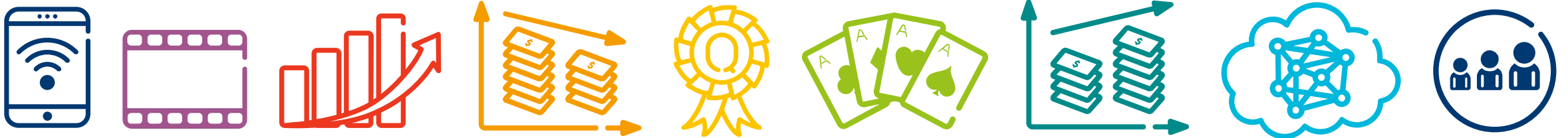




4TH GENERATION IP

JAN HÄGLUND, PHD
VP, IP & BROADBAND



KEY INDUSTRY INSIGHTS

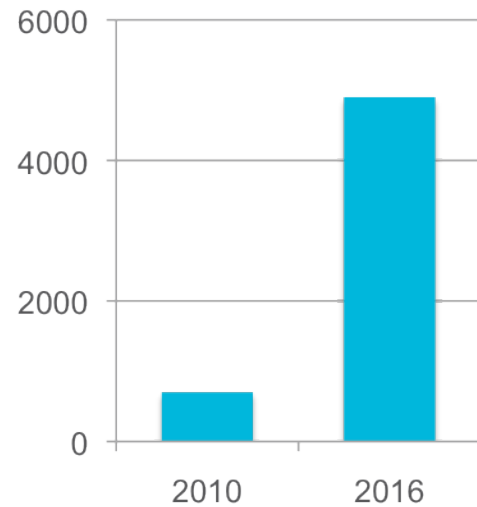
GROWTH OF VIDEO TRAFFIC

5X growth in the last 5 years

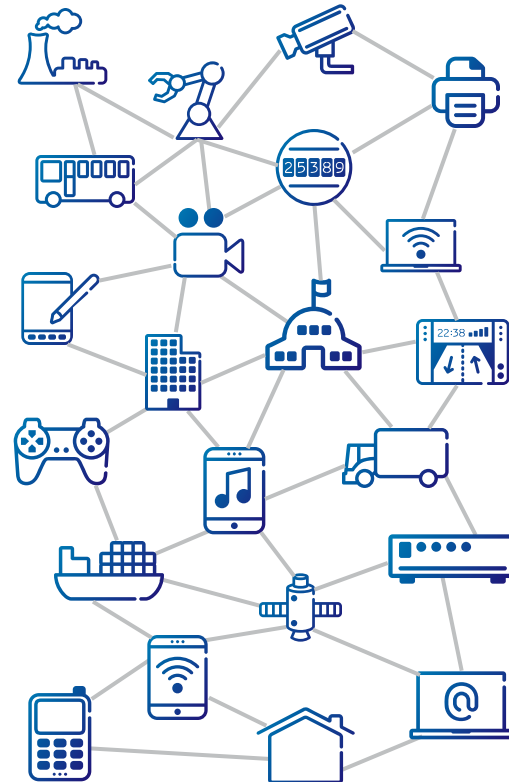


THE WORLD GOES MOBILE. FAST

Mobile Broadband Subscriptions (million)



