BT’s 21CN Service Innovation

Federation of Communication Services
Emerging Technology Seminar
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BT’s Focus Changes...

“20C Era”

Network Operator

“21 C Era”

Service Provider

Take the friction out of personal and corporate communications
Converged Applications
Enabling New Communication Patterns

Communication Applications

Web 2.0 & Social Networks

Network Infrastructure

BT User

BT User’s Community

Message to Group

Message Ack

In Session Speech Rec

Never Busy

Revokable Contact Info

Temporary Numbers

Privacy Settings

Current Timezone

Do Not Disturb

Voting Tally
Cost Effectively Address the Long Tail

20C-era Networks:
• Custom Developments
• One-size-fits-all Services
• Network Element Vendors design Services

21CN Services Approach:
• Standards-based Developments
• Reusable/Pick&Mix Software Components
• Services Focused on Specific Customer Segments
• BT in Control of Service Design

BT will have the ability to cost-effectively produce a steady stream of Innovative Solutions that meet the unique needs of our customers.
To achieve this 21CN is bringing Web 2.0 into Telecommunications.

A new way to design, develop, and deploy services.
21CN has shifted to Platforms and Software Driven Services

Legacy Approach

- Voice
- VM
- ACD

Platform Approach

- Service Experiences
- Common Capabilities
- Network & Platforms

- Key Core Competency: System Integration

- Key Core Competency: Service Design and Software Assembly
Two Perspectives: Subscriber Services and CP Services

Subscriber Services

21CN Services

IP Connectivity

MSIL (Multimedia Services Interface Layer)

CP

CP Services
21CN Subscriber Services

- Analogue Telephony w/o Features/Minutes
- Analogue Telephony with Broadband
- Broadband only

21CN Services
21CN CP Services

- Analogue Telephony w/o Features/Minutes
- Analogue Telephony with Broadband
- Broadband only

WLR-21CN:
- Call Features & Minutes (Optional)

VLA

WBC-c

SIP-over-IP and Media from Analog Telephony Loops

SIP-over-IP and Media from Analog Telephony Loops with Broadband

MSIL (Multimedia Services Interface Layer)

IP Connectivity

WBC

Broadband from Broadband-only Loops

Management Interface for WLR-21CN
CP Potential

- Analogue Connectivity
- Derived VoIP
- Converged Services
- Fixed-Mobile Convergence
- High-fidelity Voice
- Virtual Receptionist
- Speech Recognition
- IVR/ACD
Design Approach:
- Build Converged Services with design anticipation of IMS
- But Begin NOW
- Select Standard Network Components as Mature Technology Emerges
Emerging Services Architecture

- Focus on Services
- Designed for Agility
- Services Exposed to Customers
- Global
Case Study

Design Approach:
- Agile Design Approach from Reusable Components
- Rapid Time to Market
- React Quickly to Customer and Product Management Changes
Examples of Emerging Services

- Click-to-Call Services
- Virtual PBX Services
- Distributed Workgroup Service
- Personal Communication Managers
- Integration with SMB Applications
- Integration with Microsoft Office Communicator
- Communications Convergence with Salesforce.com
- Unique Billing & Freefone Arrangements

With the 21CN Services these types of services can be offered by you using the assets of your business.
Innovation is now less about creating communications services we’ve never heard of, but instead, focusing on the precise needs of customer segments and uniquely meeting their needs.

21CN Gives you the services building blocks to Do provide unique capabilities for your customers That will expand your business
Thank You.