

## **Bharatbook.com : Impact of IMS on the telecoms landscape**

*By Bharatbook*

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*Bharatbook.com added a new report on "IMS Report Market Forecast" describes the key drivers to successful future of IMS services, applications and handsets.*

### **IMS Report Market Forecast 2009-2014**

This updated version of the IMS 2009 report provides a critical insight into the different aspects of IMS strategy adopted by various operators across the globe. The report also seeks to dispel the hype and confusion surrounding IMS. We aim to describe the technology itself, its readiness for deployment and its compatibility with existing infrastructure. IMS truly merges the internet with the cellular world to provide ubiquitous access to internet technologies and to provide consumers with appealing services. However if IMS features on your future technology plans, you need to get a handle on this subject now. The report provides forecasts for revenue generation from these services. By buying this report, you will be ideally placed to profit from IMS development. ( [http://](http://www.bharatbook.com/Market-Research-Reports/IMS-Report-Market-Forecast.html)

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Virtually every major telecom industry player must now be dealing with IMS. News of planned IMS-compatible products and services are arriving with regularity. Are you one of those players? If you are testing IMS, then you must understand what strategies to adopt to implement and profit from this technology now to safeguard medium to long term growth in subscribers and usage.

Despite investment constraints forced upon them by the 2008-2009 global economic slowdown, operators are still looking beyond 3G in the quest to sustain their growth in the medium to long term and reduce competitive threats. Although some projects have been postponed due to the adverse financial climate, a great number of planned deployments are still being pursued by operators, as IMS represents a key platform for future service provisioning and a long term investment beyond 2012, future-proofing operators from risk in increased service sophistication and capacity requirements.

With companies such as Nokia Siemens Networks (NSN) going straight to enterprises and offering managed IMS based systems away from the carrier, the importance and influence of IMS is critical to all concerned in the value chain. Are you fully prepared for how it will impact on you?

IP Multimedia Subsystem (IMS) is an open and standardised architecture for mobile and fixed services. But is this really true - is the standard truly open to all? It is used by operators to offer network-controlled multimedia services by combining voice and data in a single packet switched network. We believe that IMS is one of the key drivers of convergence, but with network-client framework suppliers not reaching agreement then issues will still linger. IMS is gaining increased momentum and will have a fundamental impact on your operation. Virtually all major vendors have IMS strategies in place - competition in this area is ever strengthening. Ensure you are successful tomorrow by ordering latest report, The IMS Report Market Forecast 2009-2014, today.

Operators in Western Europe are embracing IMS, despite ongoing economic pressures in the global market, due to the considerable measure of cost and revenue leakage control enabled by such platforms. The technology also holds huge potential to increase operator ARPU and reduce churn - will you and your organisation be successful proponents of IMS - order and read visiongain's unique insight into market developments, as well as the future technology roadmap of LTE and 4G.

The brand new report answers key questions, such as:

- Where do the greatest opportunities lie for operators and vendors?
- How can both fixed and mobile operators benefit and profit from IMS?
- What new types of services and applications will IMS enable?
- How will demand for IMS equipment vary by region?

By reading this report you will get a detailed perspective on IMS: the technology itself, key players, issues, forecasts and critical success factors that will make IMS a reality.

This report will tell you:

- When fully-fledged IMS handsets will be available? - lack of IMS-capable handsets still an massive concern.
- What the total revenue potential from 3G and HSPA is with IMS? - Standards must be set on how to integrate IMS and non-IMS handsets
- How would the above questions apply when LTE, WiMax and UMB are added to the equation?
- What issues your company will need to start looking at in the short-term future?
- How using this technology can increase revenues and reduce customer churn? - an agreed standard must be developed to allow manufacture.

Key concerns such as these still exist. If IMS is to offer unique benefits then questions must be answered today.

The report aims to provide:

- An IMS framework for operators that will aid them in formulating IMS strategies, this framework will also allow operators to take an holistic view across their value chain, across departments and units service delivery and infrastructure plan to reduce long-term unit cost;
- Vendors in the IMS arena;
- Cost-benefit analysis for IMS;
- Forecasts covering how and when fixed and mobile operators will begin rolling out IMS-standard services that will generate revenue while making use of existing investments;
- Impact of IMS on the telecoms landscape;
- Key benefits of IMS to both operators and end-users; and
- Challenges and obstacles in implementing IMS.

To know more and to buy a copy of your report feel free to visit : <http://www.bharatbook.com/Market-Research/Mobile-Telecoms.html>

Or

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