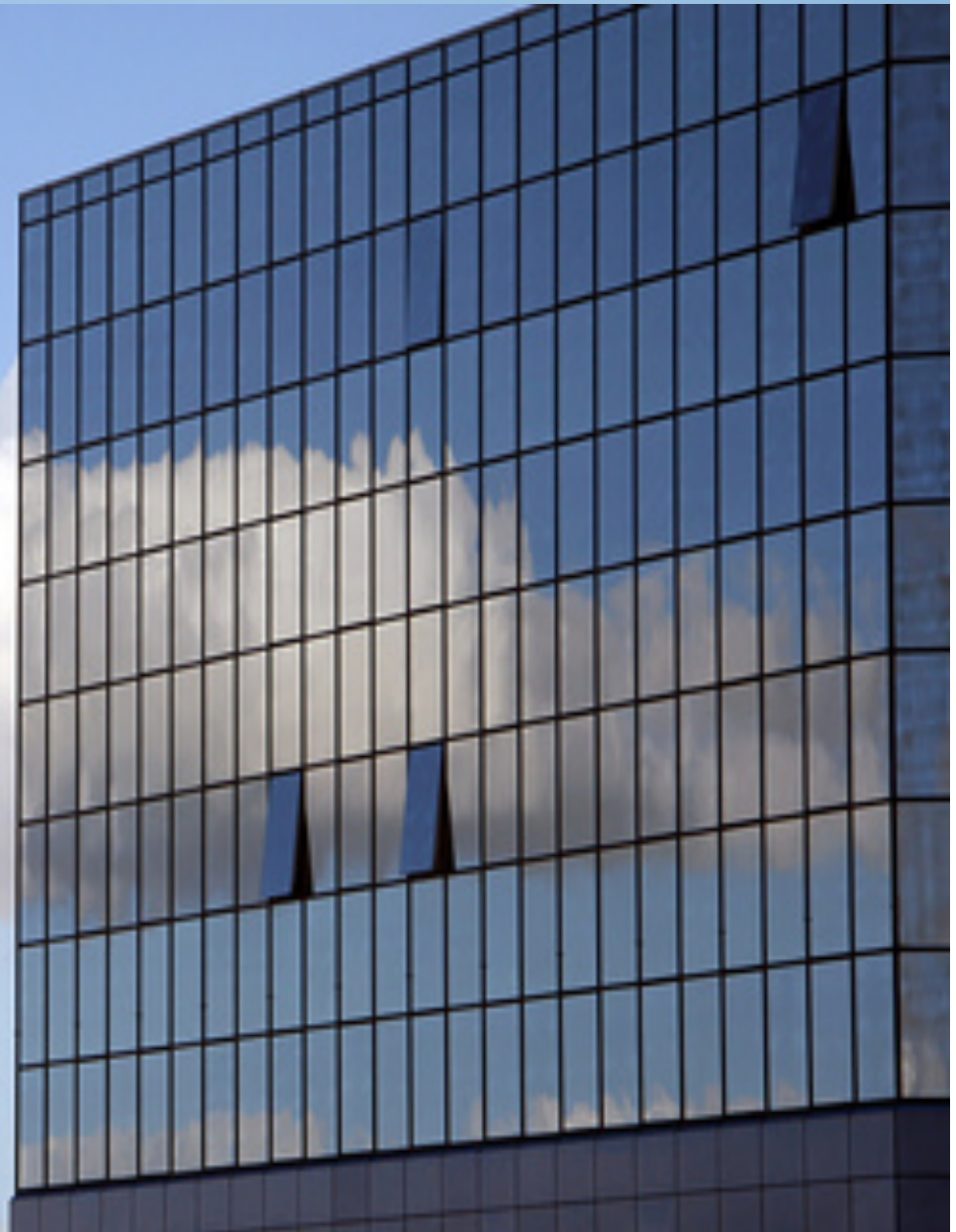
Services...

**Managed Services present significant opportunities
for Telecoms, Large Enterprise, and SMBs...**

Service Providers....

“38% of US SMBs are willing to purchase IT products and services (including hardware and software) from telecommunications service providers.”

AMI Partners
www.ami-partners.com



New technology services - cloud computing (PaaS and SaaS)

- Hosting and Applications (SaaS, ...)
- Contact Center Solutions
- Security and Business Continuity
- Unified Communications Solutions
- Data and Managed Data Solutions
- Multi-Enterprise Collaboration
- Consulting and Integrating Solutions
- Digital Media Solutions

Looking ahead.... take away...

The traditional way of doing business is no longer valid, and the old is losing out to the digital new.

And you need to factor this as you strategize, design, deliver, and outsource the **SERVICES** you offer to your customers.