

# The New World of Mobile Communications

Nowadays mobile phone users aren't limited to voice or SMS should their friends want to contact them.



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A myriad array of new services have been developed so that a user is “always on” (e.g. Facebook and Twitter for mobile, Instant Messaging, presence etc.). These new mobile services, operating via the Internet Protocol (IP), have been made feasible through exploiting the huge data networks that the mobile operators have deployed over the last few years. What is effectively the “Mobile IP Space” has been created as a result of the voracious demand by consumers for IP services.

An important criterion here is the quality and price of the new services on offer. Data flat rates offered by operators have emerged as a low-cost means for consumers to explore and enjoy any new service as it becomes available. This is an important point because as increasingly stable mobile voice services over IP emerge (offered by private third parties like Skype), operators are faced with the conflict of permitting these new services to occur on their network which eat into their established, lucrative GSM voice revenue.

With the emergence of “Smartphones” over the last few years, these high-tech handsets are increasingly becoming mobile entertainment centres. Users can read the latest news, download music, take photos, send and view video clips etc. Equipment manufacturers are releasing new hardware all the time and mobile operators are increasingly focusing their resources on marketing IP data services (iPhone Apps etc.). In spite of this, voice traffic still accounts for the majority of operator sales with 80 percent of their top line still being generated by voice services. Taking this into consideration, it is not surprising that operators have been reluctant to move rapidly to deploying voice services over IP; however, it is only a

matter of time until they can no longer ignore the consumer requirement for such a service. The innovative Swiss start-up, Qnective AG, offers mobile VoIP and other IP solutions for operators, Internet Service Providers (ISPs) and social networking companies. The solutions stand out because of their technical quality and ease of integration. The company has developed platforms which combine the entrenched GSM world with the advantages of IP-based communications. The development challenge was by no means straightforward when one considers the numerous manufacturers of mobile handsets with different operating systems (Symbian, RIM, Apple, Android etc.) all operating on various mobile operator network technologies (GPRS, EDGE, HSDPA etc.).

## The Dynamic World of Mobile Comms

Third party service providers have been pioneers in the field of new mobile voice services via IP. Major technology players such as Google and Microsoft have also pinpointed this field as a key strategic focus for their future development. Consumers have been able to access the array of new, low-cost IP services offered by these companies and, now that bandwidth in mobile network technology is stabilising, they are becoming genuine competitors to the incumbent mobile operators. Additionally, national regulators are putting pressure on operators such as Vodafone, T-Mobile and O2 to manage their overall network structure to full IP over the next few years.

A summary of the market trends forcing the incumbents to evolve would look as follows:

- GSM predominantly limited to SMS and voice and consumers are demanding additional services only mobile IP can

support, e.g. internet, presence, video streaming, “apps”, social networks, etc.

- Smartphones are the highest growth area in handset penetration which facilitates the offering of “enhanced communication services” to mobile consumers which are “always on”.

- Technology companies like Google/Apple/Microsoft etc. are steadily moving into voice services and encroaching on the markets of traditional Telco operators forcing them to react and evolve towards IP.

- Consumer-focused IP businesses like Skype are gaining traction as users become more accustomed to using mobile IP (not just desktop) – their success has not gone unnoticed by operators.

- IP communication uses network infrastructure in a more cost-efficient manner making it cost-effective for operators to provide consumers with more attractive offers, e.g. genuine flat rates.

Qnective AG predicted these trends and market developments and provides operator platforms for mobile voice and multimedia over network data channels. Qnective's technology is an advanced hybrid GSM/IP solution, enabling operators to execute a smooth transition to full IP. Qnective achieved its first full integration with the Dutch operator 6GMobile, formerly the mobile unit of British Telecom. With regard to his company's strategic objectives, Oswald Ortiz, CEO of Qnective AG, says: “The overall goal is to establish Qnective as the preferred provider of IP-based, hybrid mobile voice and multimedia services to the leading telecommunication players and to achieve a meaningful portion of the global GSM subscriber base within five years.”

## What Makes Qnective's Solutions Unique?

Firstly, the company has succeeded in implementing GSM-quality voice services via IP data connections. Crucially their IP-based communication can be fully integrated into the GSM network environment. The result is a hybrid solution, which brings together the advantages of the IP world with those of traditional telephony. This software-based solution does not need any new hardware infrastructure.

Non-traditional telecommunications companies could therefore enter the field of mobile communications or extend their existing IP services with a manageable financial outlay. Low-cost data channels, which are still somewhat underused, can be deployed for mobile IP communications. The interfaces are designed in such a way that the solution is suitable for universal use and is compatible with different set-ups.

## Qnective's Unique Differentiating Technology

- Highest quality IP applications for mobile telephony (carrier grade status voice clarity etc.).
- Clients for many operating systems and end devices like Symbian, Blackberry, Android & Windows Mobile (including Windows PCs).
- Innovative social services for interacting with Facebook, chats and other similar platforms and people-to-people networks.
- Fully integratable into GSM world (HLR integration, CLI display, Business rules etc.).
- Seamless antenna handover to avoid call drops.
- Lowest data usage amongst competing offerings.
- One single number for Desktop/Cell phone, online on multiple devices.
- Optional highly secure solution (encrypted IP telephony), deployable autonomously. ■



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## Further Information:

[www.qnective.com](http://www.qnective.com)

