



IP Multimedia Subsystem: A non-technical overview

1 - OBJECTIVES

- To understand the role of IMS and its business-case in a simple and enlightening way.

2 - TARGET GROUP AND ENTRY REQUIREMENTS

Tailor-made for non-technical staff as well as those who want to see the big picture of the latest trends and strategies in the telecom industry as of 2006 in a non-heavy, relaxed manner.

Ideal for non-technical managers. Operational development managers, service delivery managers, account managers and anyone interested in a smart and compact overview of IMS.

3 - CONTENT

After this course you will be able to address the following questions:

- What can IMS do? Is it necessary?
- What can users expect from IMS?
- Why should operators invest in IMS? When?
- Which services/applications can we realistically expect? What about real-time services?
- What is meant by Service Enablers?
- What is Push-To-Talk, Presence, Locating, Instant Messaging ?
- What are combinational services?
- How can we differentiate IMS services from existing alternatives (Skype, Microsoft Messenger etc.)?
- How can mobile operators avoid becoming data-pipes for such or other alternatives?
- What are the main components of IMS? (A well-structured overview without many technical details)
- What kind of IMS-capable user terminals will we have? Will configuration be easy?
- What benefits can operators expect from IMS? What are their concerns?
- Why has IMS become a central concept of Fixed-Mobile Convergence?

4 - PRESENTATION

A Powerpoint presentation will accompany the discussions. Lecture is minimized due to the time constraints and the nature of the seminar. IMS is a very complex system and we must filter out unnecessary detail in order to gain a high-level, manageable view of the system. The presentation is designed to accommodate discussions in order address the most critical points. All slides will be provided in handouts.

6 - DURATION

1-day

7 - NUMBER OF PARTICIPANTS

No restrictions.