50 BILLION CONNECTED DEVICES BY 2020



NEW OTT SERVICES & BUSINESS MODELS



4TH GENERATION IP NETWORK



MONETIZING CLOUDS



VIDEO GROWTH



MOBILE BROADBAND



50 BILLION

4TH GENERATION NETWORKS

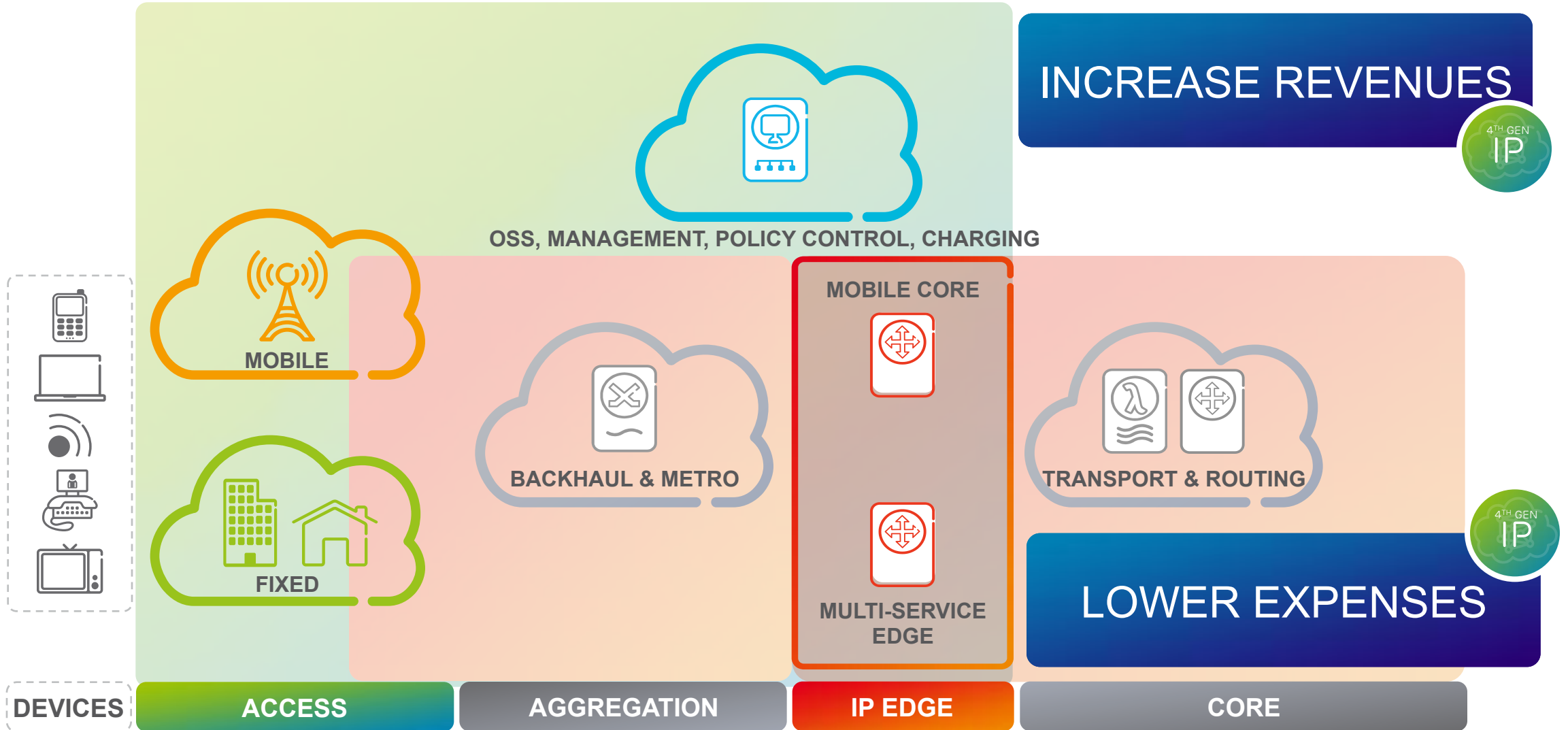
SMART

SCALABLE

SIMPLE

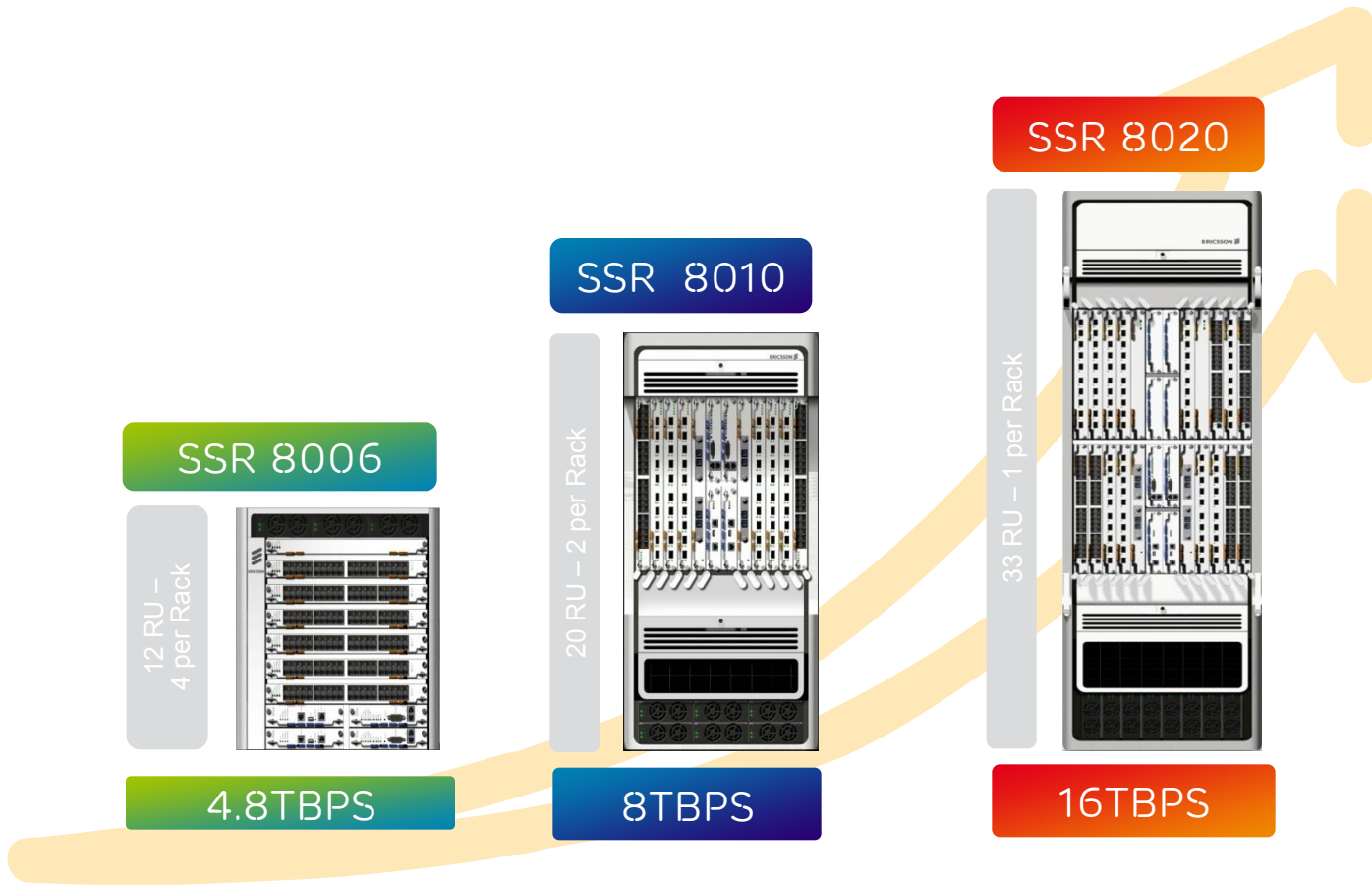
SUPERIOR
PERFORMANCE

