

Mobile Core Evolution to IMS



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IMS Sales Manager

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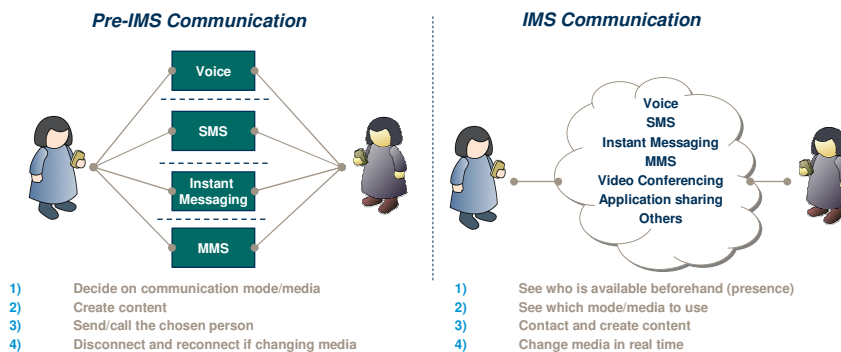
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Why IMS?

- IP Multimedia Subsystem (IMS) is a standardised architecture (defined by 3GPP/3GPP2) for offering services on the packet domain.
- It is a generic architecture for offering multimedia services.
- IMS is independent of Access, supports: UMTS, GPRS, fixed line, WLAN etc.



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Why IMS- operator perspective?

How can IMS solve these issues?

- Increased competition from VoIP service providers
→ Provide IP Telephony
- Rapid broadband roll-out due to access deregulation
→ Fight back competitors
- Secure valuable position in the value chain
→ Be more than a bit-pipe provider
- Increase ARPU and reduce churn via new attractive services
→ Bundled services
- Improve net income via reduced costs and new multimedia services
→ Cost efficient solution

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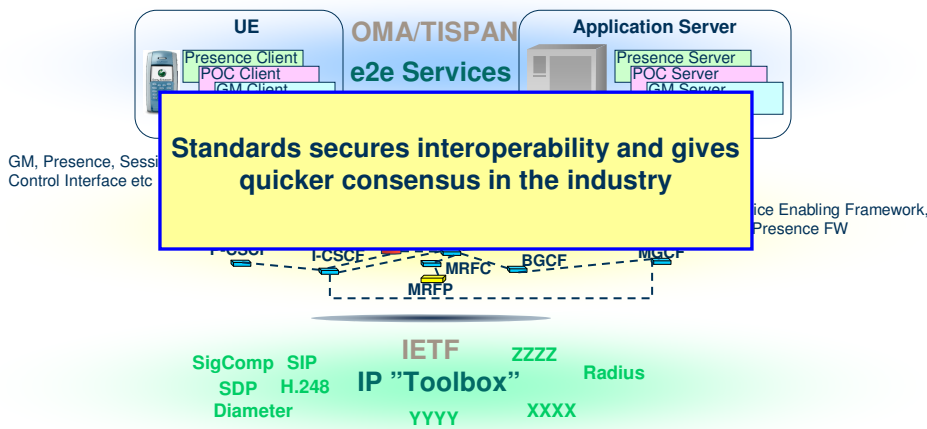
The core of IMS

