

Intro to market actors and roles



Jan Markendahl
IK2514 lecture – November 5

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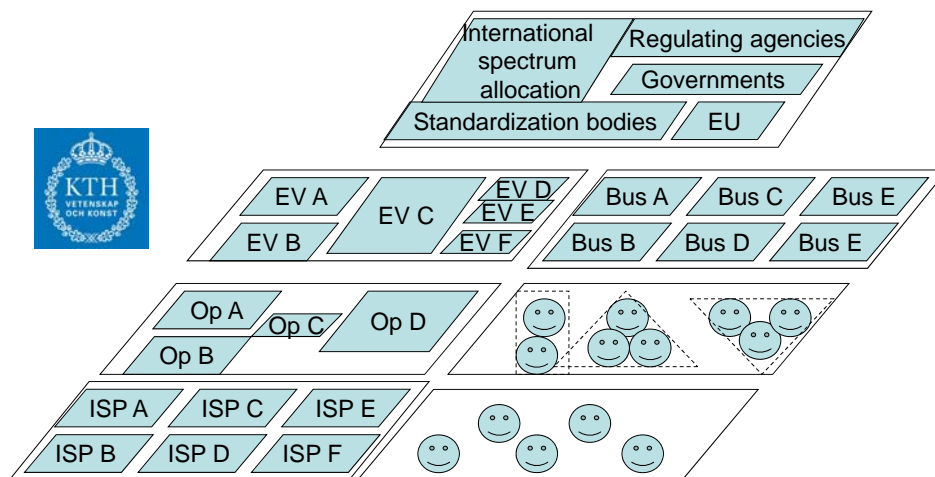
Aspects of actors and roles



- Market Actors
- Business roles
- Capabilities
- Resources
- Control
- Functionalities
- Responsibilities
- Relations

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Example of actors on the telecom market



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Example of actors on the telecom market

- Users
 - Consumers, business users, enterprises
- Equipment vendors
 - Networks, subsystems, handsets, laptops
- Operators
 - Fixed and Mobile, Broadband, MVNO's
- Providers of different kinds of services
- Regulating authorities
- Standardization bodies (3GPP, IETF, IEEE)

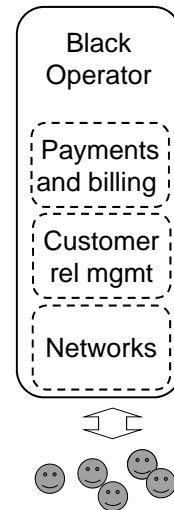


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Mobile Network Operators (MNOs)

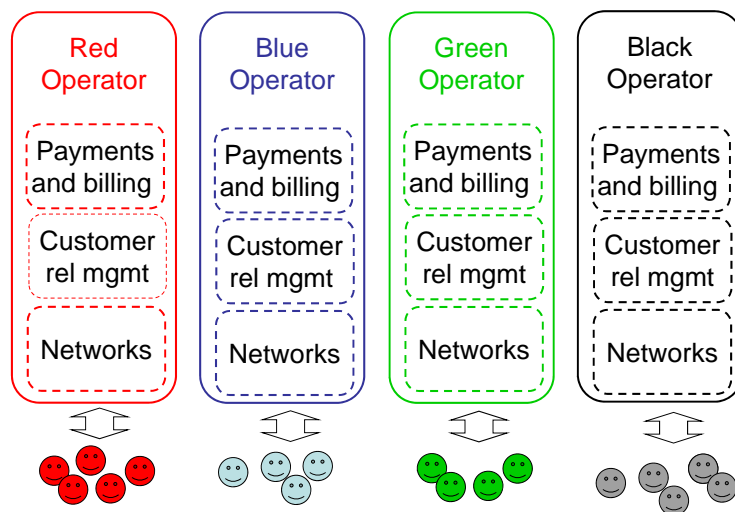
- MNOs have different resources (capabilities) and functionality to control the resources
 - Networks
 - Customer relation management
 - Billing and payment platforms