IMPLEMENTING 4TH GENERATION IP



SSR 8000 FAMILY OF SMART SERVICES ROUTERS

ENABLING 4TH GENERATION IP NETWORKING



SMART

Service Awareness for
New Business Models

SCALABLE

Configurable for Data and
Signaling Traffic Growth

SIMPLE

Common Platform for Fixed
and Mobile Applications

SUPERIOR PERFORMANCE

Advanced Traffic Management
for E2E Quality

ERICSSON SSR 8020 HARDWARE ARCHITECTURE

FLEXIBLE SCALING & SUPERIOR RESILIENCY

FLEXIBLE HARDWARE CONFIGURATION

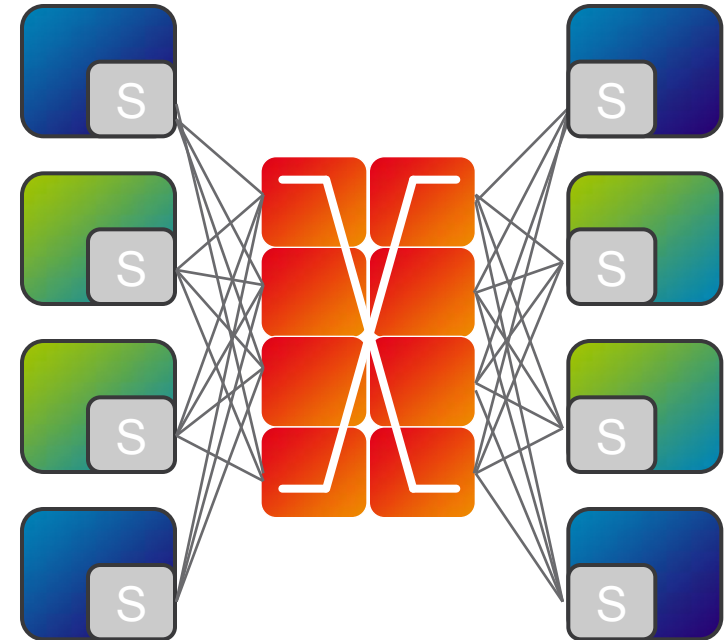
8 X CONTROL CARDS



20 X NETWORK INTERFACES OR APPLICATION CARDS



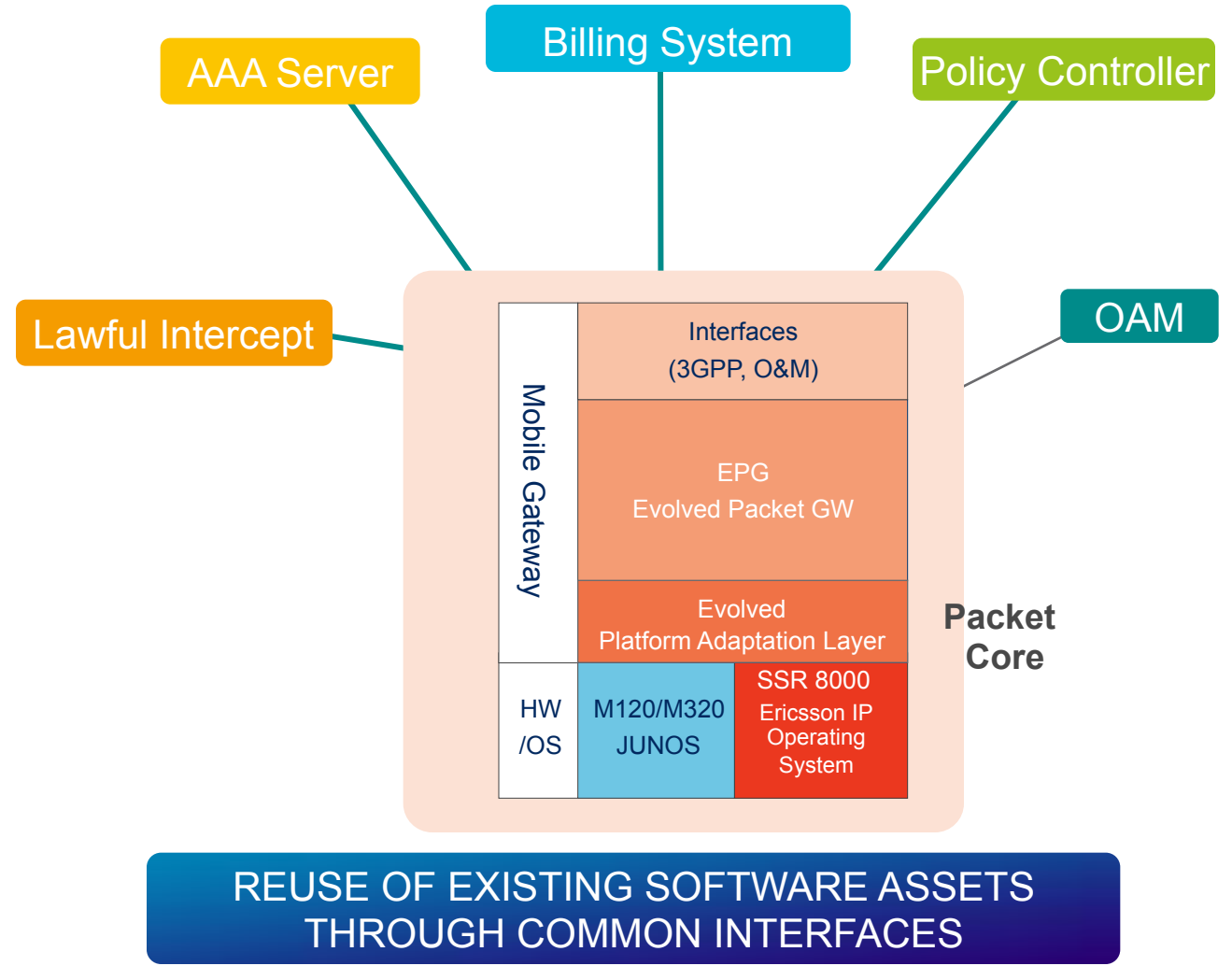
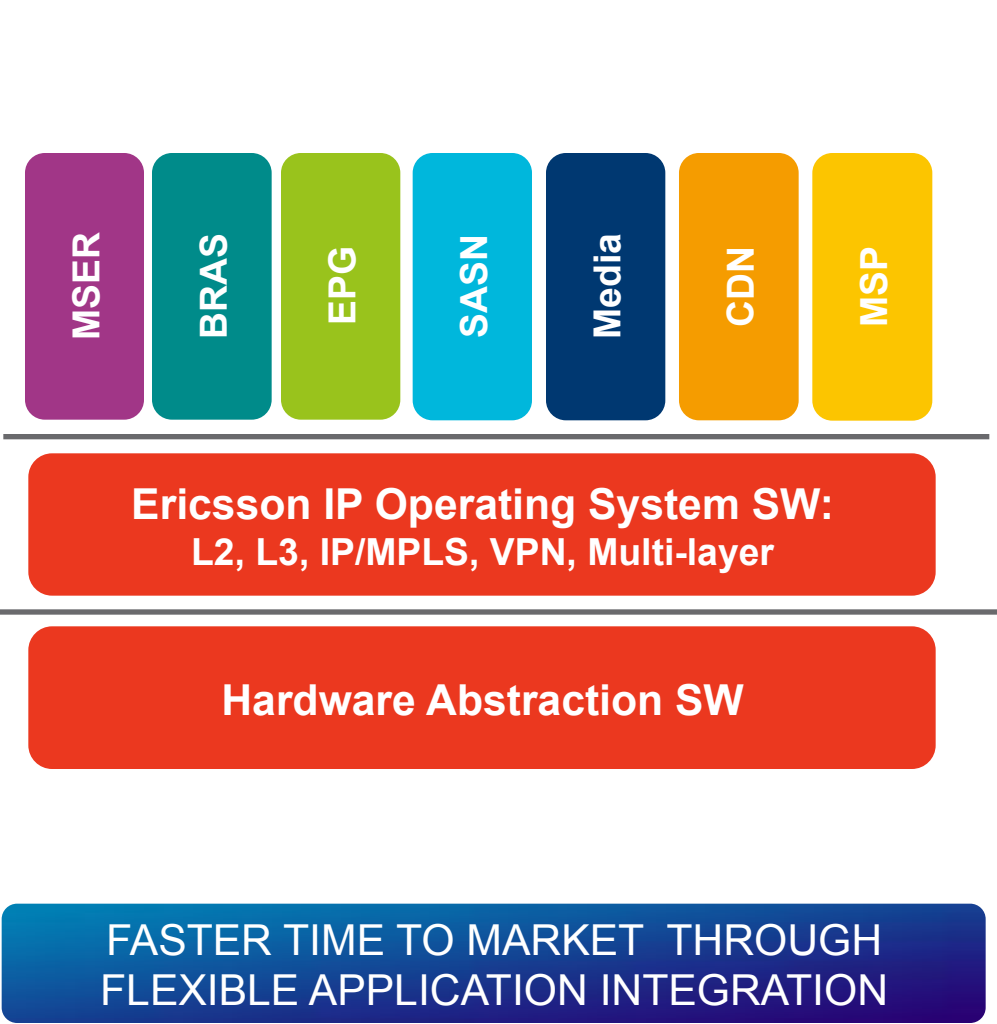
LOAD SHARED REDUNDANT SWITCH FABRIC



