

November 19-21, 2013
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Santa Clara, California



WebRTC^{III}

CONFERENCE & EXPO

**The Longest Running Event Bringing
Together The Entire WebRTC Ecosystem**

#webRTCexpo



www.webrtcexpo.com

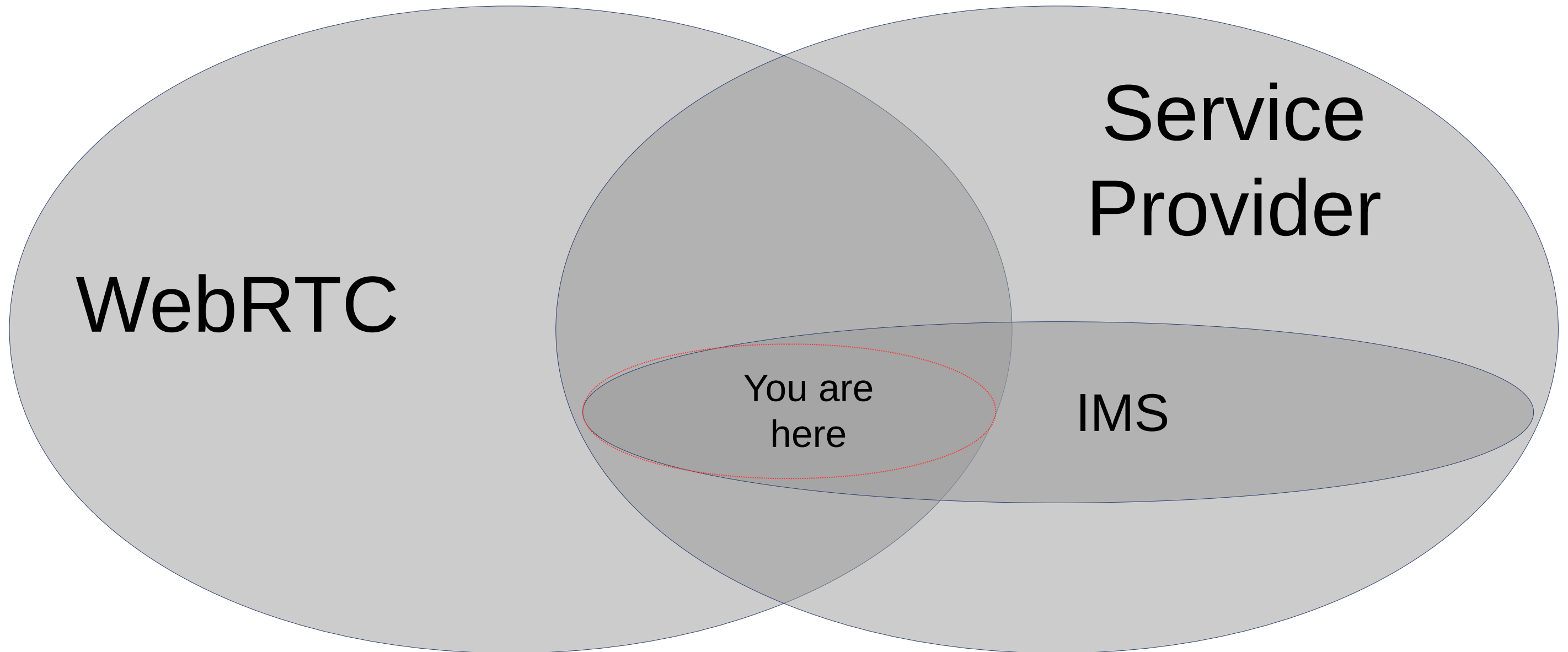
IMS Value in a World of WebRTC and Mobile

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Co-founder and blogger





3GPP TR 23.701 V0.2.1 (2013-10)

Technical Report

**3rd Generation Partnership Project;
Technical Specification Group Services and System Aspects;
Study on Web Real Time Communication (WebRTC) access to
IMS (Stage 2)
(Release 12)**



IMS Value in a World of WebRTC and Mobile?

