Convergence and Customer Experience Conference

Steve Andrews, FMCA Chairman & Chief of Convergence, BT Retail
The customer challenge...

- Complexity
- Incompatibility
- Hassle
- No seamless interconnection
- Multiple devices
- Confusing technology options and terms
- Customers are **involuntarily placed in the role of an ‘integrator’ of convergence**
Convergence gives customers seamless communications... wherever they are!

Ubiquitous access to rich applications and services
FMCA Vision

Convergence at the heart of communications, allowing customers to have access to people, content and information in the way they want, from wherever they are.

FMCA Mission

To be ‘the voice of the customer’ for the evolution of Wireless Broadband and Convergence.

Making it simple for customers!
The Fixed Mobile Convergence Alliance

33 Member companies - over 700 million customers
Priority Programme #01: Customer Needs & Market Drivers
- Driven by the Customer

Priority Programme #02: Converged Devices & Access Points
- Dual-Mode terminals, cameras, game decks, PDAs
- Seamless
- Secure
- Access Agnostic
- Driven by the Customer

Priority Programme #03: Seamless Authentication & Roaming
- Cellular, Wi-Fi, WiMAX, Fixed

Priority Programme #04: Converged Services & Applications
- VoIP, digital content, messaging, interactive gaming, video sharing, IM, address book
- Ease of Use
- Seamless
- Drive by the Customer

FMCA key priority programmes
Driving value for members and industry
The Thought Leadership Paper launched at Converged Services Conference in Amsterdam on the 21st of May

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<th>The FMCA Thought Leadership Paper</th>
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<td><img src="image" alt="Thought Leadership Paper" /></td>
<td>1. Presentation at the Converged Services Conference in Amsterdam on the 21st of May</td>
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<td>4. Some hard copies available on request</td>
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The FMC market is forecast to expand beyond the current US$ 1.5 trillion market for basic fixed and mobile voice to US$ 3.7 trillion.

Our goal was to identify the key opportunities and competitive challenges for capturing parts of the new US$2.2 trillion revenues.

We asked two key questions:
- How can we tap into these opportunities?; and
- Are we in shape to deliver these opportunities?

Over the past six months, the FMCA analysed the history of over 400 FMC products and services, conducted a survey on future trends amongst 70% of the represented carriers, global vendor affiliates, and interviewed Top Executives from the FMCA member companies.

A team of 13 senior managers and consultants worked on the programme for six months – Project now complete!

The Thought Leadership Paper can be found at www.thefmca.com
No one can succeed alone!

Collaboration - the only way to create value for customers and support industry growth

Making it simple for customers!
Co-operation with key industry bodies are critical to success.
Including the First Interoperability ‘Plugtest’...
Thank you!

Convergence – Towards the always on ‘Digital Lifestyle’.

Steve Andrews, FMCA Chairman & Chief of Convergence, BT Retail