

www.voicendata.com

Mobile Marketing for Retail

Tower Radiation

Budget Demands 2011

₹75

VOL 18 ISSUE 02 February 2011

VOICE & DATA

The Business of Communications

A **CYBER MEDIA** publication



Vinod Kumar, MD & CEO
Tata Communications

NTP 2011 HUGE EXPECTATIONS

Spectrum and M&A norms will be key focus of Sibal's new telecom policy

CEO INTERVIEWS



Arvind Rao, CEO and co-founder, OnMobile



Anuj Kapur, country head, India, service delivery solutions, Telcordia



Zohar Zisapel, Chairman, RAD Data Communications



Tom Siracusa, executive director, VPN strategy, AT&T Laboratories

M-POWERED AND LOVING IT

With growing spending power, mobiles are increasingly becoming the device of choice for rural women, creating a huge new opportunity



Special subscription offer on Page-94

110 Pages including cover

‘Real-time policy and charging enables CSPs to charge for innovative services such as for per character SMS, off-peak data offers, etc’

—Anuj Kapur, country head, India, service delivery solutions, Telcordia

Telcordia helps providers to aggressively reduce costs by consolidating complex operations while growing their networks and service. Telcordia is focused on the challenges of mobile broadband around the world and ensuring that Communication Service Providers (CSPs) are able to deliver the experience that subscribers expect, at the price they want.

Anuj Kapur, country head, India, service delivery solutions, Telcordia, tells Voice&Data about the company's new real-time policy and charging for CSPs and what India's broadband sector has to offer in 2011. Excerpts

Should telcos celebrate on achieving the 10 mn broadband user mark?

The 10 mn mark is a clear indication that the communications landscape has irrevocably changed forever. It's a signal to CSPs to now look to scale and efficiency as closely as they look to service and coverage differentiation to secure subscribers, grow their business and increase their profitability. This communication explosion in India has been a great opportunity and we, as a country,



have collectively answered the call and delivered a communications infrastructure, compelling services and access that we should celebrate. There is much more to do but at the beginning of a new year, with opportunity ahead, we should pause, reflect on what has been accomplished in a relatively short period of time, celebrate and continue to move forward.

What are your predictions for 2011 in the broadband sector?

In 2011, we will see more CSPs realize the value of their networks and move toward real-time policy and charging as a means to invoke a 'two-sided' business model where services based revenue can come from partners and advertisers as well as

is how to deliver services to all parts of the market, while allowing CSPs to make fair revenues. In India there has been a lot of discussion on how to make mobile broadband affordable for users while generating enough revenue to justify the investment in licenses and in network build. Telcordia believes the answer is to take a greater share of the users' spend; by capturing, for example, a proportion of what users spend today on entertainment or business services.

Clearly, CSPs have a lot of decisions to make and pressure to make the right decisions at the right time. Telcordia understands that the greater the challenge, the greater the need to get it right and has proven solutions that help CSPs on

ence without requiring subscribers to increase their total monthly spend.

According to ITU, broadband prices around the world are falling but broadband penetration is still very low, especially in India (2%). What significant steps can be taken to extend broadband facilities to rural areas and increase the penetration?

I think broadband penetration rates will continue to increase as new services are rolled out and the penetration and dependency on those services increases. That is inevitable. While it might start off slow, like a ball rolling down hill it picks up speed quickly and broadband penetration will follow a similar trajectory.

The key to increasing broadband coverage and penetration is the value that it brings to communities—and the key to that are the services it enables. Both fixed and mobile broadband have the potential to change people's lives and the way in which communities work: enabling education, commerce, entertainment, and building and holding together local and regional communities, as well as delivering government programs and services. Initial co-operative schemes between CSPs, businesses (such as financial and agricultural companies), governments and communities (such as co-operatives) have proved successful in other parts of the world in building self-sustaining momentum around the introduction and use of broadband services. This momentum allows people to earn more money, improve their health and have more opportunities to enjoy entertainment which helps to fund the next stages of expansion of the services.

To enable this, CSPs need to be able to offer very cost-effective services, at price points that are affordable to rural communities and which can provide positive benefits to those communities. Initial services such as low-speed access to a limited number of web services can be a first step to what will eventually become full access to all the benefits that broadband Internet provides to all Indians.

Akanksha Singh
 akankshas@cybermedia.co.in



“ I think broadband penetration rates will continue to increase as new services are rolled out and the penetration and dependency on those services increases. That is inevitable ”

end users, just like the Internet industry.

Real-time policy and charging enables CSPs to charge for innovative services such as for per character SMS, off-peak data offers, etc. Services will be charged as cost plus, subsidized by advertising or sponsorship, or bundled with other services. The flexibility and programmability of 'real-time' will drive innovation, improve CSP time to market with new services, improve their first mover advantage or rapid response to competitor moves, and ultimately increase their stake in the mobile ecosystem value chain.

Which are the key projects in the pipeline that can be key differentiators in the Indian broadband market?

Telcordia is focused on the challenges of mobile broadband around the world and ensuring that Communication Service Providers (CSPs) are able to deliver the experience that subscribers expect, at the price they want. Although every country is different, the major challenge worldwide

this path. By combining the flexibility of our charging (already in use today at TTSL, Idea, Aircel and Uninor) with the innovative user and service policies powered by our policy manager, CSPs can create mobile broadband offers that are precisely tailored to each subscriber's requirements and in line with the amount they are willing to pay.

These capabilities allow CSPs to tailor their offerings to each market segment: price sensitive subscribers can take advantage of offers and promotions to save money, while others can customize the services to work the way they want. This allows CSPs to charge users a fair price and for the users to receive a high quality service in return. It also means that CSPs can create new mobile broadband services offering entertainment, health, security and business-related services—increasing their revenues by enhancing the experi-

For more related articles go to voicendata.com