Panelists



Evan McGee

CTO



Anne Lee

CTO, Advanced Communications
Innovations and Bell Labs Fellow



Ben Klang

Principal



Abdulhai Abdulla

Solutions Manager



Why should a Service Provider...



... care about WebRTC in an IMS world?

... care about IMS in a WebRTC world?

IMS: Why Care About WebRTC?

- How WebRTC benefits IMS
 - Flexibility vs. Stability
 - Rapid Pace of Innovation
 - Low Cost and Barrier-to-Entry
 - Revenue Sources not tied to Minutes/Texts/Megabytes
 - Consumer Engagement

WebRTC: Why Care About IMS?

- How IMS benefits WebRTC
 - Novel access to mobile consumers
 - Cross-Carrier / Global Adoption
 - Carrier-grade networks dedicated to real-time comms
 - The Enterprise
 - Robust Backend Billing & CRM

Why Care about WebRTC?

- WebRTC is the future
- Drastically lower operating costs vs. traditional network architectures
- Rich communication environment means real communications app innovation
- WebRTC goes where your customers are going

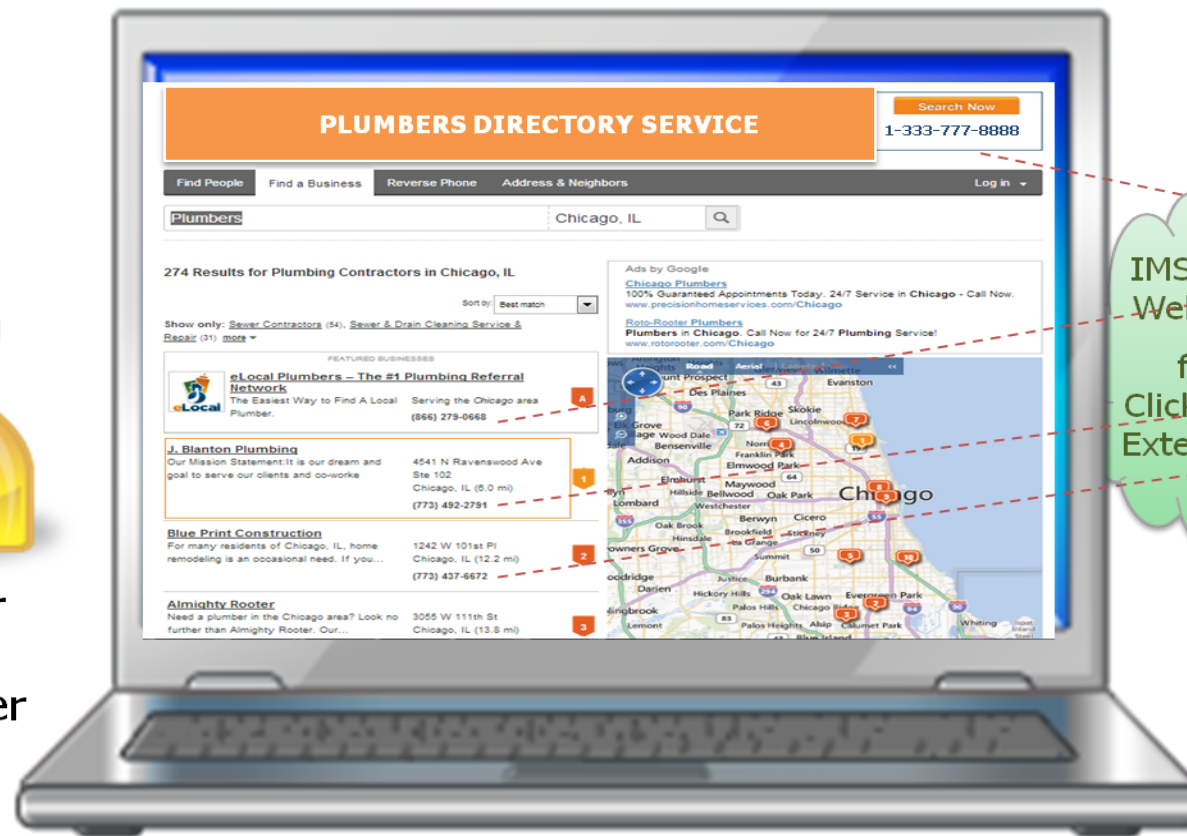
Why Care about IMS?