ONLY 12.5% DEGRADATION ON A SINGLE SWITCH FAILURE

ERICSSON SSR SOFTWARE ARCHITECTURE

INVESTMENT PROTECTION & FASTER TIME TO MARKET



SMART SERVICES ROUTERS USE CASES

“Apps” & Network Signaling

SIGNALING



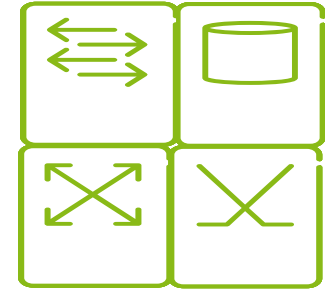
Bracing for a New Generation of Online Only Video Viewers

BANDWIDTH

NETFLIX

Common Network Elements for Fixed and Mobile Applications

APPLICATIONS

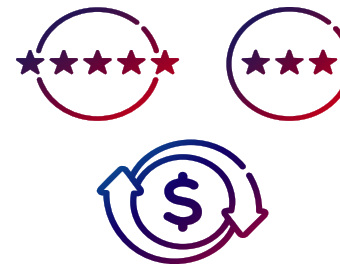


BUSINESS MODELS



Service Awareness for New Business Models

PREMIUM SERVICES

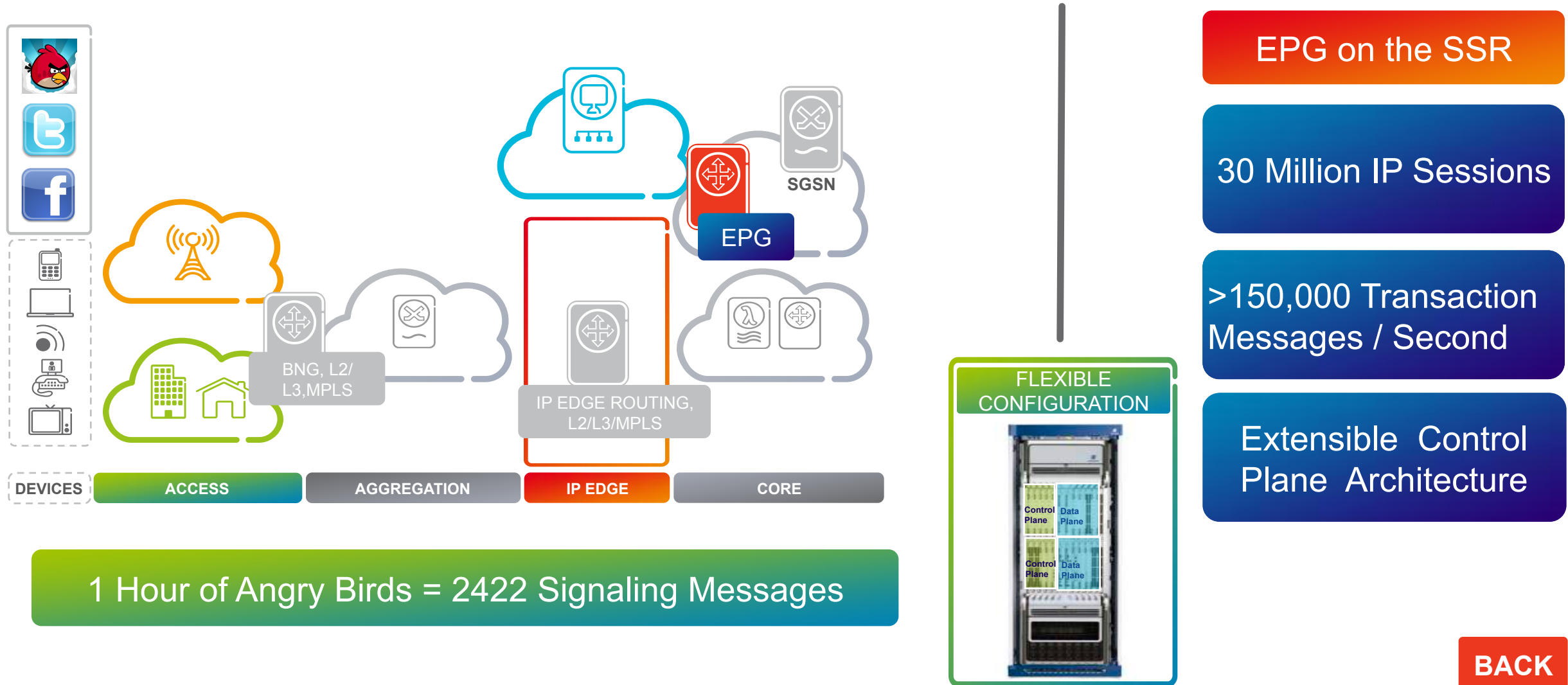


Moving Operators Up the Value Chain

SUMMARY

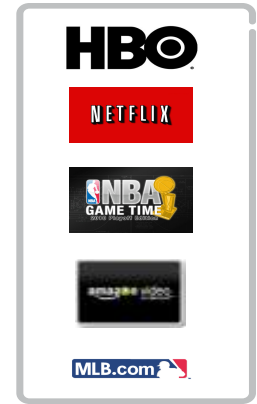
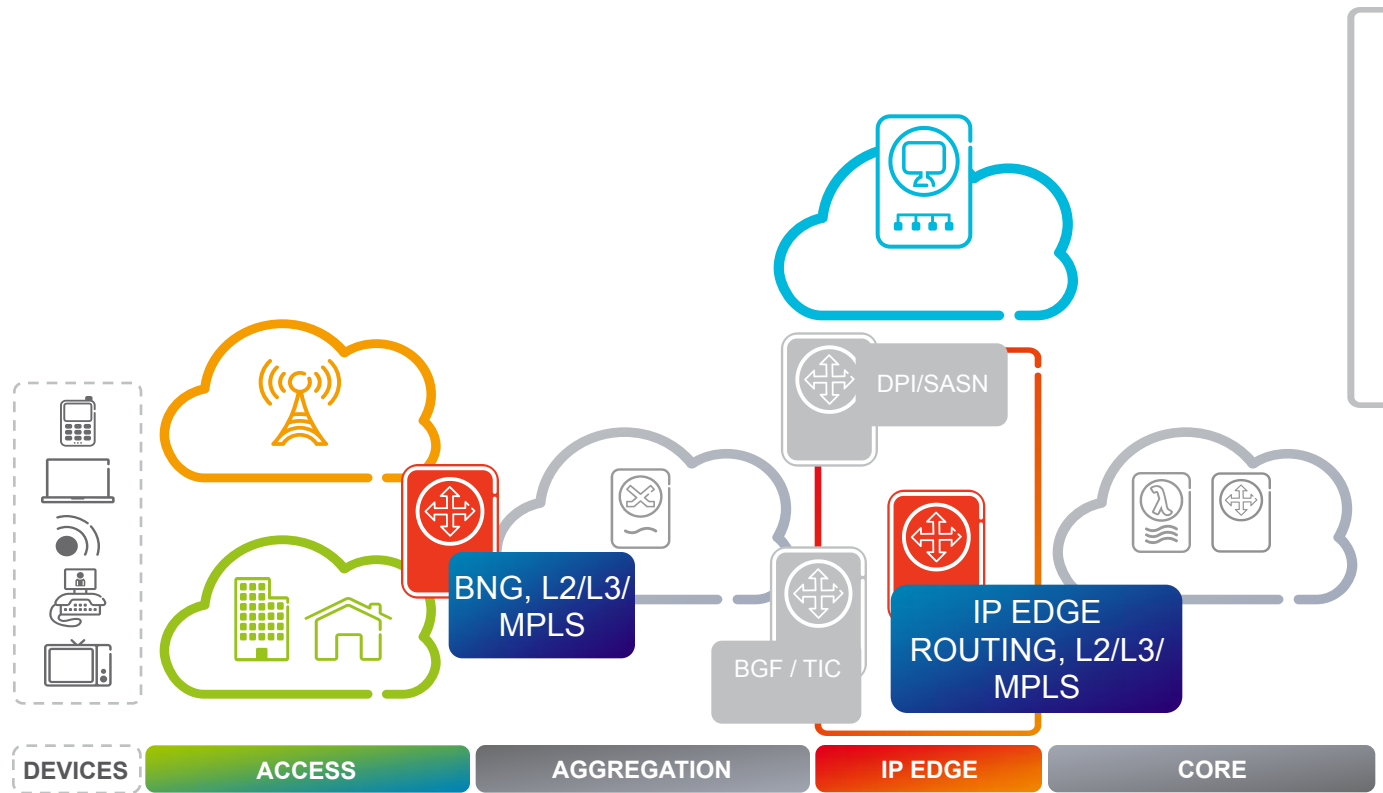
READY FOR THE MOVE TO “APPS FOR EVERYTHING”

CONTROL PLANE SCALING FOR SIGNALING OVERLOAD



PREPARING FOR VIDEO TRAFFIC GROWTH

HIGH THROUGHPUT SYSTEM



EDGE ROUTING ON SSR

16TBps Backplane Capacity (1HD Movie ~ 4Mbps)