Combining the best of two worlds

Standardized, end-2-end services that are interoperability tested

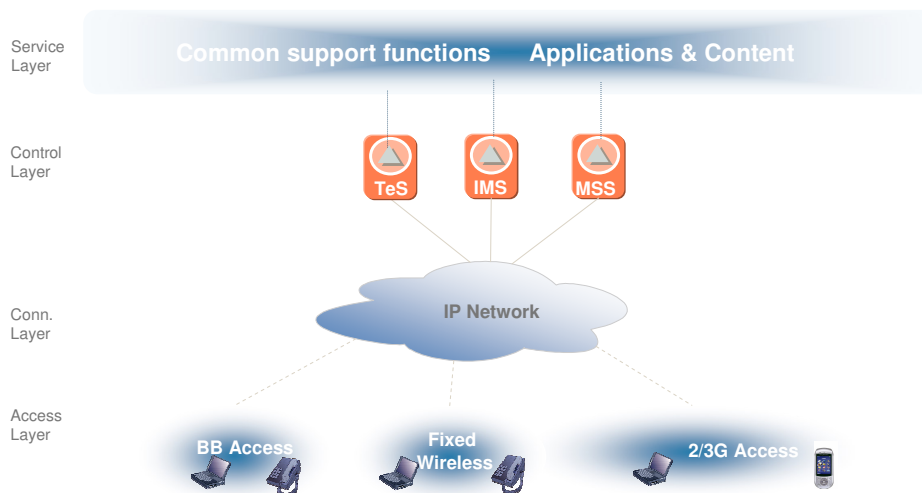
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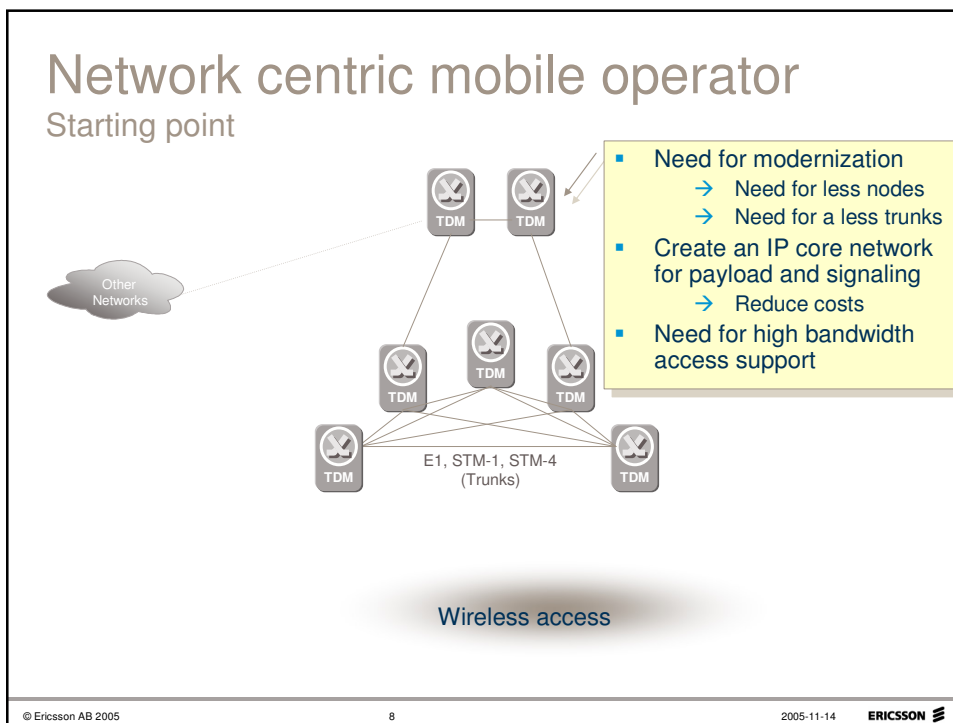
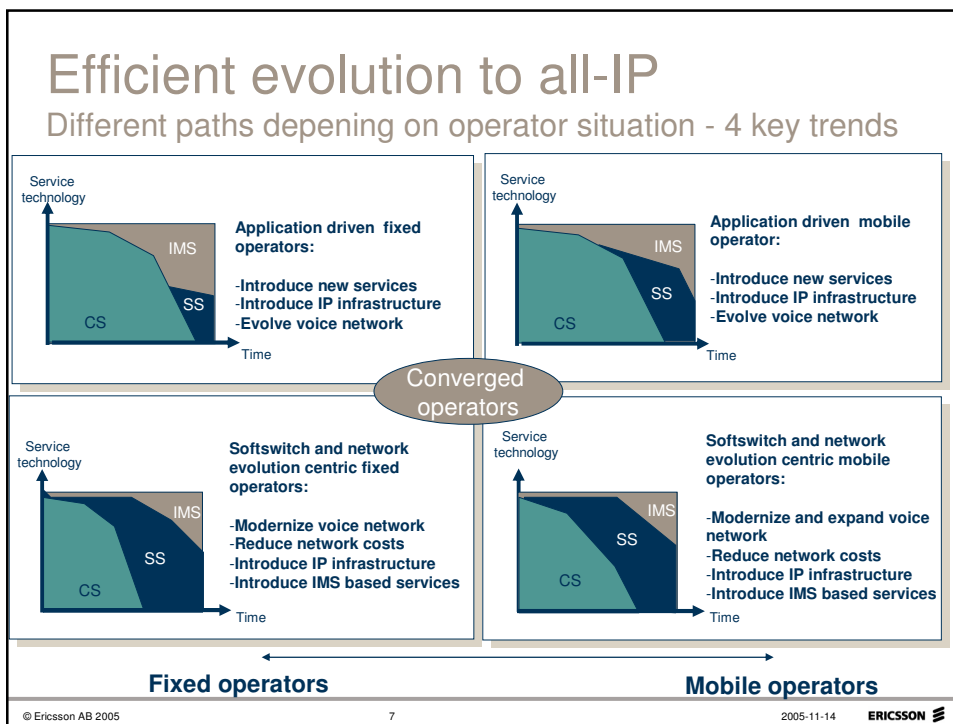
Standardization Bodies related to IMS



