



eltic-Plus⁺

Smart Connected World



Celtic-Plus Event
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Quality Management in Ubiquitous Telecommunication (QaMUT)

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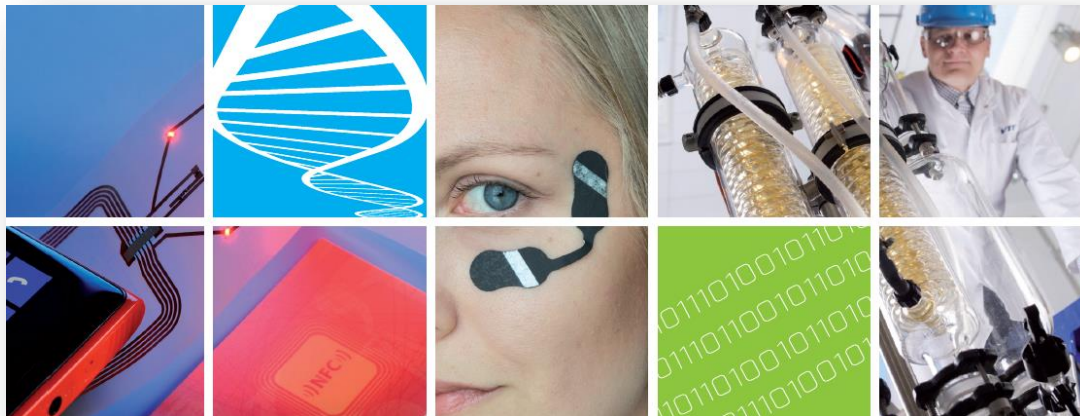
Teaser

The project foresees an upgraded ecosystem of users, ISPs, content providers and device/OS manufacturers where quality becomes a key part of products and services and encourages the ecosystem to adapt towards this change

The goal is to create new, quality-driven development of telecommunication business

Organisation Profile

VTT Technical Research Centre of Finland Ltd is the leading research and technology company in the Nordic countries. We provide expert services for our domestic and international customers and partners, and for both private and public sectors. We use 4,000,000 hours of brainpower a year to develop new technological solutions.



Proposal Introduction (1)

The project takes a multi-pronged approach to managing traffic load on the ISP's core network and edges so as to minimise peak-time effects, and improve service delivery across a variety of applications while minimising expenditure in new infrastructure.

- Awareness and exploitation of user behaviour, with a focus on resource-hungry services
- Incentives for different stakeholders (ISPs, OTT providers, manufacturers, and users) to cooperate towards a common goal
- End-to-end view of quality, up to the customers' premises

Proposal Introduction (2)

- Outcome
 - Quality and Resource management architecture
 - Including business incentives
 - Subject to Network Neutrality concerns
 - New business models based on service quality
- Impact
 - Users: better QoE for resource-intensive services, tailored Internet subscription profile
 - ISPs: diminished OpEx due to better use of existing resources, network-neutral revenue sharing models, minimization of peak-time effects
 - Service/content Providers: lower OpEx, better experience delivered to users.
 - Manufacturers: improved battery performance and (capped) data usage due to smarter pre-fetching of data (while charging, WiFi available, etc.)
- 3-year project, October call(?)

- What's needed:
 - Manufacturers
 - Operators
 - Content Providers
 - SaaS providers
 - ...
- Tentative WPs
 - User behaviour analysis and exploitation
 - Quality management on macro level
 - Quality management on micro level
 - Business perspectives
 - Dissemination, standardization and popularization activities

Contact Info

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