

1. Record Nr.	UNISA996465494003316
Titolo	Evolution of Telecommunication Services [[electronic resource] ] : The Convergence of Telecom and Internet: Technologies and Ecosystems // edited by Emmanuel Bertin, Noel Crespi, Thomas Magedanz
Pubbl/distr/stampa	Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer, , 2013
ISBN	3-642-41569-5
Edizione	[1st ed. 2013.]
Descrizione fisica	1 online resource (XII, 327 p. 105 illus.)
Collana	Information Systems and Applications, incl. Internet/Web, and HCI ; ; 7768
Disciplina	004.6
Soggetti	Computer communication systems Application software Software engineering Algorithms Artificial intelligence Information storage and retrieval Computer Communication Networks Information Systems Applications (incl. Internet) Software Engineering Algorithm Analysis and Problem Complexity Artificial Intelligence Information Storage and Retrieval
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di contenuto	Part I: History and Perspectives on the Telecom -- Standardized Assets -- Network and Control Platforms -- Telecom Applications, APIs and Service Platforms -- Value Added Services in the Evolving Multimedia Communication Network -- NGN Standardization as a Strength -- Part II: A New Competitive Landscape between Operators, Device Makers and OTT Service -- Providers; Why Are the Operators Challenged and How they Can Compete -- A Short History of VoIP Services -- NGN Shortcomings -- An IT Perspective on Standards, Service Architectures and Platforms -- A Review: What Matters for Ecosystem Business

Strategy -- New Regulatory Approaches in an Evolving Market Structure  
-- Part III: New Opportunities, Future Battlefields -- Virtualizing  
Devices -- Virtualizing Platforms -- Virtualizing Network -- Internet of  
Things -- Internet of Services.

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## Sommario/riassunto

In the telecom world, services have usually been conceived with a specific mindset. This mindset has defined the traditional characteristics of these services; services distinguished by their linkage with the access network, tight control over service use (e.g., authentication, billing), lack of deep personalization capabilities (mass services only) and reliance on standardization to achieve end-to-end interoperability between all the actors of the value chain (e.g., operators, platform manufacturers, device manufacturers). This book offers insights into this complex but exciting world of telecommunications characterized by constant evolution, and approaches it from technology as well as business perspectives. The book is appropriately structured in three parts: (a) an overview of the state-of-the-art in fixed/mobile NGN and standardization activities; (b) an analysis of the competitive landscape between operators, device manufacturers and OTT providers, emphasizing why network operators are challenged on their home turf; and (c) opportunities for business modeling and innovative telecom service offers.

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