100,000 Unique Linear TV Channels

512 Quality Tiers / Line Card

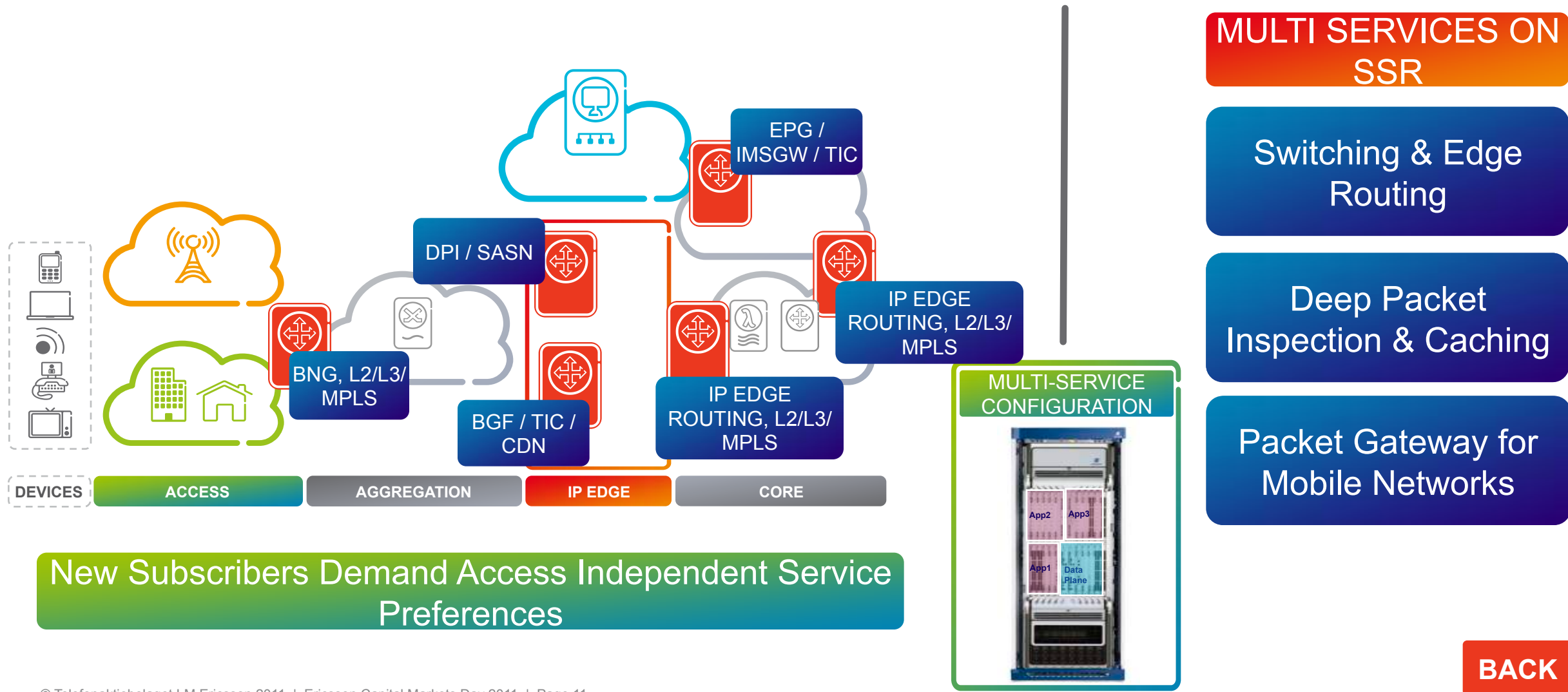
139 Million Online Video Users in the USA



BACK

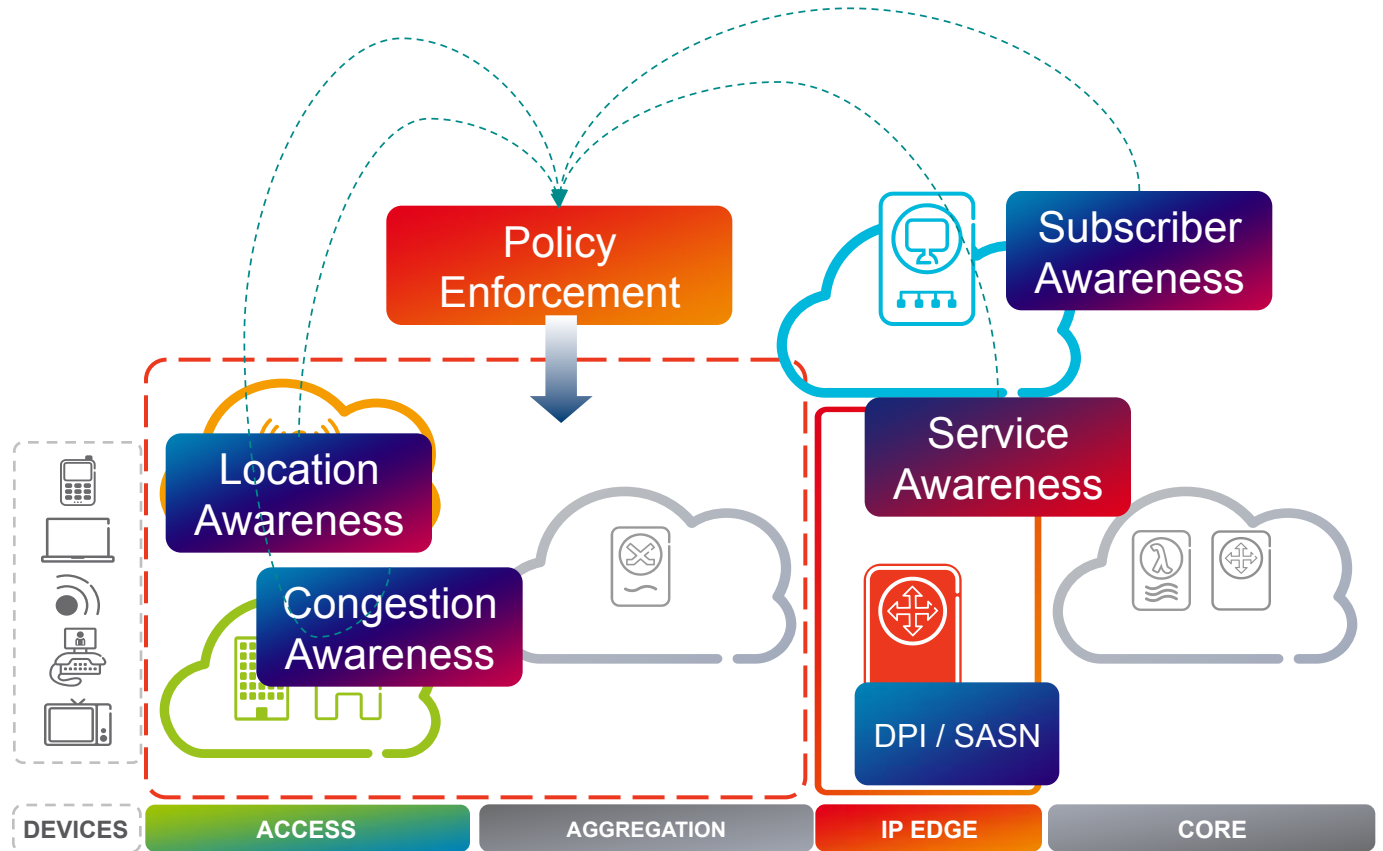
COMMON PLATFORM FOR FIXED & MOBILE APPLICATIONS

