

An exercise on actors and roles

About actors at 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
- Regulators, standardization bodies

About actors at the telecom market

- There are many types of actors at the market and many actors within each type of actors
- We will run a small exercise on actors that you can identify
- Two scenarios
 1. A user of a smartphone
 2. A user with a WLAN enabled laptop

Exercise on actors that you can identify

Task 1: A user of a smartphone

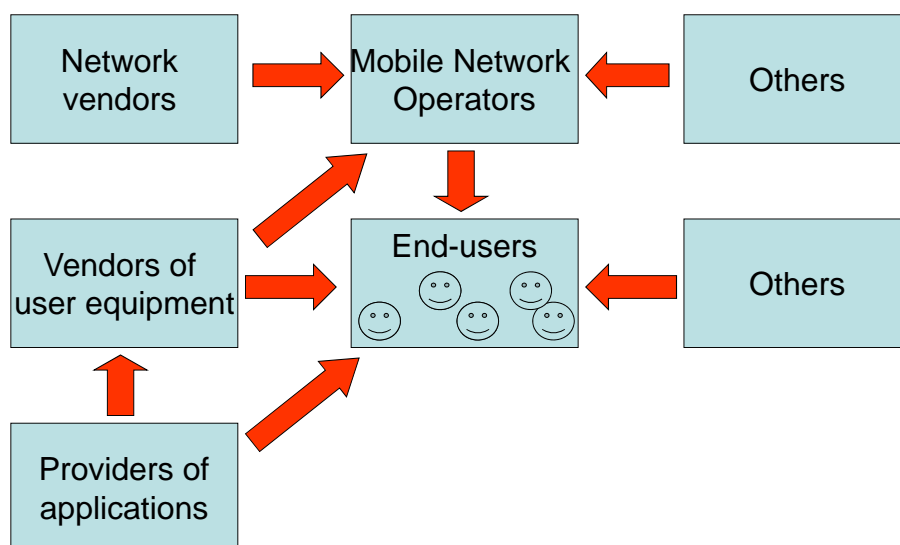
Task 2: A user with a WLAN enabled laptop
using hot spot where you need to pay

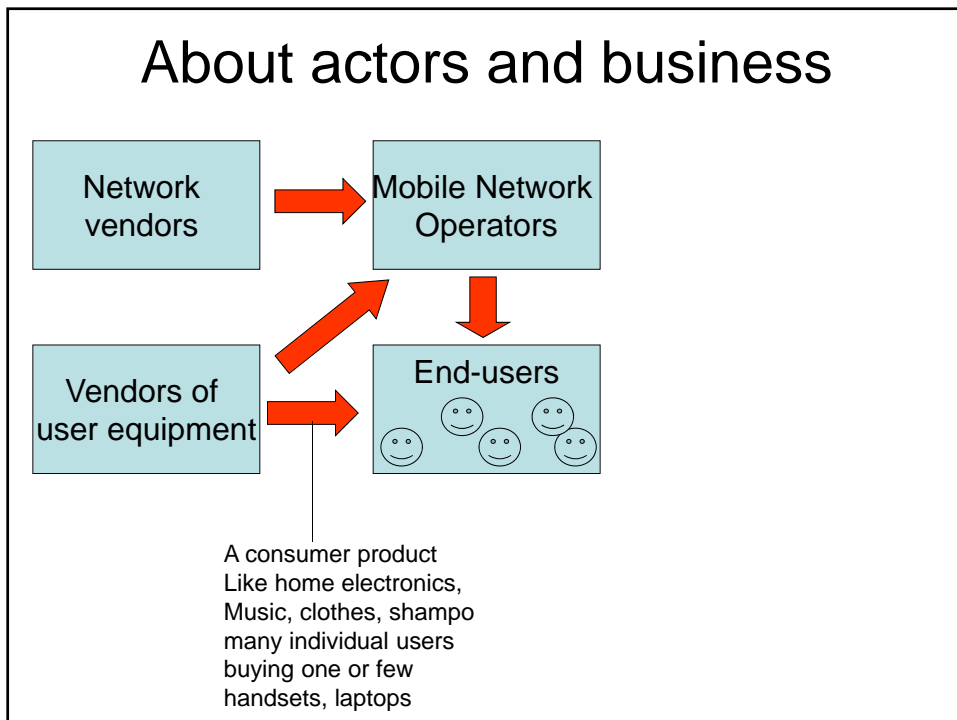
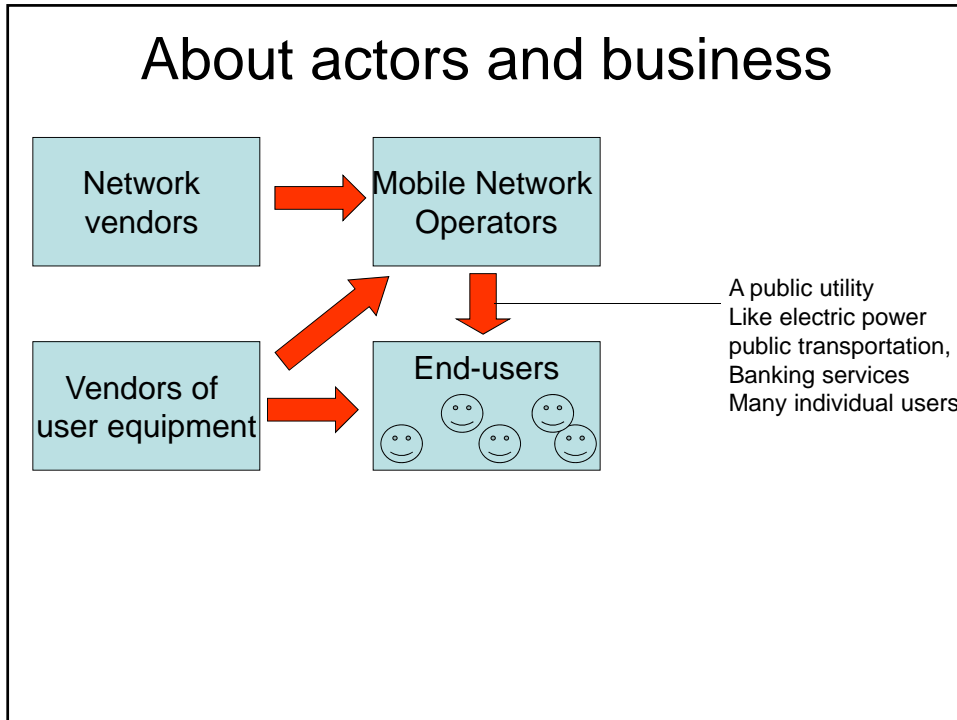
- Find as many actors as possible
- Write name of each actor at a "post it" note
 - Real names: Ericsson, Telia, Nokia, Dell,
 - Think "here and now" in Stockholm area
- Work in groups for 10 minutes
- Then put notes on the board

