



30 Years on the communications industry

Are the Telcos going to disappear? - A vision.

Luis Martín Propato
PII - 1989/1990

Agenda

- ▶ Who I Am
- ▶ The First Big Change - Computing Industry
- ▶ Telco Playes and Architecture back in the 80s
- ▶ Transformations in the 90s
- ▶ Mobile and Internet into the next millenium
- ▶ Enablement of New Players 2010
- ▶ Last trends into Virtualization
- ▶ What's next???



Luis Martín Propato

- ▶ Born in Buenos Aires Argentina in 1963.
- ▶ Graduated as Electronic Engineer from the Universidad de Buenos Aires - 1987
- ▶ Masters In Electronics from the Philips International Institute, Eindhoven, The Netherlands - 1990
- ▶ MBA from Purdue University, USA - 2001
- ▶ Working in the Telecom Industry since 1987



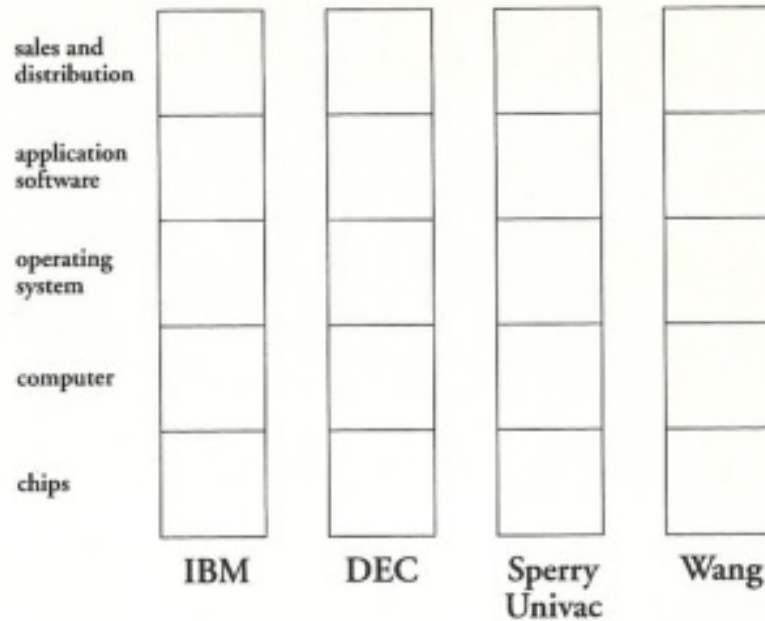
Philips International Institute, 1957-1989
Eindhoven International Institute, 1990-1994