COLLAPSING NETWORK ELEMENTS



BACK

INTRODUCE NEW BUSINESS MODELS USING SERVICE AWARENESS TO CHARGE PER SERVICE



Deep Packet Inspection for Service Awareness

Internet Browsing

PAKET HARIAN Rp2.000/hari Belum termasuk PPh Ketik OP1 ke 3636	PAKET MINGGUAN Rp10.000/7hari Belum termasuk PPh Ketik OP7 ke 3636	PAKET BULANAN Rp30.000/30hari Belum termasuk PPh Ketik OP30 ke 3636
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Social Networking Package

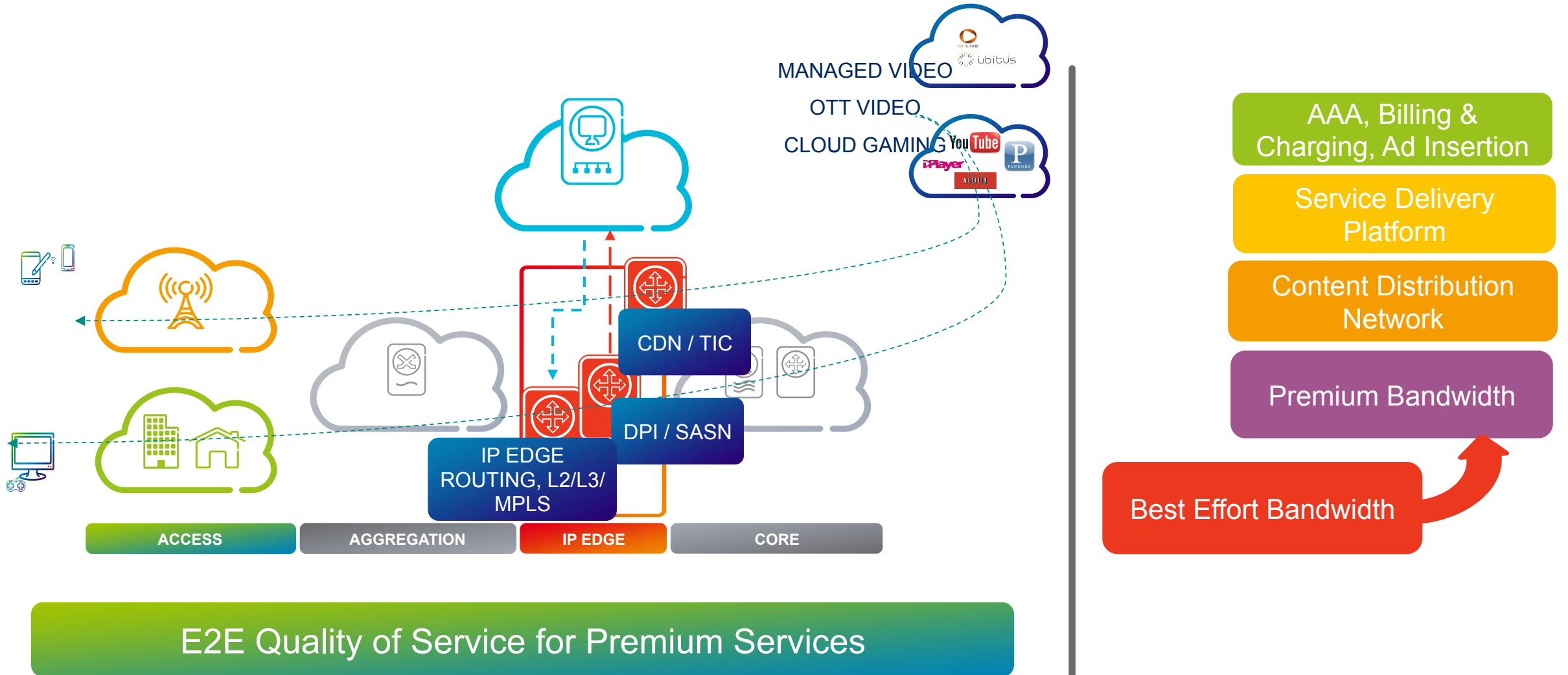
facebook	Paket SNC Telkomset	Tarif Paket*
 Nimbuzz!	Paket Harian	Rp 1.000
	Paket Mingguan	Rp 5.000
	Paket Bulanan	Rp 20.000