- Gateway To The Old World
- Re-use existing Deployments & Investments
- Enhance existing service offerings (short-term)
- Enable legacy customers in new WebRTC world (long-term)
- IMS goes where your customers are today

CLICK-TO-CALL



VoLTE or
cVoIP
Subscriber



IMS RCS
WebRTC
for
Click2Call
Extension

Presence/ XDM5	Messaging	VoIP/Video
UCE	Text chat, file transfer, image share	Voip, video call/share

IMS NNI

IMS RCS SP C

IMS NNI

IMS RCS SP A

IMS NNI

IMS RCS SP B

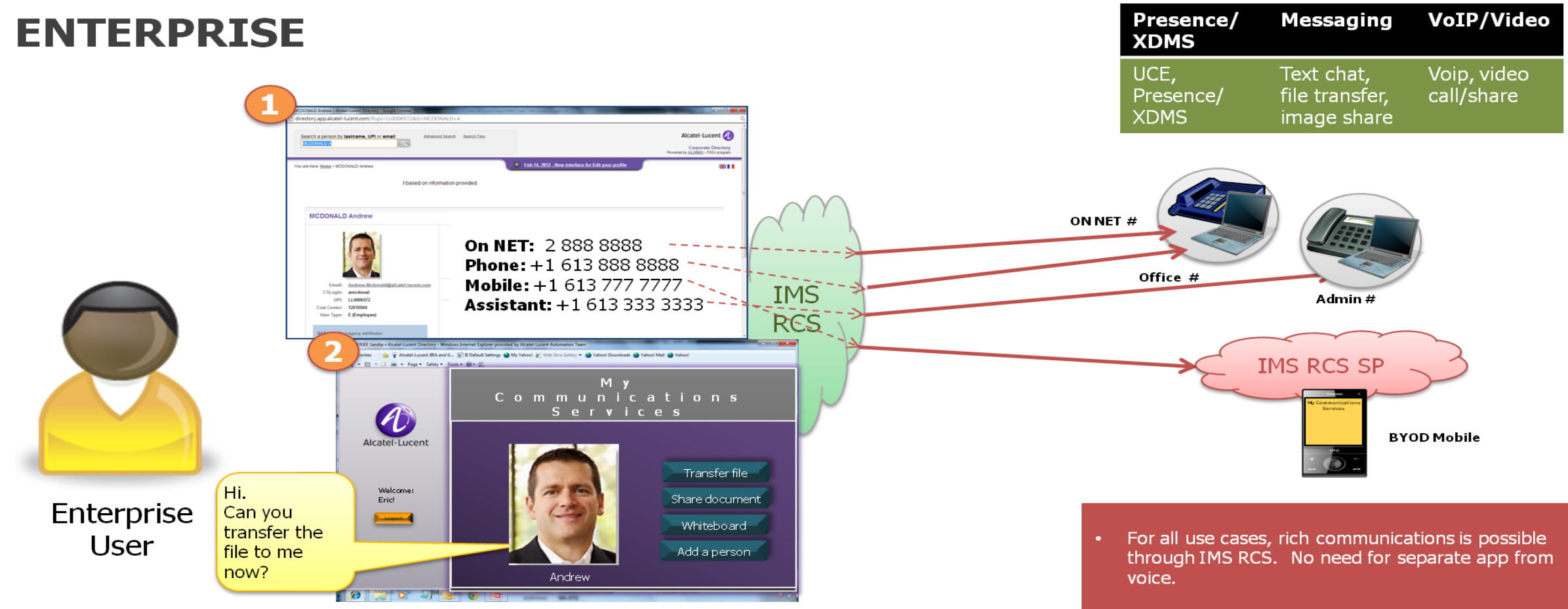
To
PSTN/PLMN
or OTT

PSTN/PLMN

- If called party is subscriber with any IMS SP, then rich communications possible.
- If called party is PSTN/PLMN or OTT user, then voice only.

