

1. Record Nr.	UNINA9910828412903321
Titolo	Managing mobile services : technologies and business practices / / [edited by] Ulla Koivukoski and Vilho Raisanen
Pubbl/distr/stampa	Chichester, West Sussex ; ; Hoboken, NJ, : Wiley, c2005
ISBN	9786610268702 9781280268700 1280268700 9780470021460 0470021462 9780470021453 0470021454
Edizione	[1st ed.]
Descrizione fisica	1 online resource (273 p.)
Altri autori (Persone)	KoivukoskiUlla RaisanenVilho
Disciplina	384.5/3/068
Soggetti	Mobile communication systems - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Managing Mobile Services; Contents; About the editors; Contributors; Foreword; About the book; Organization; Interdependencies between chapters; Acknowledgements; Abbreviations; 1 Introduction; 1.1 Introduction to managing mobile services; 1.2 The business environment; 1.3 Business requirements; 1.3.1 The end-user perspective; 1.3.2 The network operator and service provider perspective; 1.4 The shifting focus of service management; 1.5 End-user driven service development and optimization; 1.5.1 From customer requirements to service development 1.5.2 From customer experience to service optimization 1.6 Reshaping the positioning of BSS and OSS; 1.7 Ways to capture market opportunity; 1.8 References; 2 Business Evolution of Mobile Services; 2.1 Introduction; 2.2 Mobile services evolution; 2.2.1 Voice and other calls; 2.2.2 Person-to-person messaging; 2.2.3 Content services; 2.2.4 Transaction services; 2.2.5 Business data services; 2.2.6 Advertising; 2.3 Value chain evolution; 2.3.1 Customers; 2.3.2 Mobile operators;

2.3.3 Service, content and application providers; 2.4 Business model evolution; 2.5 Conclusion  
3 Focus Topic 1 - The Tune 2 Radio Service 3.1 Introduction; 3.2 The business environment encouraging service development; 3.3 Business model; 3.4 Value for the end-user; 3.5 Technical implementation; 3.5.1 The roles of the players in implementation; 3.5.2 Deployment; 3.6 Learning; 3.6.1 End-user perspective; 3.6.2 Technology perspective; 3.6.3 Business perspective; 4 Service Management; 4.1 Introduction; 4.2 Service management processes; 4.2.1 The service lifecycle; 4.2.2 Operating roles in service management; 4.2.3 Workflows and workflow management; 4.3 Service management architectures  
4.4 Requirements for service management 4.4.1 Implications of a multi-provider environment; 4.4.2 Device management; 4.4.3 Personalization and differentiation; 4.4.4 Service convergence; 4.4.5 Telecom - IT convergence; 4.4.6 Inventory; 4.4.7 Multi-vendor environment; 4.4.8 Conclusion; 4.5 Service management for GSM networks; 4.6 Service management for GPRS and mobile data networks; 4.7 Service management for 3G and multimedia; 4.8 Reference; 5 Standardization Related to Service Management; 5.1 Introduction; 5.2 IETF; 5.3 Service availability forum; 5.4 3GPP; 5.5 OMA; 5.5.1 History 5.6 W3C, OASIS and WS-I. 6.1 W3C; 5.6.2 OASIS; 5.6.3 WS-I; 5.7 Liberty Alliance; 5.7.1 History and organization; 5.7.2 Liberty and network identity; 5.7.3 The Liberty Specifications in detail; 5.7.4 Implementation status; 5.8 TMF; 5.9 DMTF; 5.10 OSS/J; 5.11 Conclusion; 5.12 References; 6 Requirements and Characteristics of IP Services; 6.1 Introduction; 6.2 Crash course in mobile network technologies; 6.3 Requirements of services; 6.3.1 Service class 1: content service; 6.3.2 Service class 2: augmented VoIP; 6.3.3 Summary; 6.4 Characteristics of services  
6.4.1 Service class 1: content service

---

#### Sommario/riassunto

New, attractive services for communications systems are versatile and promise to make the next generation of communications a success. Yet, as the systems grow more complex and diverse, so do the challenges of managing them. Service management derives from technologies used in fixed telephony systems and has evolved towards supporting packet-based services in an increasingly open environment. It is common belief that 3G (and later 4G) services will change the way we communicate and interrelate. The user will be put at centre stage and systems will be able to handle intelligent user

---