

MarketLink

A CommNexus Program

Features...



Tuesday March 6th & Wednesday March 7th

The following is a short list of technology areas that BT has an interest in meeting with new potential partners regarding:

1. Broadband Value Added Applications (enabling us to augment ARPU on DSL):
Specific areas they are currently investigating:

For home networking

- HW & SW to enable retail consumers to install, manage (on-site and remotely) and connect several devices.
- Also, provide PC Client software for automatic software/service updates, security monitoring and suite of software for broadband monitoring/repair.

For fixed mobile convergence

- Cell phone convergence with broadband on BT system
- WIFI phone – dual mode, retail price of £100 (appr. \$200)
- Open WIFI – private access point that provide wireless network (for example: private access points with 2 SSIDs – one private & one public)

For SME customers

For large enterprises

- Broadband technologies where they provide DSL, ADSL & private networks.
- Convergence applications
- Bonding technologies

IPTV service

- IPTV applications that can run on their datacenter & IPTV server
- Main interest in hybrid IPTV, i.e. add interactivity for over the air broadcasting
- Set top box for delivery of IPTV
- Mainly looking for technologies that are MSTV compatible. Will look at other but it will be more difficult to integrate.

2. New generation voice applications enabled by VOIP technology for consumers, SMEs or large enterprises. New applications enabled by VoIP for outgoing, incoming and management of calls including:
 - Business applications – automatically send out message to customer in case of issue
 - Incoming calls – 800# defined on web server
 - Intelligent call handling apps
 - Privacy management
 - And others.
3. Innovative Mobile Applications deployable on a wide variety of mobile devices (phones and WIFI devices) independently of the service provider for both data & voice.
Example applications:
 - Boost mobile reach
 - All types of phones
 - Fro call
 - Others

Also, BT can act as infrastructure provider – ability to promote and get customers

- Distribute content and back office management
- Hosting of services
- WIFI convergence
- Video
- Backhaul services
- Interconnects
- Other.

BT is building a portfolio of services that it wants to offer to mobile customers

4. Web 2.0 applications, with a preference for communications-intensive ones, including social networking.
 - Interested in Web 2.0 apps to create their own social network including tools, platforms, real time communication within the fixed broadband environment.
 - Also, interested in connecting this to the mobile operators social networks.
5. Mesh WIFI technologies enabling to reduce the cost of metro WIFI deployments or augment ARPU. Currently setting up test cities in UK with Cisco and Dropos

Looking for technologies to make deployment easier

Applications that can be put on this network including but not limited to:

- Voice
- Local coverage with WIFI handset
- Advertising
- Games
- Information services
- Government services
- Sharing of software services

6. IT Virtualization technologies applicable in our data centers to help us reduce the cost of utility computing, with a preference for open source and inexpensive scalable technologies:
 - Availability of large data center
 - Technologies to management legacy applications
 - Technologies for manage load application
 - Technologies to increase efficiency & flexibility including reducing cost, ability to manage 10,000+ applications and storage entities, grid technology
 - Technologies for remote storage and disaster recovery.
7. Technologies helping us in rationalize business and operational processes and reduce costs when we outsource large IT networks for multinational customers
 - Network infrastructure
 - Knowledge management applications as they relate to unstructured data
 - Decision making tools
 - Business services

BT Participants:

- Jean-Marc Frangos – SVP, Technology and Innovation
- Mark Bagley – VP, Technology, US West Coast, Innovation Scouting
- Rob Hull – VP, Business Development, Technology & Innovation team