

2008-9-8

Some Challenges of Ubiquitous Communication

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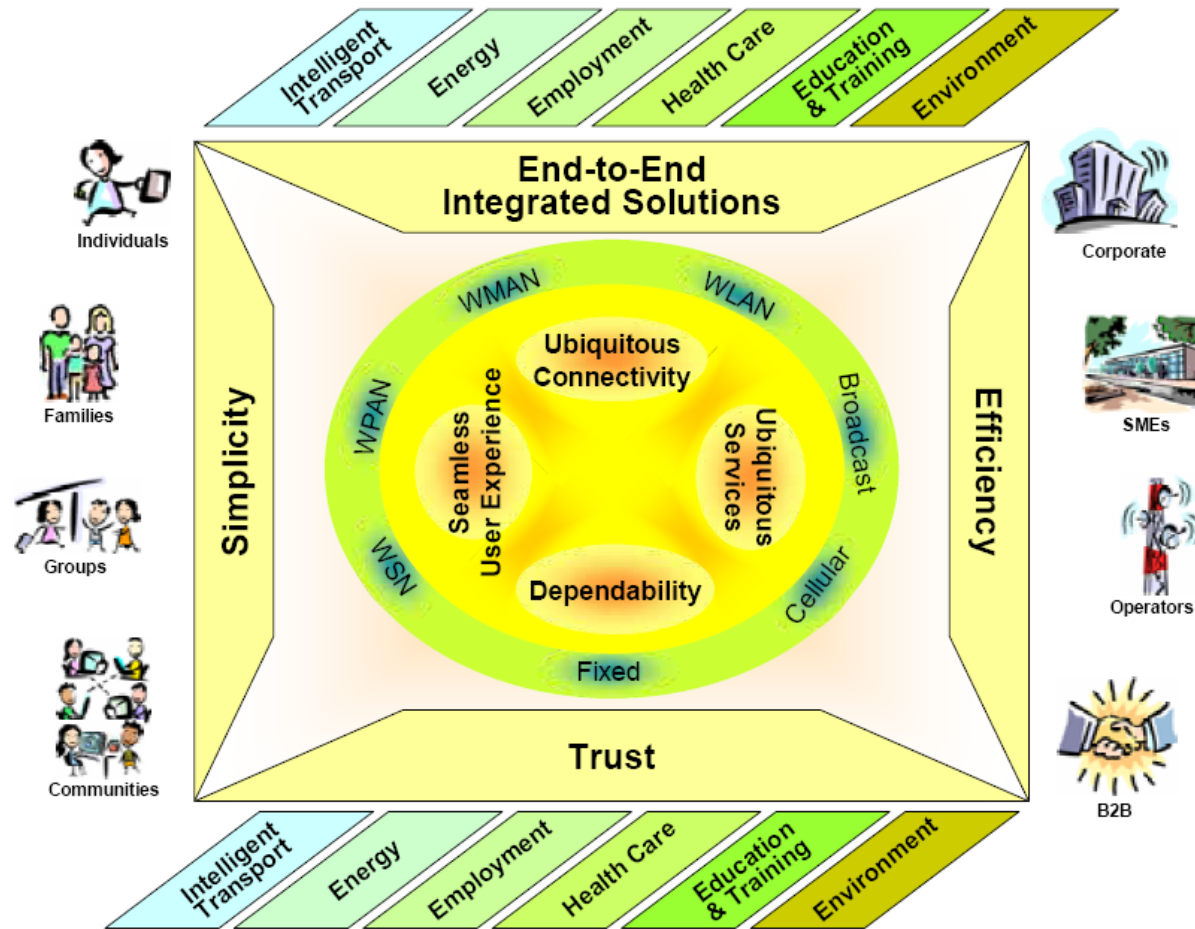
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IEEE LANMAN, Cluj-Napoca 2008

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A New Communication Paradigm



“any network, any device, with relevant content and context in a secure and trustworthy manner”

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Some Key Challenges for Vendors and Operators

- **Uninterrupted access to services while moving between networks**
 - ⇒ What about application and context awareness, how much seamless mobility, intelligent network selection, security, privacy
- **Intelligent networks supporting multiple access technologies**
 - ⇒ What about efficient simultaneous use of different access technologies (e.g. power management), service continuity, scalability
- **Heterogeneous network environment and Opex and Capex pressure**
 - ⇒ What about common use of complementing radio access technologies, different network technologies, protocols
 - ⇒ What about joint control of resources, interworking, scalability, reliability, dynamicity, intelligent networks
 - ⇒ What about Quality of Experience, customization and manageability
- **Diversification of business landscape**
 - ⇒ What about interworking/roaming, service level agreement, trust, accountability

Simplicity

Secure

Efficient and reliable

Opportunities for Vendors and Operators

- **Innovative network solutions for increased competition and cooperation**
- **Improvement and extensions to existing product portfolio**
- **Provide consolidated services to increase customer loyalty**
- ⇒ **From technologies to technological effects**
 - Go beyond providing technology and products
- ⇒ **Provide complete solutions which**
 - Improve Quality of Experience from the view point of users
 - Improve handling of complexity in communication systems