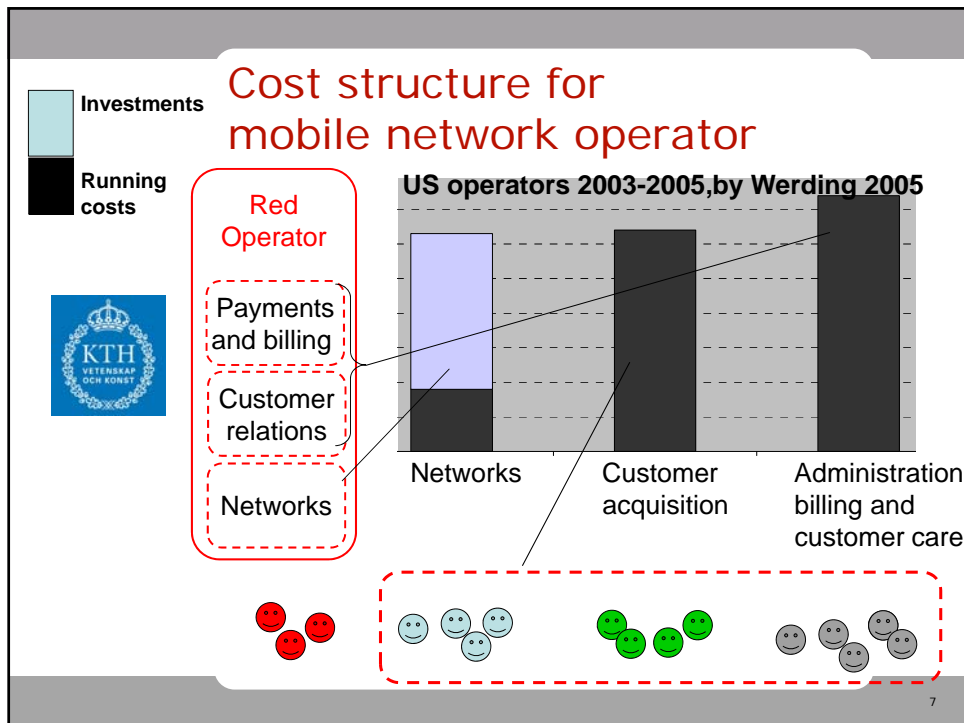
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Mobile Network Operators (MNOs) resources, customers and relations



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- ## Components in the telecom business
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- Networks
To build and operate the networks
 - Services
To develop/offer services, operate platforms
 - Customers
To acquire and keep customers
 - Money
To handle revenue streams, to make money
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A small exercise



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Market actors and business roles

- Market actors (companies, users)
 - Have resources
 - Have relations
 - Take one or several business roles
- Business roles
 - Perform specific activities
 - Have a set of functionalities
 - Have certain responsibilities
 - Control specific resources
 - Communicate with other business roles



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Market actors and business roles



Market Actor 1

Business Role A

Business Role B

Business Role D

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Market actors and business roles



Market Actor 1

Business Role A

Business Role B

Business Role D

Market Actor 2

Business Role A

Business Role B

Business Role C

Business Role D

Business Role A

Business Role B

Business Role E

Business Role F

Market Actor 3

Business Role B

Business Role C

Business Role D

Business Role F

Market Actor 4

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Two observations

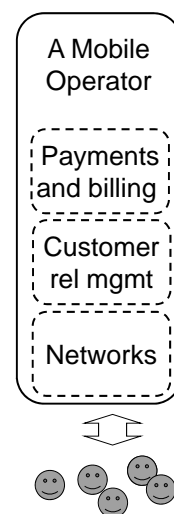
- 1. There are totally different types of business logic within the telecom sector
 - A network business
 - A user equipment business
 - A service provisioning business
- 2. Wireless Internet access can be provided
 - By mobile operators
 - That control all (most) resources
 - By other cooperating actors
 - That contribute with different resources

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Cooperation or not

- Traditionally mobile operators have been responsible for all or most of the resources (a vertically integrated value chain)
 - No need to cooperate
- BUT - Many technical solutions imply cooperation with other actors
 - Roaming
 - Network sharing
 - Indoor wireless solutions
 - SMS ticket services
 - Mobile payments



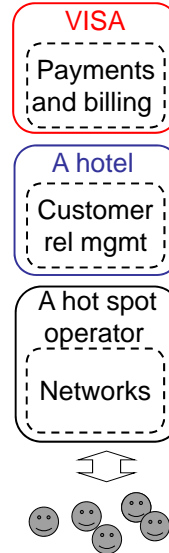
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Cooperation or not



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- The vertically integrated value chain is "opened up" and the activities and resources can be controlled by different actors

An example WLAN access



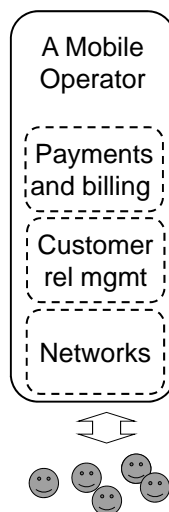
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Cooperation or not