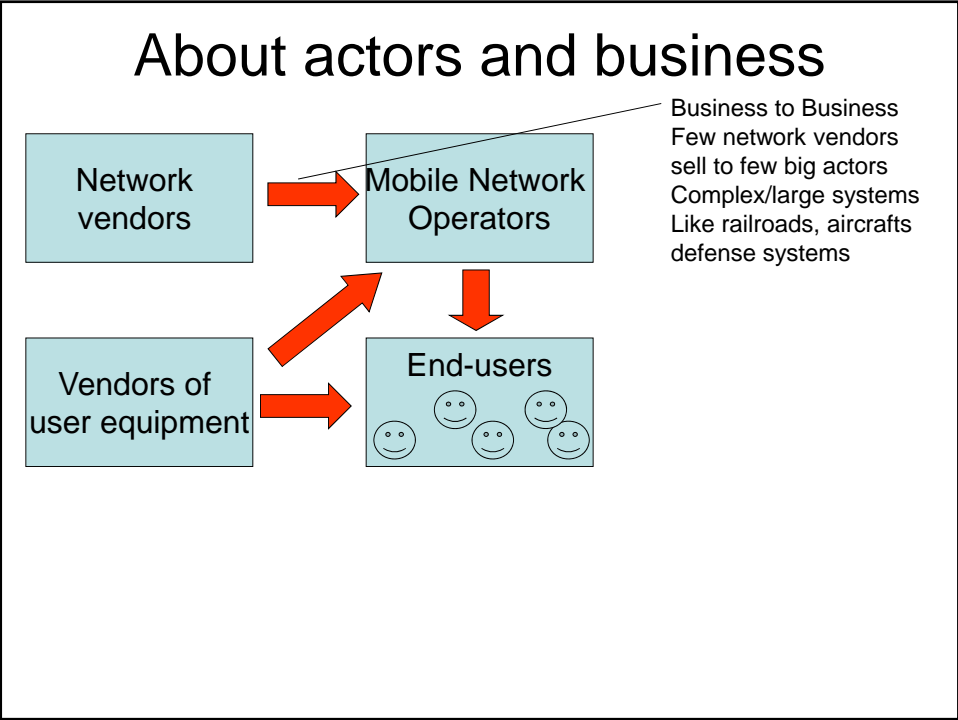
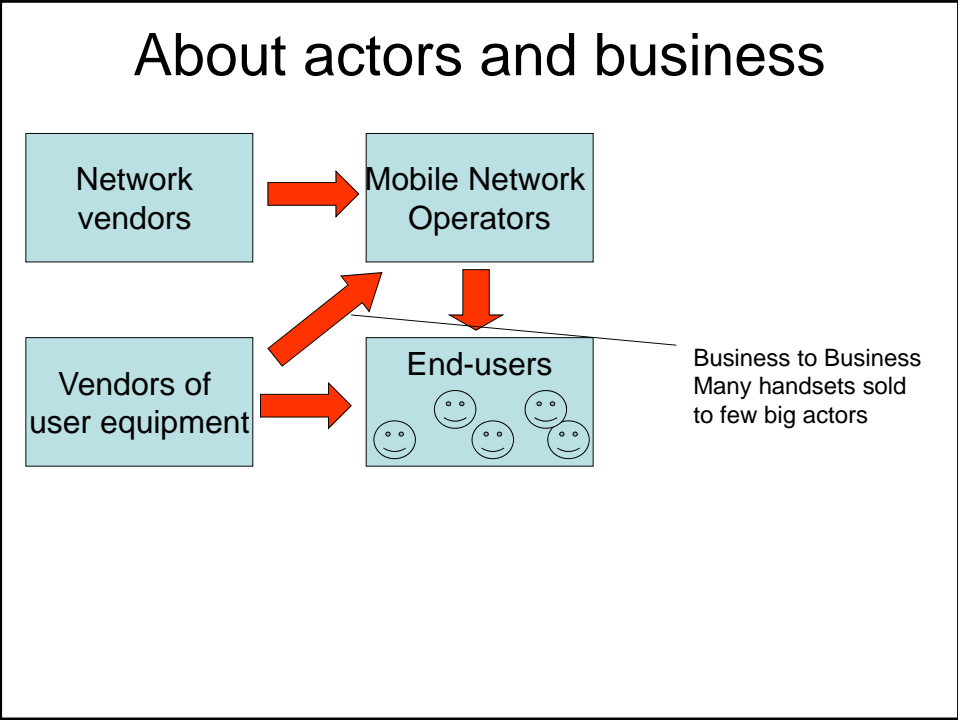
Two observations

