

Living the Connected Life

Digital culture is evolving and consumers worldwide are embracing emerging technologies and devices that are dramatically changing the way we interact with others – as well as how we educate and entertain ourselves. Empowered consumers demand rich, “connected” experiences that they can control and share. The relevance and importance of technology has created a “connected life” that affects nearly every aspect of our daily lives, whether we are at home, at work, or on the move.

Today’s digital consumers are accessing many types of multimedia content on their PCs, phones, televisions, and a host of other “smart” mobile devices. The connected life reflects the growing consumer desire to have “many services to many screens” – integrated voice, video, and data services that are available anytime, anywhere, on any device. At the same time, consumers’ preferences are shifting from a discrete service model to one of a consistent, personalized “experience” that accommodates their content preferences, access types, and chosen devices. To realize the significant possibilities and profitability that the connected life can offer, service providers must transform themselves into “experience providers.” This transformation will require service providers to redefine themselves as something greater than merely their access technologies to more of the branded, rich, integrated experiences they provide. Leaders of this movement will be rewarded with greater customer loyalty, brand recognition, increased revenue, and premium margins. The Cisco® IP Next-Generation Network (IP NGN) vision and architecture is designed to serve as the intelligent foundation that will enable today’s service provider evolution to tomorrow’s experience provider (refer to Figure 1). With Cisco as a value-added partner, service providers can become experience providers and position themselves at the forefront of the connected life by delivering unique “any-play” experiences (any service, to any device, to any location).

Figure 1. The Connected Life: Delivered by Experience Providers, Enabled by Cisco

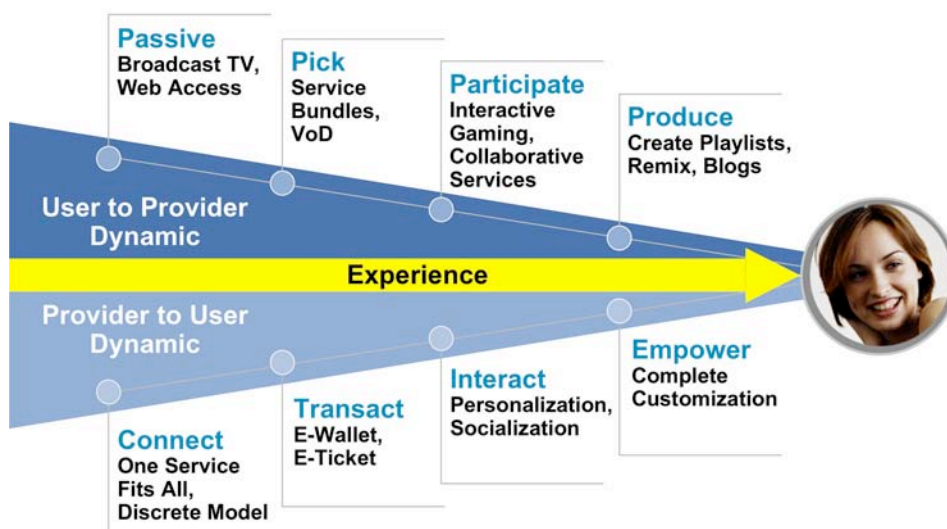


Personalized Experiences Define the Connected Life

Providers clearly understand that a business strategy based on the delivery of only basic broadcast television or Web access (and others) to consumers for a flat monthly fee is no longer compelling or competitive. To achieve sustainable growth and profitability, service providers must innovate and develop new or enhanced services that generate incremental average revenue per user (ARPU) or create new revenue streams by serving new customer segments. However, each new service introduction typically includes unique regulatory and technical challenges that providers must successfully address.

Today, service provider customers are using mobile phones as televisions, PCs as telephones, and televisions as interactive gaming stations with a host of time-shifted entertainment options. As networks have become more advanced, service providers have begun to accommodate customer preferences (refer to Figure 2). With continued innovations and capabilities, providers are expanding their relationship with subscribers even further by “interacting” with them. In addition to a much richer set of content, providers can allow customers to personalize the services they receive through Web portals and tailored display formats. Providers can also support individual expression and social networking by hosting online forums that subscribers can create and manage. Providers now are looking at ways to fully “empower” the customer. Personalization may mean choosing to purchase only one channel versus a preset package, bundling mobile and fixed phone services to minimize voice-mail management, and much, much more.

Figure 2. The Empowered Consumer Demands and Defines Personalized Experiences



By extending the capabilities of the devices we use and personalizing the experiences you deliver, the connected life becomes a reality. Figure 3 illustrates a typical day in the connected life, portraying a variety of experiences that service providers can offer with a Cisco IP NGN. It starts in the morning, as a subscriber uses his mobile phone as an e-wallet and boarding pass to expedite his train commute. The ride itself becomes a better experience as the subscriber watches broadcast mobile TV programs from a wireless handset while on the way to the office. An advertisement for an interesting program scheduled for later that night might prompt the subscriber to use his mobile device to program his home digital video recorder (DVR) to record it.

At the office, business meetings are enhanced with the Cisco TelePresence Meeting solution, which creates live, “face-to-face” meeting experiences over an IP network to empower users to interact and collaborate in ways they could not before. Cisco TelePresence can help minimize the need for business travel and remove many of the barriers that affect the productivity of virtual meetings. Additional unified communications applications not only facilitate productivity improvements for mobile employees, they can also enhance the way in which all employees communicate.