Cherry Picked Social Networking Offers

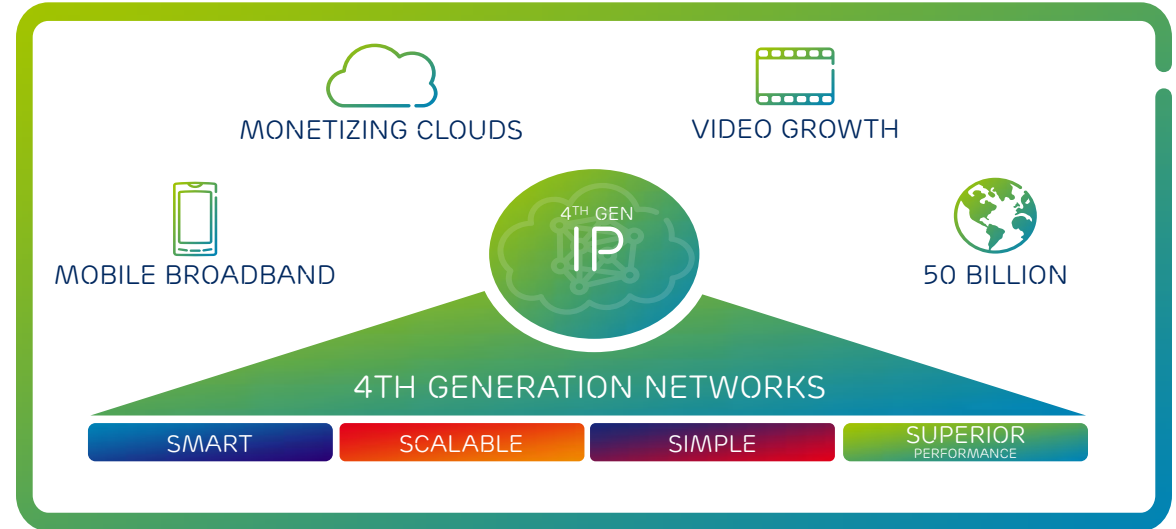
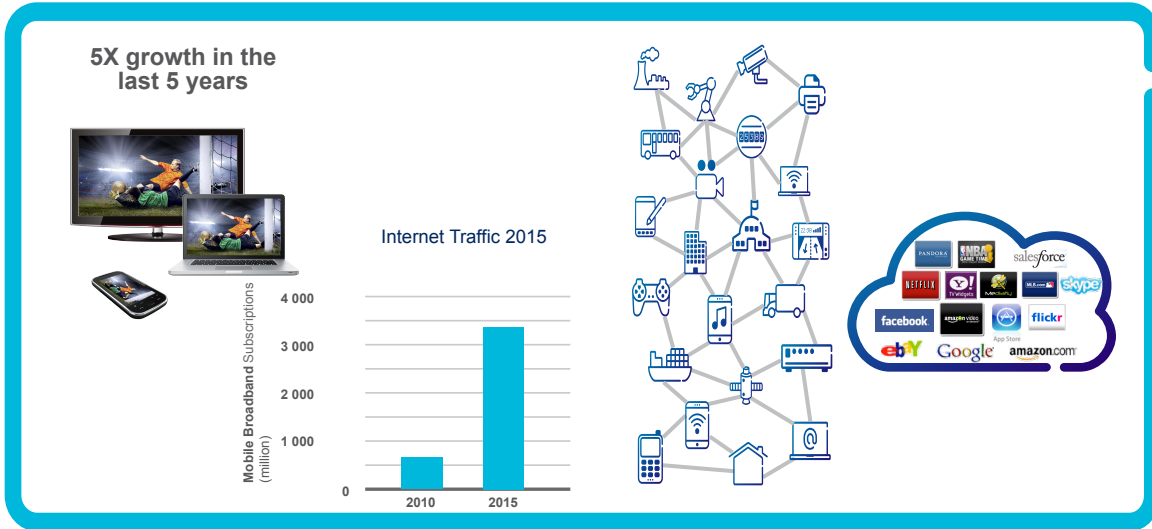
HARIAN ketik REG NIMBUZZ HARI sms ke 2520 Rp 500 / hari	MINGGUAN ketik REG NIMBUZZ MINGGU sms ke 2520 Rp 2000 / 7 hari	BULANAN ketik REG NIMBUZZ BULAN sms ke 2520 Rp 8000 / 30 hari
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BACK

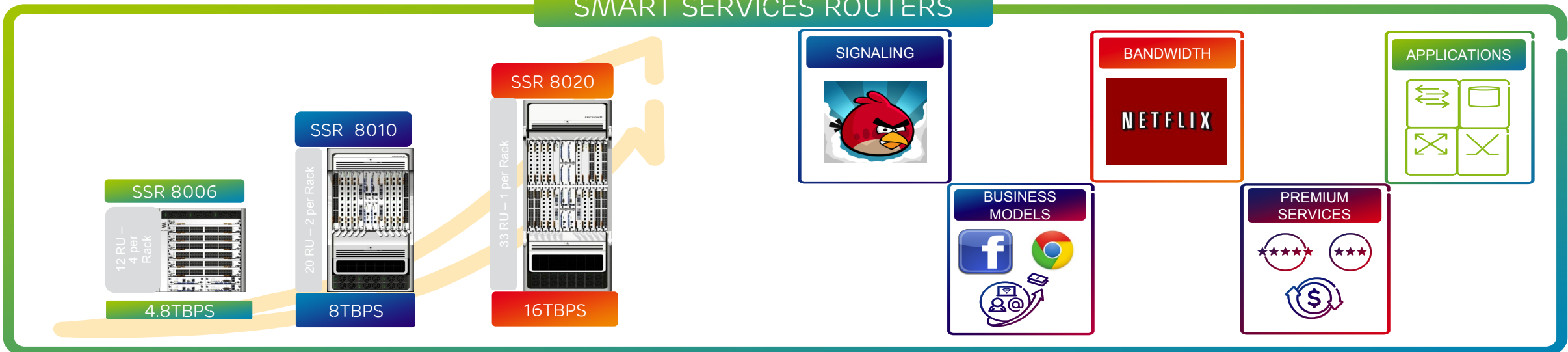
MONETIZING OVER THE TOP SERVICES ENABLING OPERATORS MOVE UP THE VALUE CHAIN



NEW ERA. NEW REQUIREMENTS. EVOLVED NETWORKS



SMART SERVICES ROUTERS





ERICSSON