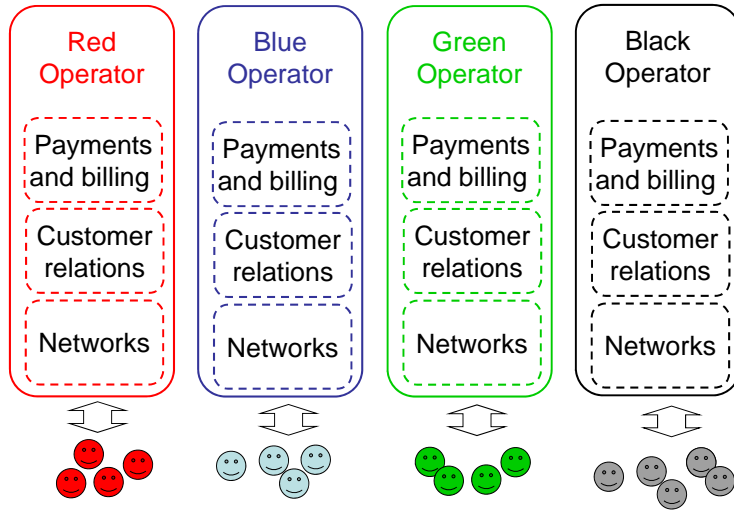
Examples

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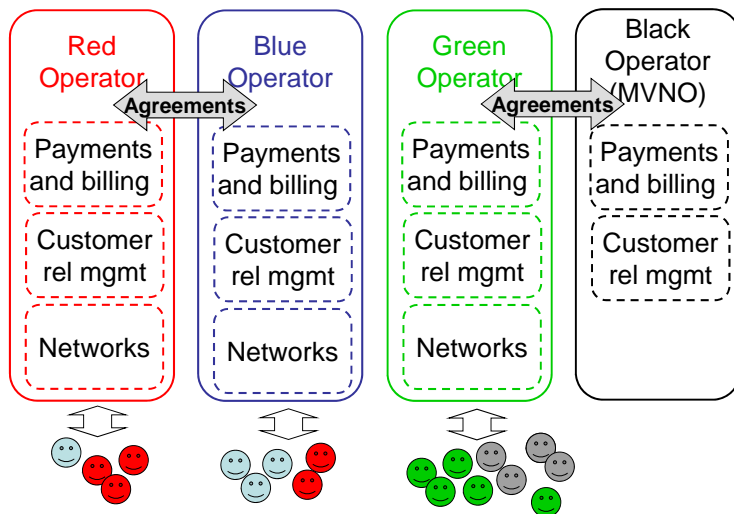
How do actors organize the cooperation?



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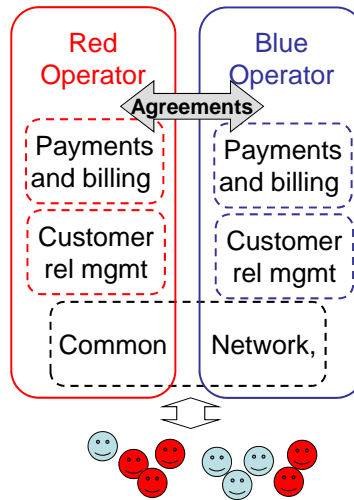
National roaming

Mobile virtual network operator (MVNO)



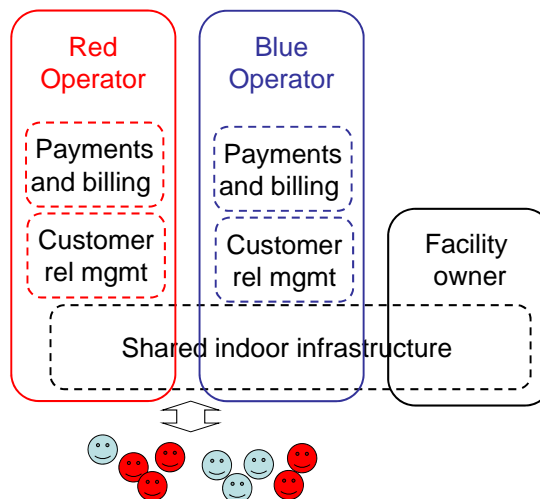
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Network sharing



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Shared indoor infrastructure



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