In the evening, personal communications experiences are enriched (and unwanted interruptions are avoided) by integrating caller ID and video telephony. Television viewing does not have to be disturbed by answering a telemarketer’s call. Grandparents can see their grandchildren and not just hear them during a call. While the children are on their way home from school, they can game, watch television, or update their community pages using their mobile phones. If parents want to check on the locations of their children without disturbing them, they can use their television to view a street map with the global positioning system (GPS) locations of their children’s mobile phones.

Figure 3. A Day in the Connected Life



The Cisco IP NGN – Intelligent Foundation for Connected Life Experiences

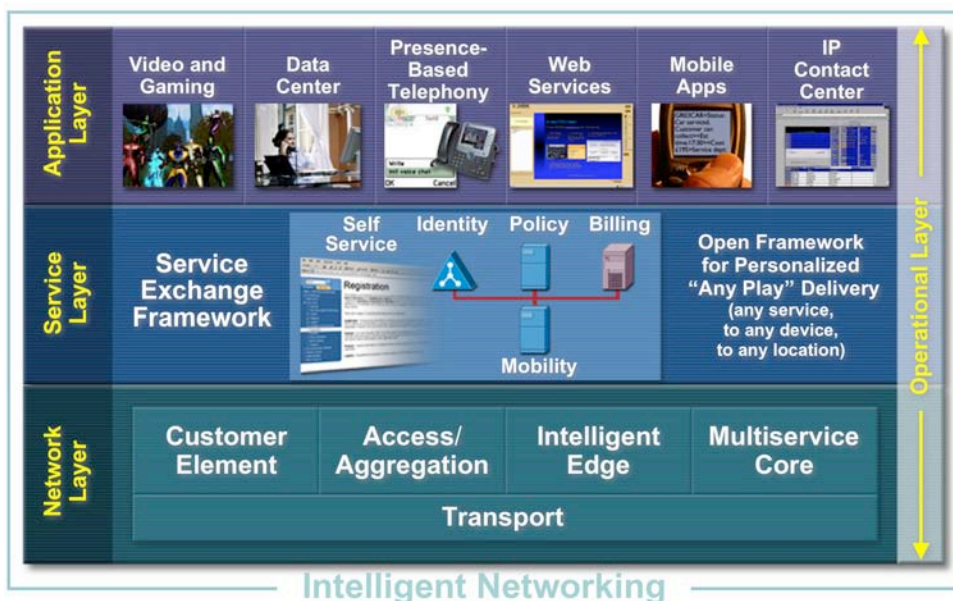
With its global commitment to service providers, massive investment in innovation, more than 20 years of IP experience, and a comprehensive approach to both the network and business needs of its customers, Cisco is focused on helping service providers make the experience provider transformation as quickly, smoothly, and profitably as their goals dictate. The Cisco IP NGN vision and architecture (refer to Figure 4) focuses on three primary areas of convergence:

- Application convergence – Where a profusion of new capabilities and end-user devices can provide a multitude of new service opportunities for carriers
- Service convergence – Where application and subscriber-level service control intelligence is needed for efficient and profitable delivery of voice, video, and data experiences (with mobility); through the Cisco Service Exchange Framework, the Cisco IP NGN effectively supports IP Multimedia Subsystem (IMS) and Session Initiation Protocol (SIP) applications as well as non-SIP multimedia applications

- Network convergence – Where disparate networks need to be brought together over a more efficient and cost-effective common IP infrastructure

This type of intelligent, IP-based NGN enables new opportunities for you to offer advanced and personalized all-media services over any type of connection. The Cisco IP NGN provides an open, standards-based architecture for today's cable, mobile, and wireline carriers. With a Cisco IP NGN, experience providers can decouple services from networks, so that an "experience" is neither defined by nor limited by the type of network that provides it.

Figure 4. Cisco IP NGN Architecture



Cisco – Ready to Help You Deliver the Connected Life

As a partner, Cisco brings a collaborative approach to its service provider relationships. Cisco has a wealth of experience and proven success with business customers and consumers worldwide. Cisco understands the needs of businesses and consumers that trust the Cisco brand and the dedicated professionals who stand behind it. Cisco applies this knowledge to proactively support and enable service provider success.

Cisco takes a complete lifecycle approach with service providers (refer to Figure 5). This approach begins with helping providers envision the strategic concept of a service and assisting with the design, plan, development, test, and trial of that service. Cisco also has the marketing resources and expertise to help providers accelerate demand for their services. This level of commitment and support not only distinguishes Cisco from the competition, but also gives insight into ways to advance the innovative technologies that increase the value and effectiveness of Cisco IP NGN products and solutions.

Figure 5. Comprehensive Cisco Service Provider Strategy

As the leader in IP networking, Cisco can provide solutions and support at every step of the IP NGN journey. Today, more than 300 service providers worldwide have already begun to transform their networks, services, and businesses with Cisco IP NGN solutions and networking expertise. The benefits of moving to an IP NGN are well understood – rapid delivery of rich multimedia services, increased resource-management efficiency, and better service and network control – a complete foundation for sustainable growth and profitability. Service providers can rely on Cisco to help them deliver the connected life today.



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