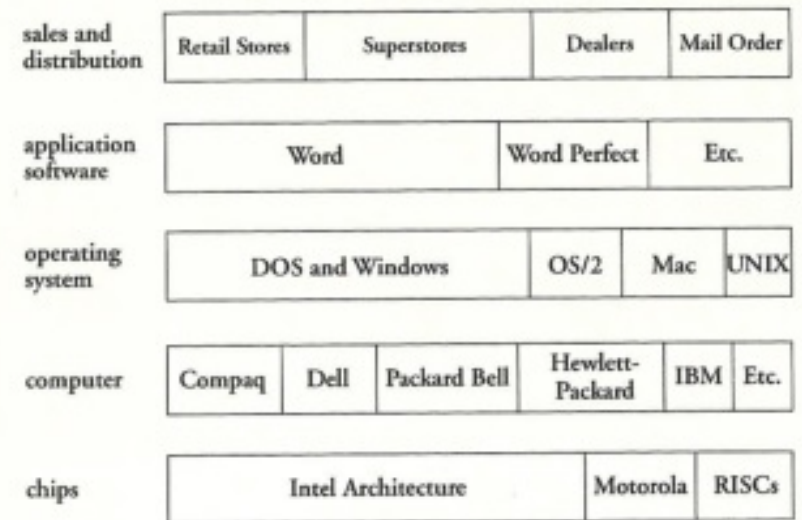
The first Big Change

The Transformation of the Computer Industry *(not to scale)*

The Old Vertical Computer Industry—Circa 1980

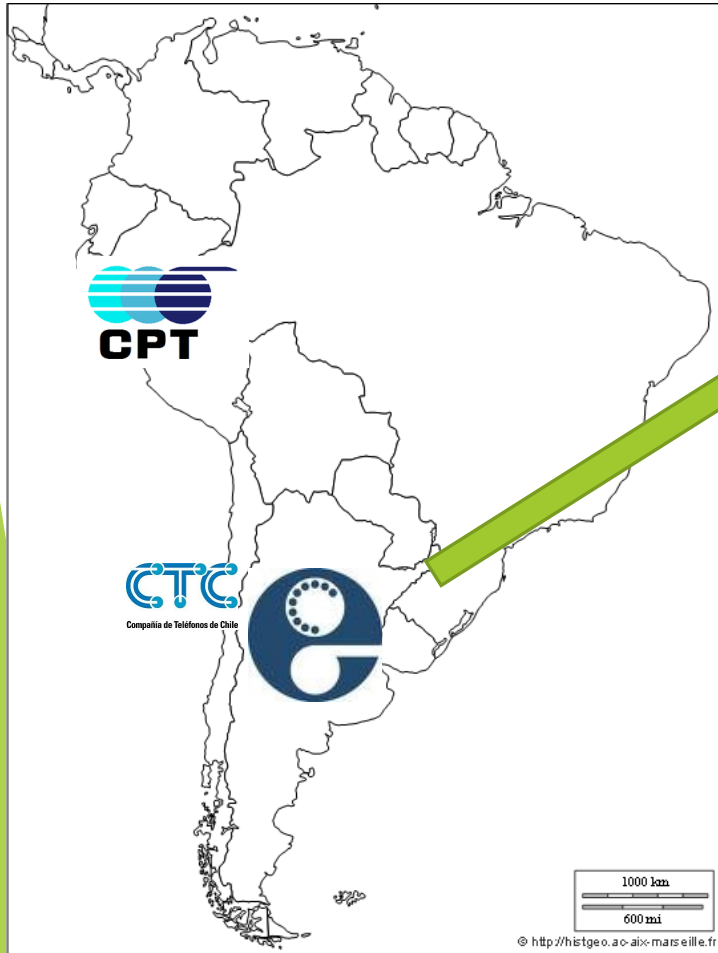


The New Horizontal Computer Industry—Circa 1995

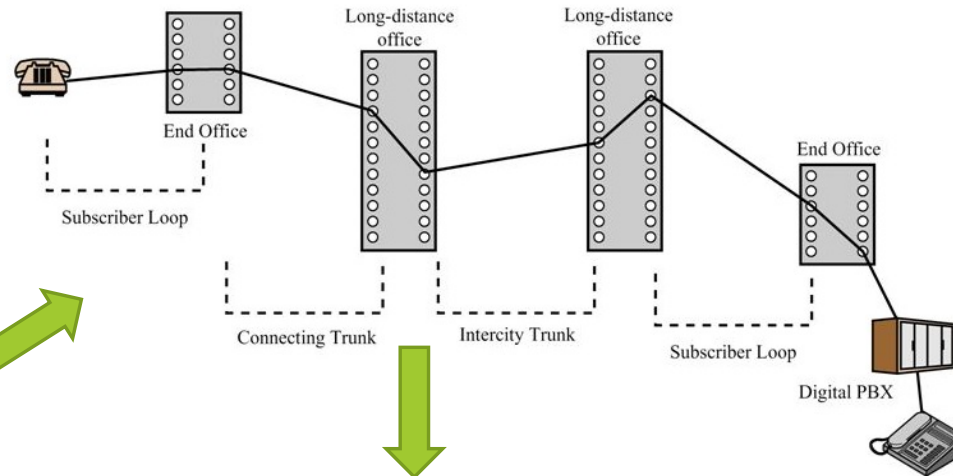


Telecom Landscape in the 80s (and before..)

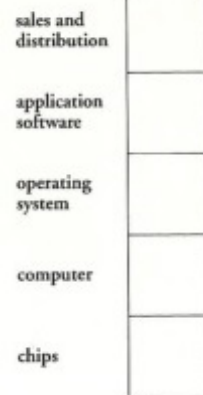
Service Providers Landscape



Network & Services



The Old Vertical



Equipment Vendors

NEC **SIEMENS** **ALCATEL**

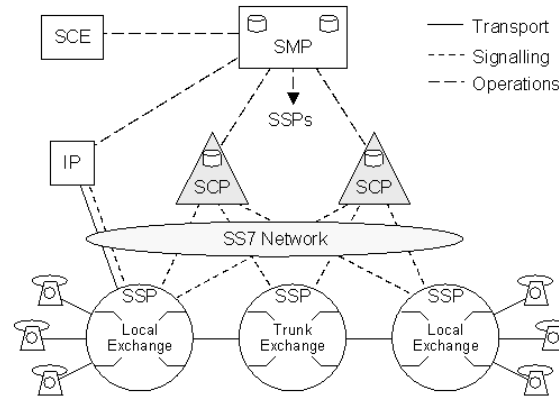


Transformations in the 90s

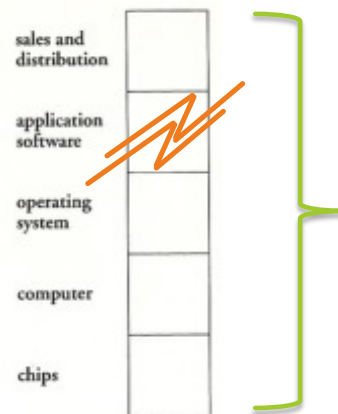
Service Providers Landscape



Network & Services



The Old Vertical



Equipment Vendors

NEC **SIEMENS** **ALCATEL**



What's really New?
Driving Force?
➤ APPLICATIONS!

