

Securing new revenue through IMS-based telecommunication infrastructure

Mr. Lionel Chmilewsky - Comverse NetCentrex CEO

Value-added network services based on IMS seem to have started spreading in Europe and other regions. We asked Mr. Lionel Chmilewsky, the CEO of Comverse NetCentrex, which provides various solutions in this area, about the current state of these services and the company's efforts in this area.

Would you tell us about the current situation of the spread of value-added services based on IMS?

Chmilewsky: IMS is a world standard platform for dealing with IP voice and data in a converged manner. European telecommunication service providers are active in its adoption, and communication services offered on IMS are on the increase.

According to a survey by Infonetics Research in the U.S., the size of IMS market was 20-25 billion Yen in 2008, with European and African markets accounting for 30% and the Asia-Pacific region for 20%. It had doubled compared with 2007. It is said that the market will be worth 200 billion Yen in 2013.

Why do you expect that IMS will grow rapidly?

Chmilewsky: Needless to say, the most important factor is the shift from fixed network communication technology to VoIP. As LTE becomes widely used in mobile communication networks in the future, IMS is likely to spread for the provision of services such as VoIP and RCS. Worldwide, VoIP still accounted for only 5% of voice traffic in 2008. However, it is expected to grow to 40% by 2013. As the proportion of VoIP use increases, IMS will be utilized in more places, which I think will promote its deployment.

Moreover, when providing new services such as telepresence systems and converged communications, the use of IMS has great advantages, such as being able to start providing the service quickly and reducing the amount of development construction because third-party software assets can be utilized.

You could say that IMS is a technology which will play an important role in introducing IP to existing services and in launching new services in the future.

Specifically, what kind of services with IMS have already been started?

Chmilewsky: If we divide services roughly into those for consumers and for business customers, we can offer multiple value-added services for consumers in their existing telecommunication services, including the internet, videos, etc. We offer a solution called MyCall based on IMS in this field and it has been deployed by France Telecom-Orange and Vodafone, etc.

MyCall is a solution which combines converged IP communication and messaging. This solution can provide seamless voice, video and messaging services on terminals such as PCs, landline phones and mobiles. Because subscribers can use their familiar messaging services on any terminals and new services will be provided, customer satisfaction will improve, resulting in a lower customer disconnection rate.

For business customers, we have the Converged IP Centrex solution. This solution provides applications which improve companies' communication productivity by allowing them to manage diversions from a reception console screen on a PC to land-line/mobile phones and to use PBX functions on mobile phones.

Would you tell us about your policy towards dealing with the Japanese market in the future?

Chmilewsky: Japan is a market providing advanced services. I'm certain that success here means success throughout the entire world. NetCentrex has expats assigned from the HQ and are supporting and keeping eye on the local activities and movements. In the future, we would like to promote product development by strengthening the cooperation between our product areas with a strong market position such as billing, provisioning and messaging in order to be able to provide high-value-added services.