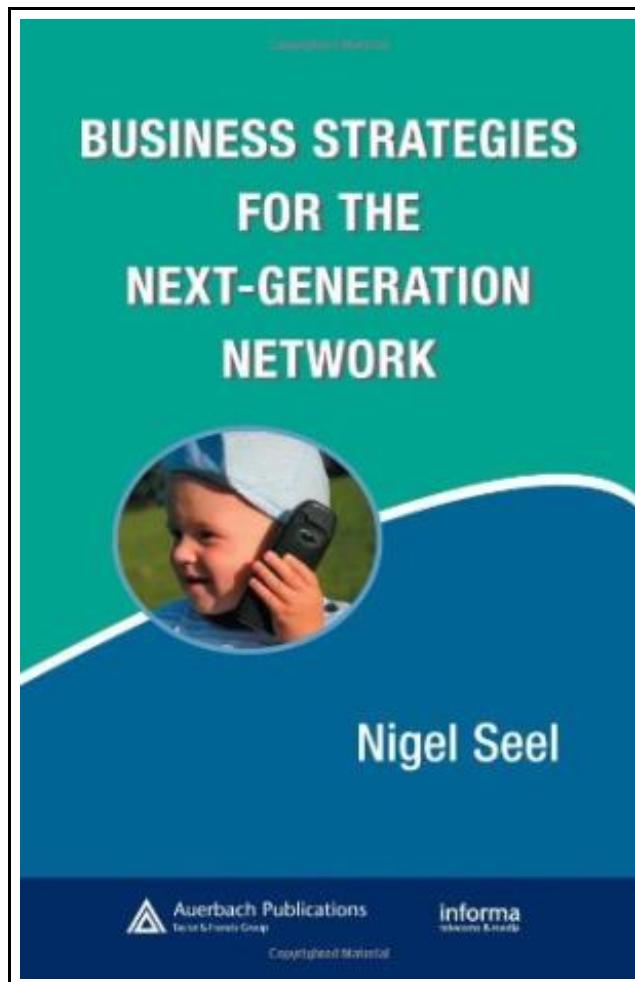


## Business Strategies for the Next-Generation Network (Hardback)



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Taylor Francis Ltd, United Kingdom, 2006. Hardback. Book Condition: New. 239 x 155 mm. Language: English . Brand New Book. Carriers and service providers have united around the concept of the Next-Generation Network (NGN). Although leveraging a broad basket of Internet technologies, the NGN is not being planned as the next-generation Internet. In its intention and architecture, it is more accurately described as Broadband-ISDN release 2.0. The NGN transition is hard for both practitioners and observers to understand because it weaves together a number of distinct strands: \* the development of a new architecture and technology base including advanced IT automation systems \* the development of a portfolio of new wave products and services which exploits the power of the new network \* the design of a new kind of organization which can utilize the higher levels of automation in the NGN, and reduce costs \* and the development of an effective transition plan which can smoothly move operators from their current legacy networks, systems and processes to the NGN future. The book begins with a review of the failures of previous attempts by carriers to retool for the future. It describes in detail the technologies and capabilities supporting new wave services, focusing particularly on multimedia interactive services, TV, and Video-on-Demand. The author looks at the IMS layer and how it interworks both downwards into the QoS-enabled IP transport layer and upwards to enable new kinds of applications. However, equal attention is addressed to the business models of players in the value chain, carriers, service providers, broadcasters, and production companies. The author then examines how carriers have attempted to remodel themselves as IP companies along the dimensions of people, processes, and IT automation systems, describing the lessons to be learned from numerous failures. He identifies more innovative business models, explores Peer-to-Peer networking,...

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