



Q-Biz

Quality for Business

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Motivation

- Why do we care about QoE?
 - To better satisfy users?
 - To differentiate our offerings?
 - ...?
 - To improve business!
- Our understanding of QoE has been steadily developing recently
 - Celtic QuEEN
 - COST IC1003 QUALINET
 - Celtic IPNQSIS
 - Celtic+ NOTTS
- It's time to put it to good use!



What can our QoE knowledge do for business?

- Better pricing and sales strategies
 - Differentiated offerings
 - More "bang for the buck" for customers
- Operational efficiencies
 - Lower OpEx
 - Better monitoring
 - Better use of resources
 - E.g. for cloud services, networks
- Improvements for service development
 - Requirements for performance, design and usability



Our ideas for the proposal

- Prepare it for the October call
- Business-driven
 - Industrial partners
 - Concrete use cases
- User-centric
 - Understand human factors
- Building on what we've done
 - Celtic QuEEN as a starting point
- Strong foundations required in the consortium
 - QoE knowledge
 - Economics and business
 - Human/consumer behaviour
 - Service development



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