What brought the new Millenium?

INTERNET & MOBILE

▶ Internet Impact:

- ▶ Information availability
- ▶ Connectivity
- ▶ VOIP.....

▶ Mobile Impact:

- ▶ New Service
- ▶ Democratization of telephony
- ▶ Data....

More
Services



TELCO SPACE

- ▶ GROWTH
- ▶ Much more ARPU
- ▶ Three Overlay Networks
 - ▶ Per Player....
- ▶ Triple / Cuadruple Play

More
Services



VENDOR SPACE

- ▶ Many New Companies
- ▶ Still Good Investment
- ▶ Standardization Model
 - ▶ Horizontal
- ▶ .Com crash
- ▶ 2007/8.. Crisis

The New Horizontal C

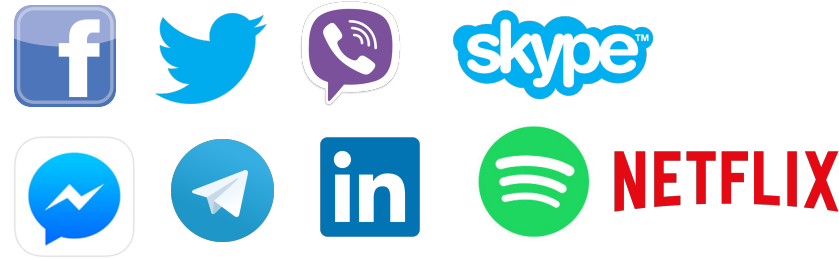
sales and distribution	Retail Stores
application software	Wor
operating system	DOS ar
computer	Compaq D
chips	Inte

Enablement of new Players - 2010..

Service Providers Landscape

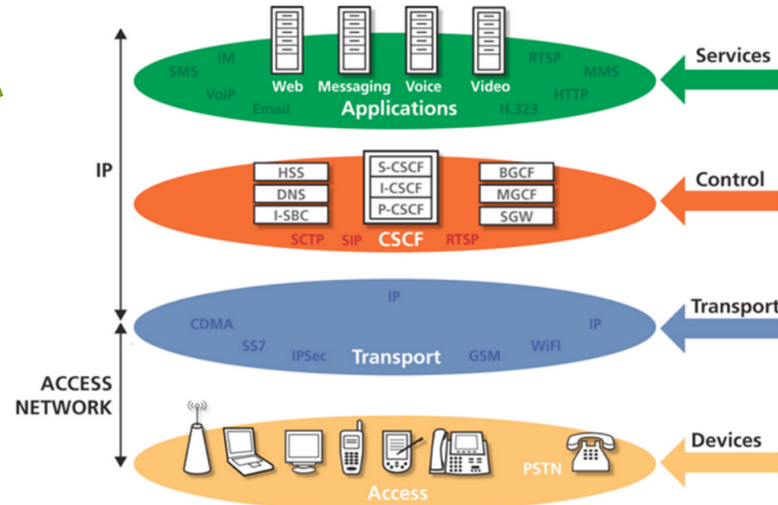


The Over the Top Services (OTT)



And Many More!!!

