

# What do Wireless Operators Want?

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# Delight the customer!

- Significant challenge with flattening of voice revenues, competition and churn
- New applications / services are critical for ARPU and EBITDA growth
- However, device and application complexity can become a major showstopper
- Ease of use, simplicity and intuitiveness in handsets, applications and other users interactions will become a must
- User Interface (UI) needs to reduce apparent complexity
  - Making it easier to support more complex tasks to handsets
  - Need complexity reducing UI developments
  - UI becomes Holy Grail for wireless app developers
- Delightful User Interface
  - Significant audio, visual and navigational improvements in handsets
  - Personalization that entices and strengthens the “bonding” between the user and the handset
- Summary: “Ease of Use” areas to focus
  - Handset capabilities / features
  - Application developments
  - Device management, service management and customer management

# Do It Once!

- Large number of applications / services / handsets need to be launched, in different markets, at different times, and everything may have to be repeated again in 6 months
- Wireless operators, large or small, cannot afford this; need solutions to to simplify service / app deployments across
  - Multiple devices
  - Multiple markets segments / countries / operators
  - Different time periods
- There are political, regional and day-to-day business pressures that trigger duplications of work
  - Time-to-market is one very good excuse for “duplicating work”
- However, there are architectures, platforms, solutions for facilitating “Doing It Once”
  - Service middlewares
  - App development & delivery platforms
  - App publishing
  - Others?
- Summary: Need solutions that enable “Doing It Once” without sacrificing Time-to-Market

# Monetize!

- Service is not a service if we cannot bill for it
- Implications and challenges of
  - IP based services
  - 3rd party applications
  - Pre-paid as well as postpay customers
  - Increasing roaming revenues
  - Different types of access networks
- Wireless operators need all the tools for “effective revenue” generation
- Need flexibility in
  - Rating engines,
  - Charging mechanisms,
  - Billing systems,
  - Revenue sharing arrangements, and
  - Payment options
- Revenue assurance and fraud management will be even more important in the future
- Summary: Need scalable, flexible “revenue capturing” solutions that are enablers not hindrance for new service roll-outs