

Telecom operators need innovative services to offer on their next-generation networks. Hakan Erdemli explains how services will add value to operators' and end-users' lives and what NGN providers have to consider in solution delivery

# Addressing the business



Hakan Erdemli: passion for innovation and passion for excellence

Hakan Erdemli has a passionate belief: that, taken individually, television, the internet, voice would bring a lot less value than those different technologies added together.

Erdemli, vice president of sales and marketing at Argela, explains: "This implies that convergence of these technologies is much more

valuable than each coming together separately."

Argela provides companies with the technology to do that. "We provide telecom operators with turnkey next-generation solutions," says Erdemli. "We have a strong commitment to developing the most innovative products and solutions, understanding operators' needs precisely, customising solutions accordingly and building a continuous relationship with our partners and customers."

And he adds: "What defines Argela best is passion: passion for our customers' success, passion for innovation and passion for excellence."

The future of networks will be driven by end-user requirements, says Erdemli. Networks in will have to provide mechanisms for delivering a rich number of applications and content. "More and more people will be involved in content, application and capability generation."

What is focussing Argela's attention more than anything at the moment is the increasing interest in quadruple-play solutions. "Quad play is available today," says Erdemli, "and it is possible to have quad play offerings in one package. But content and applications of the contributing networks are disconnected, creating silos."

Service providers have to bring together wireline and wireless networks along with a range of services including IPTV — and new ideas such as RFID, or radio-frequency identification devices. "Even social networks will come into the arena, bringing user-generated capabilities and content," says Erdemli.

"The new generation network is all about the convergence that will happen for the networks, applications as well as end user devices."

He runs through a series of examples of the sort of services that users will come to expect.

Here are some of them: Take Alice: She wants to share her wedding videos with her friends and family. "So she buys a one-hour time slot from the personal TV company," says Erdemli. "She uploads the videos and then she sends notifications to her friends and family with the day and the time of her broadcast."

Another example: Adam is watching the finals of the US Open when his phone rings. The game is

paused automatically during his call and he continues to watch the game as if live after the call is ended.

Mobility is important, too. "Jack starts watching the Red Sox game while he is home," says Erdemli. "He receives a phone call from his friend and he needs to leave home while the game is still on, so he transfers the game to his mobile device and keeps watching the game while he is in the cab going to his friend's house."

And he gives examples of people delayed on their way home who set their personal video recorder to store a programme until their return — and so on.

Behind all this is a multiplay service delivery framework, "and the SDP addresses the business rather than the technology. It has a lifetime that is endless," says Erdemli. He adds: "An SDP must be integration-friendly. Changes can happen at any time in the operator's environment so it has to be really flexible to be able to meet the new needs of the operator. This is a very critical point we pay attention to while we are developing our solutions. An SDP must be future-proof, so that new capabilities and networks can be added easily."

Argela is positioning three key products to provide solutions addressing all NGN needs: the Convergence Gateway (CGW), which is a patented technology innovation, a Multiplay SDP to support all existing and future networks including IPTV, and a Targeted Advertisement Platform to work together with CGW, SDP and others to enable sponsored services.

CGW, retaining the user identity, is seamlessly integrated with operator's network and virtualizes the subscriber handset with full service capabilities such as voice, MMS, SMS, IM and the like to achieve: one number, one bill, any terminal, anywhere.

The Argela Convergence Gateway opens up new markets and new business models for telecom operators that are not limited to the operator's existing local, mobile and/or fixed network coverage and market. The Argela Multiplay SDP has a proven track record with a number of significantly large installations.

"The SDP acts as IPTV middleware, converging video, messaging, voice, TV and VoD on a single set-top-box," he notes.

Argela Targeted Advertisement Platform is a complete solution for new revenues for both legacy and next-generation networks with enhanced features like profile-based operation, marketing, campaigns and promotions together with a flexible campaign matching algorithm.

"Our passion is to deliver our customers what they exactly need. To do this, we have been making intensive R&D for years and developing various next-generation products some of which are Argela patented. The very common feature of these products is the flexibility in solution delivery to our customers. We are addressing not only the technology but also the business." ■