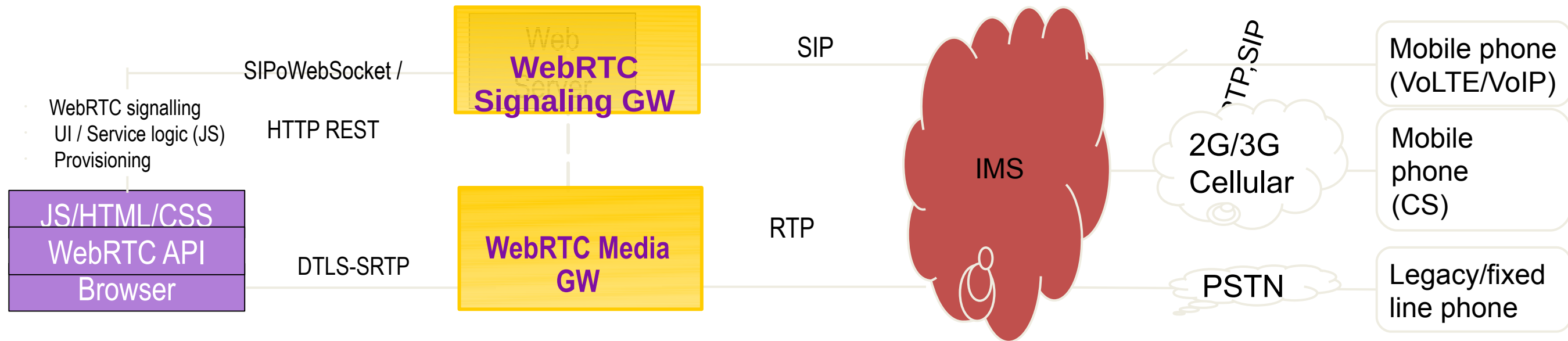
Originating IMS user can use RICH COMMUNICATIONS regardless of which IMS SP the called party uses.

ENTERPRISE



Originating Enterprise IMS user can use RICH COMMUNICATIONS regardless of IMS that supports the phone#.

How Service Providers can Leverage WebRTC



WebRTC provides a new window to consume service provider Multimedia services: Voice, Video, Messaging and more.

The WebRTC-IMS gateway bridges the WebRTC and IMS technologies together and provides a way to utilize the existing network capabilities and the IMS ecosystem for WebRTC communication

What IMS Provides to WebRTC

- IMS Core functions of Session and Service Control (Identity, user authentication, routing, QoS, charging, LI and etc.)
- Service Parity - IMS Services (MMTEL, RCS and others) are available on web browsers for subscribers along with their other devices with IMS/VoLTE clients.
- Seamless interworking of CS/PSTN.

What WebRTC provides to IMS and the CSPs

- Universal Communication Client – The Web Browser

Opportunities

- Ease of Client development
 - One client for all!
 - Minimize enormous testing overhead.
 - Mobile and Fixed!
- Leverage IMS Investment
- Leverage functions in IMS network (Charging, Regulatory, QOS)
- Increase value of network (Metcalfe's law)

Challenges

- Client must be compelling
 - Free apps and OTTs mean end users will try once or twice and abandon unless great
 - Power management on mobile devices?
- Complicate VoLTE launch with WebRTC integration?
- Standards still in flux, justify capital expense when?
- Better behavior of WebRTC clients on operator network

Other questions