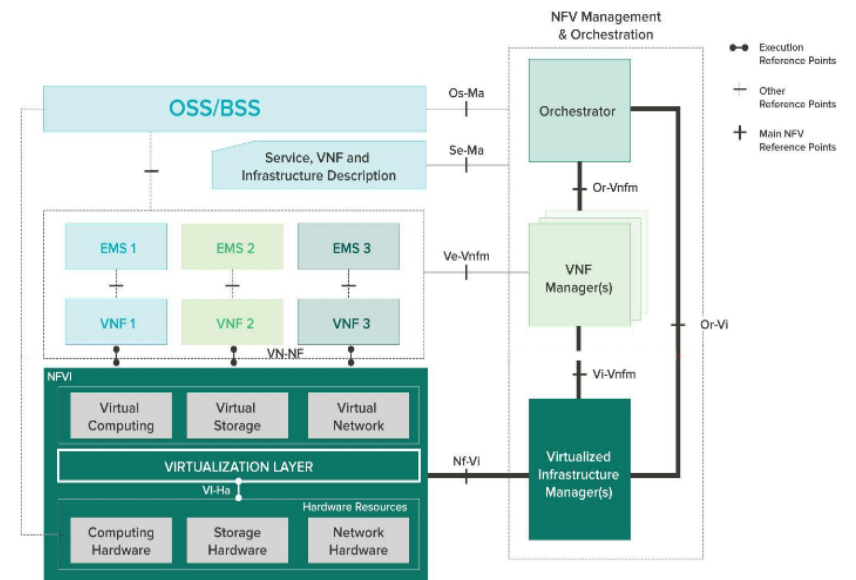
Network & Services



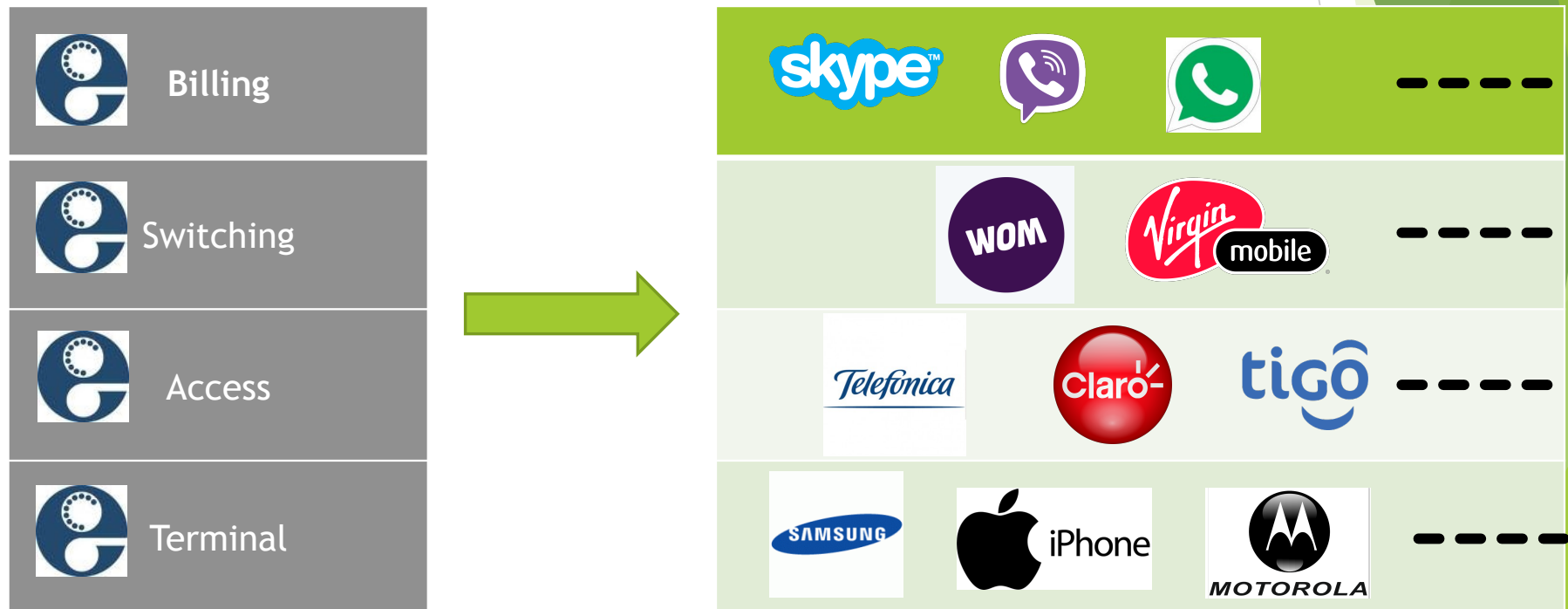
Latest Trends..



- ▶ TSP cut Capital Spending
 - ▶ Revenue Share models
- ▶ Virtualization
 - ▶ Compete with the big?
- ▶ Services by Demand
 - ▶ Zero commitment



The Transformation of the voice model



Conclusions

- ▶ What will prevent TSP to become only a “plumbing” company?
- ▶ How the OTT services will monetize and how fast?
- ▶ If TSP will provide a “basic” service, then:
 - ▶ They will differentiate through better Customer Service (ISPs)
 - ▶ They may consolidate “Again??!!!”...



Contact Information

- ▶ [_martin.propato@alumni.purdue.edu](mailto:martin.propato@alumni.purdue.edu)
- ▶ (Office) +54 11 4703 0672
- ▶ (Mobile) +54 911 5524 2237
- ▶ Skype: mpropato



Thank you