



Fixed Mobile Convergence

Outpacing the competition with new services for fixed and mobile users

Declining voice ARPU (Average Revenue Per User) and high churn rates are exerting tremendous pressure on both fixed and mobile operators as they increasingly compete for the same subscriber and service revenues. Moreover, new Voice over IP players are entering the market with aggressive pricing strategies. Fixed Mobile Convergence helps in this environment by offering seamless services for fixed and mobile users, increasing customer loyalty, and reducing carriers' operational and capital expenditures.

Siemens Fixed Mobile Convergence sets a new trend in converged application services, with the combination of new value-added services and devices giving carriers the opportunity to deliver feature-rich services while outpacing competitors with their end-user offerings.

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Emerging technologies – the Siemens vision

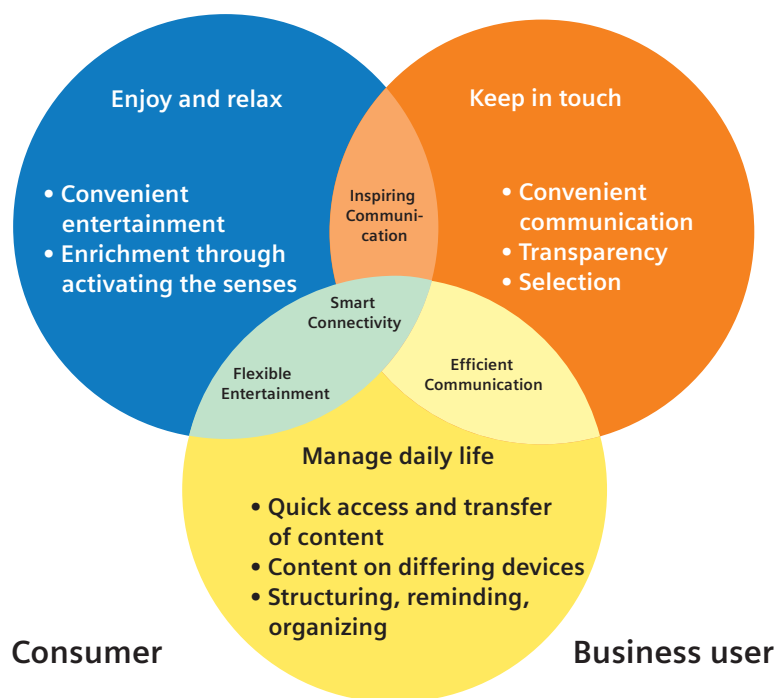
Enhanced voice services and new applications are changing our lives at home, at work, and on the road. Video on Demand and Video Broadcast services can now be offered on all types of broadband access networks. Real-time communication services – anytime and anywhere – are creating new lifestyles in the consumer market, and in the enterprise world also, business processes and communication are demanding new solutions that are independent of location, network, and device. Siemens LifeWorks@Com, a new unrestricted way of communication, reflects these trends, with Fixed Mobile Convergence being one of the major steps in turning LifeWorks@Com vision into reality.

Converged services let your customers communicate more easily

Fixed Mobile Convergence (FMC) emerged some years ago as a pure network integration approach that offered access and voice services to both fixed and mobile subscribers. At that time, only the network side was focused on. It was not until the more recent proliferation of Voice over IP, multimedia services, and Next Generation Networks (NGN) that the full importance of FMC was recognized.

Today, FMC based on the IP Multimedia Subsystem (IMS) architecture supports the network architecture view of a common service and control layer for fixed and mobile users by providing services conforming to a unified communications concept designed to overcome existing network and technology barriers. FMC is now key to operators who wish to create additional revenue streams through new value-added services.

Some of these, such as common address books and messaging systems, will become one of the building blocks of real-time communication services. In addition, interesting pricing models, high-speed connectivity, whether at home, in the office, or on the road, will boost willingness to use these new services, increasing customer loyalty and revenue.



User needs and applications are growing together, supported by differing devices (PCs, mobile & cordless phones, PDAs, television sets etc.)



Services they deserve

FMC – it's all about the end-user experience

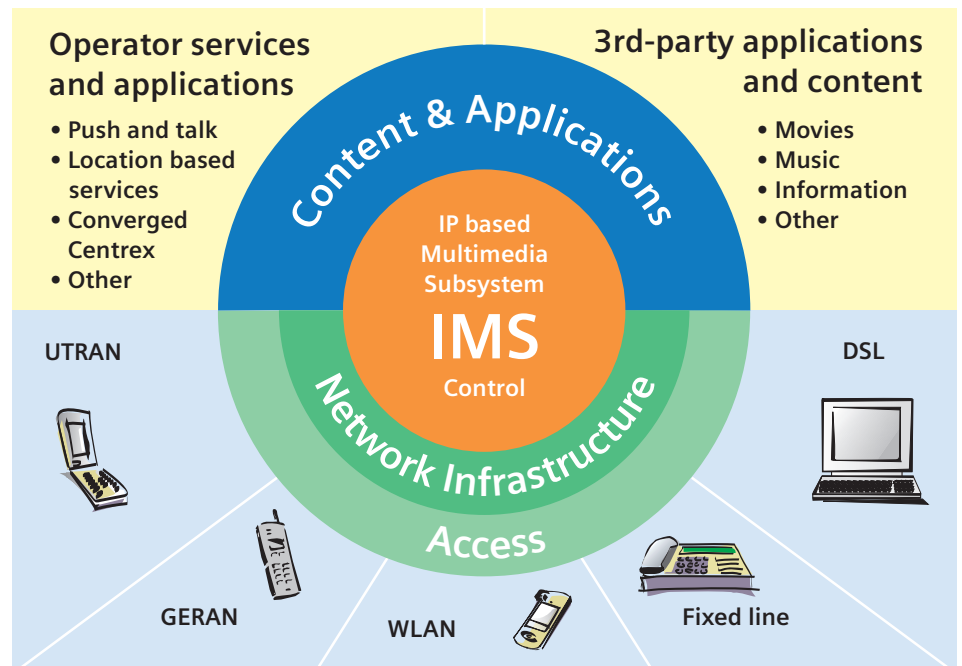
In the communications world, end users want simplicity (e.g. ease-of-use, single sign-on, self-administration), ubiquity (any-time, anywhere, any device), and flexibility (personalization). Services must meet these customer requirements – but how?