All-IP network- target network

Multimedia services via IMS and SIP





Introduction of softswitch

Reduced costs, IP core network

The diagram illustrates a network architecture where a central IP/MPLS Network is connected to several external networks: 'Other PSTN/ISDN Networks' and 'Internet' on the left, and 'TDM' and 'Media Gateway' on the right. A 'Mobile Softswitch (MSS)' is positioned at the top, connected to the IP/MPLS Network. Below the IP/MPLS Network, there are 'GGSN' and 'Media Gateway' components. At the bottom, 'Wireless access' is indicated. Three yellow callout boxes provide details about the MSS and the IP core network.

- Mobile Softswitch**
 - Controls MGW via H.248
 - 100 % PSTN Emulation
 - Handles all the call control
 - Supports multiple interconnect protocols: xxx
- MGW performs local switching**
 - transmission savings
- IP Core network**
 - Major savings due to IP transport and signaling
 - Service assurance and network redundancy via Diffserv and MPLS
 - Savings due to compression

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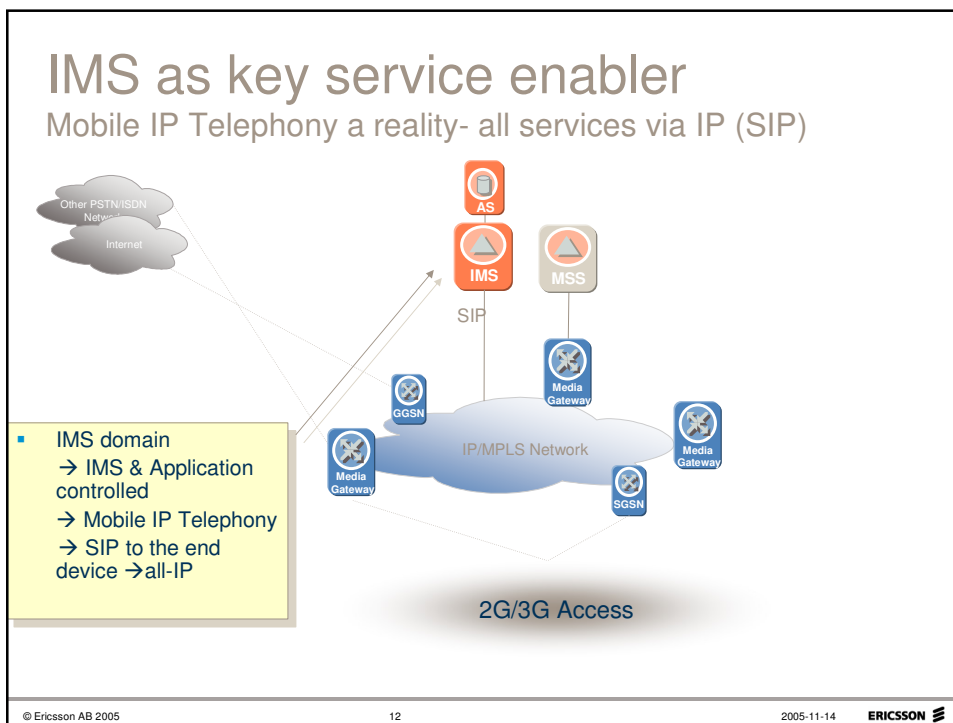
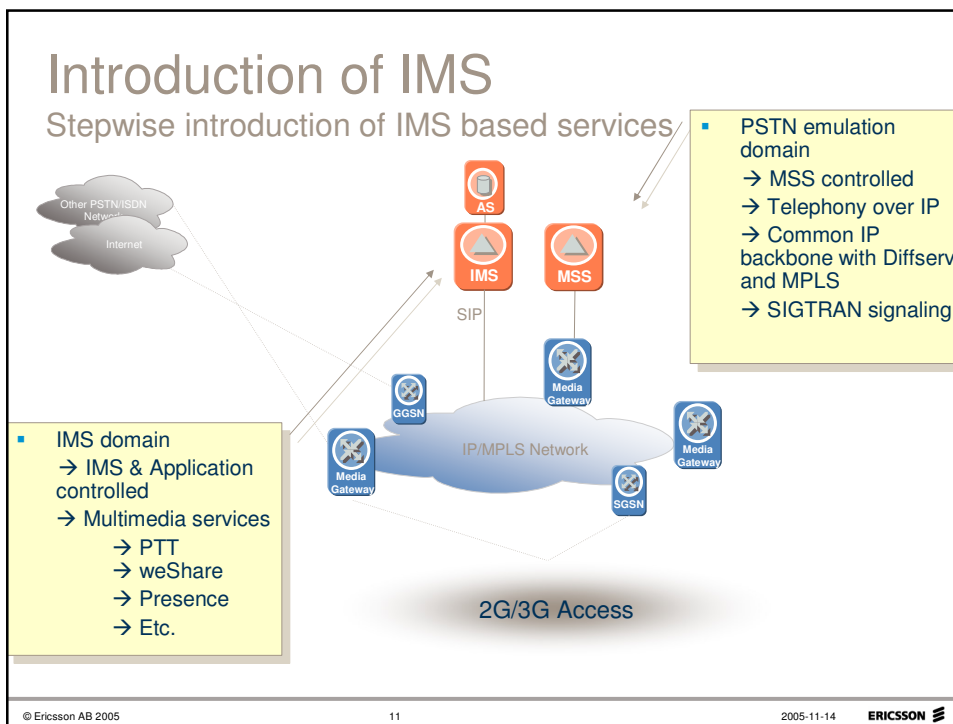
Modernization of access network