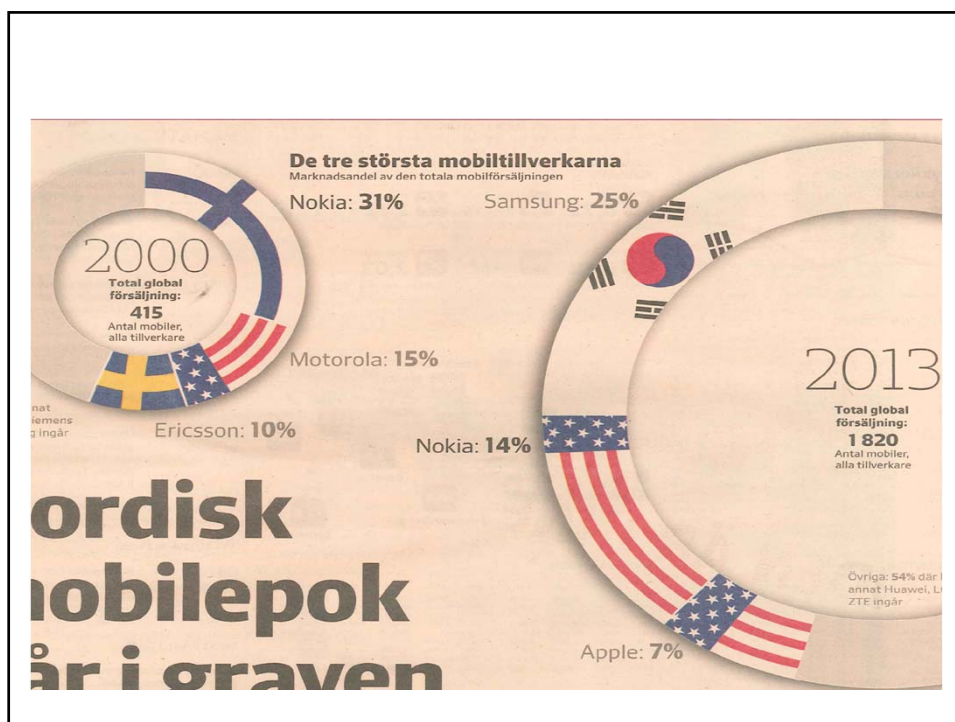
- 1. There are totally different types of business logic within the telecom sector
 - A network business
 - A user equipment business
 - A service provisioning business
- 2. Wireless Internet access can be provided
 - By mobile operators
 - That control all (most) resources
 - By other cooperating actors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

About actors and business









Global sales – students 2013

- Network infrastructure: 100 Billion €
- Mobile devices: 10/100/300/200
- Laptops, PC's: 50/50/250/10
- SW for laptops, PC's: 1/500/200/10
- Fixed and broadband telecom services:1/1000/10/1
- Mobile telecom services:10/1000/30/10

Global sales – answer

- Network infrastructure : 100 units
- Mobile devices: 200
- Laptops, PC's: 200
- SW for laptops, PC's:200
- Fixed and broadband telecom services: 500
- Mobile telecom services: 800