With FMC, the operator can address those wishes exactly by offering new converged services with a unified user experience. The user can access his desired services independently of the type of access, with no need to have different accounts, usernames, numbers, and passwords.

Start converged services with a standardized approach

The target network architecture is compliant with the 3rd Generation Partnership Project (3GPP) and Telecommunications and Internet converged Services, and Protocols for Advanced Networking (TISPAN), and offers a common service and control layer.

It will therefore provide converged applications and services for fixed and mobile Session Initiation Protocol (SIP) multimedia users and will also inter-operate with existing circuit-switched users.



The core of the FMC is the IMS platform. This platform allows carriers to retain control over the value chain, bridge the communication gap between different types of devices, and offer common services, administration, control, and charging, while reducing the total cost of ownership.

Our strengths - your gain.

- Your business profits by opening up new revenue sources and increasing customer loyalty through provision of new services between fixed and mobile users. You can easily, quickly, and flexibly create new services based on a standardized architecture. And finally, you can reduce total cost of ownership while still retaining control of the entire value chain.
- Your customers benefit from a seamless user experience across networks since you are able to offer them simplicity (e.g. ease-of-use, single sign-on, self-administration), ubiquity (anytime, anywhere, any device), and flexibility given by the personalization possibilities.
- Take advantage of the range, depth, and quality of the Siemens FMC to offer attractive new services to your fixed and mobile customers and continue to outpace the competition – constantly and consistently.

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Siemens – the ideal partner

Siemens is the IMS market leader with the IMS@vantage platform and its corresponding worldwide system integration capability minimizes technical and financial risk with a well-proven process set. According to the November 2004 Unstrung Analyst Report, "Siemens arguably has the most mature IMS product set, given that it launched ahead of other vendors in 2003 and is now involved in trials with 30 customers." Additionally, Siemens System Integration minimizes your technical and financial risk with a reliable process.

Siemens is present and influential in all main standardization forums such as ITU, ETSI (including TISPAN), 3GPP, IETF, and MSF. It is a leader in fixed, mobile, corporate networks, and end devices, is first in EWSD with more than 300 million ports, and is No. 1 in real carrier-grade NGN solutions with SURPASS. Siemens 3G, GSM, and IN networks have more than 250 million subscribers spread across 180 mobile network operators in 90 countries and is the leader in enterprise real-time communications with 70 million workpoints. Siemens mobile phones, IP phones, ISDN and analogue phones, DSL modems, routers, gateways, and set-top boxes comprise one of the most comprehensive product ranges of any manufacturer in the world.

Abbreviations

3GPP	3rd Generation Partnership Project
ARPU	Average Revenue Per User
DSL	Digital Subscriber Line
ETSI	European Telecommunication Standardization Institute
FMC	Fixed Mobile Convergence
GERAN	GSM/EDGE Radio Access Network
GSM	Global System for Mobile Communication
IETF	Internet Engineering Task Force
IMS	IP Multimedia Subsystem
IN	Intelligent Network
IP	Internet Protocol
ISDN	Integrated Services Digital Network
ITU	International Telephone Union
MSF	Multi-Service Switching Forum
NGN	Next Generation Networks
PDA	Personal Digital Assistant
SIP	Session Initiation Protocol
TISPAN	Telecommunications and Internet converged Services and Protocols for Advanced Networking
UTRAN	UMTS Terrestrial Radio Access Network
WLAN	Wireless Local Area Network

Siemens Communications is one of the world's largest players in the telecommunications industry, active in more than 160 countries. Unique in global comparison, Siemens Communications consolidates experience and competence in every key market segment – mobile or fixed-line telephones for consumers as well as complex network infrastructures, solution packages and applications for enterprises and network operators. In addition to its hardware and software portfolio, Siemens Communications offers comprehensive service along the entire value chain. For each and every customer, anytime, from A to Z.

On this basis Siemens Communications is developing solutions for tomorrow's communication. The road to the future has a name: "LifeWorks@Com", an innovative concept aiming at making communication easier and more effective. Both in business and private life, for every network and every device. Concentrating on what's important for our customers, that's what LifeWorks@Com and Siemens Communications stand for.

More information about
Siemens Communications at
www.siemens.com/communications

COM-MA-04-027 WS 03052.0
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Order No. A50001-N2-W106-1-7600

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