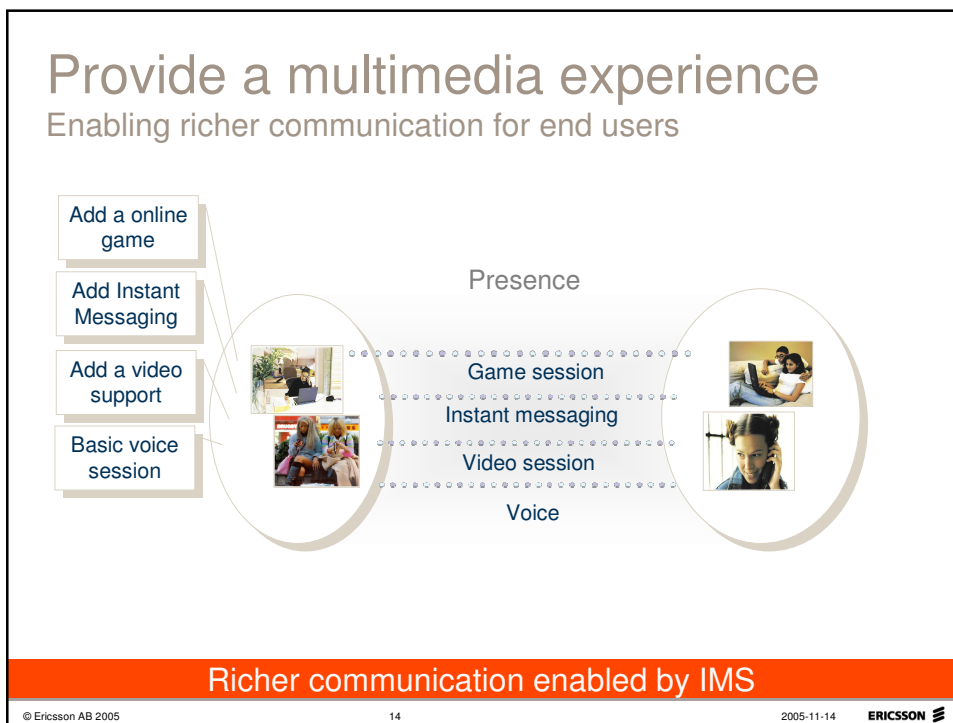
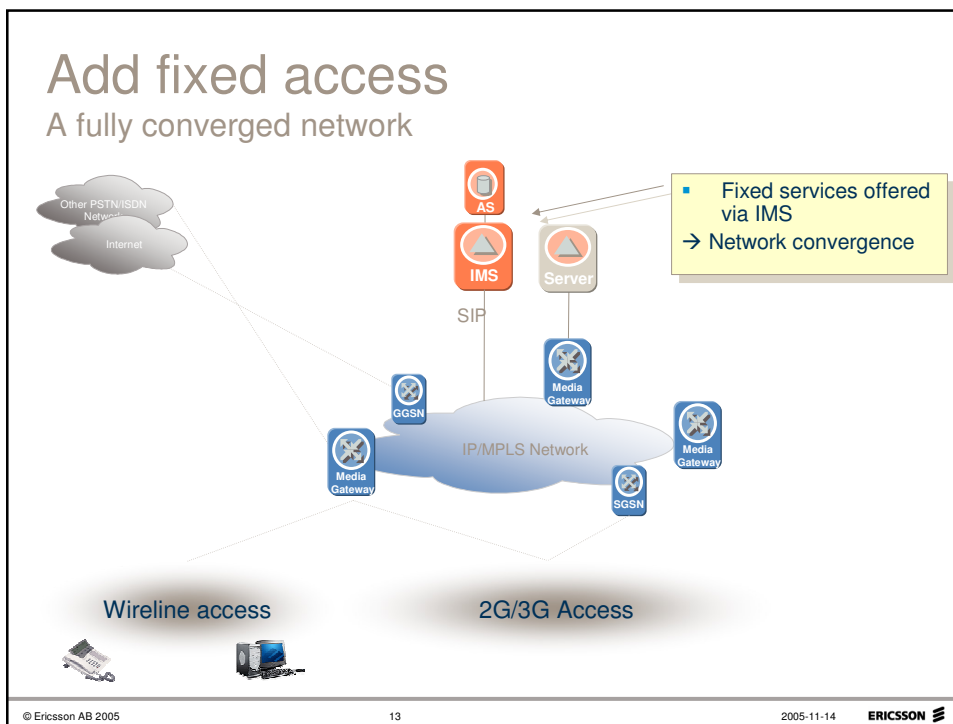
Support for mobile broadband

