

# Capacity Sharing: Bringing Together Cost, Value and Control

Bob Briscoe  
BT Research & Technology  
bob.briscoe@bt.com

7. June 2011

## **Abstract**

Services delivered 'over-the-top' are leaving mobile operators with just the commodity revenue from the mobile data service, losing the added-value services they had hoped to exploit. That leaves just buying bulk capacity and sharing it out. This is a commodity business, in which success requires intimate understanding of cost and quality. Instead we see confusion about cost and quality, even though the answer has been known for many years.

Actually, many value-added services are not commoditised yet. These operators need to understand both value and cost, and share out capacity accordingly. This is what everyone thinks their traffic management boxes and QoS schemes are doing, but they are using a hopelessly incorrect notion of cost.

This talk will explain why true cost is so elusive. It will describe how to bring value and real-time cost information to the same place - a traffic management function that can control how capacity is shared. And it will show how this can evolve to a low-cost bulk capacity sharing solution as the industry commoditises.