The diagram shows a network architecture similar to the previous one, but with a focus on access. It features 'Other PSTN/ISDN Networks' and 'Internet' on the left, and an 'MSS' at the top. The central 'IP/MPLS Network' is connected to multiple 'Media Gateway' and 'GGSN' components. Below the IP/MPLS Network, there are 'Media Gateway' and 'GGSN' components. At the bottom, '2G/3G Access' is indicated. A yellow callout box provides details about the access alternatives.

- Multiple access alternatives**
 - Support for GSM/GPRS/EDGE access
 - Support for 3G access including HSDPA

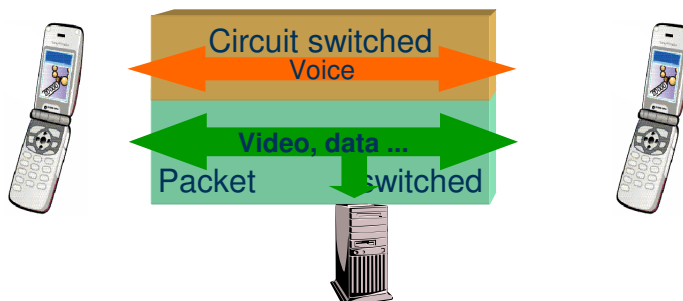
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Combinational Services

- A combinational service is created by combining a CS speech call and one or more PS media streams
- The services that are mixed have the same A-and B-party and, when combined, appear as a single task to the end-user



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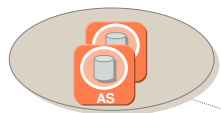
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Broad application spectra

Defining services

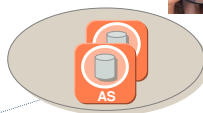
Legacy and value added voice services (IN, Parlay)



Standardized services for Mass-market



Differentiating services



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What is being said about IMS

Comments from previous IMS conferences



"We will achieve more in 5 years than we have done the last 20!"

"Pre-standard services threatens long term business potential"

European operator

"Availability of IMS-enabled devices – key for success"

European vendor

"Our goal - excellence in user experience"

European operator



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