
NOMS 2004

Distinguished Experts Panel

The Role of
Network Management
in Reviving Telecom Industry

April 2004

NOMS 2004 Distinguished Experts Panel

- Chair:
 - Mehmet Ulema, Manhattan College, USA
- Distinguished Experts Panelists:
 - Ilsoo Ahn, Samsung Electronics, Korea
 - Fernando Cuervo, Alcatel, Canada
 - M. Duane Elmquist, Telcordia, USA
 - Tadanobu Okada, NTT, Japan
 - Rolf Stadler, KTH, Sweden

Telecom Meltdown

- **Global crisis and affecting all segments.**
 - .5 millions lost jobs
 - \$2 Trillion lost in market value (US only)
 - Over 25 telecom companies went bankrupt
 - \$1 trillion in debt
- **Many to blame**
 - Glut (2% of potential long distance capacity is used)
 - Debt
 - Business models
- **No significant improvement so far**

Network Management - a Savior?

- **Plays a critical role already in saving costs by running networks and services more efficiently, but,**
- **Can play a major role in generating demands and thus revenues needed desperately?**

Cost Savings

- **A Survey:**
 - **5 service providers + 8 enterprises**
 - **Large, established firms from various regions and segments**
 - **Some numbers (average)**
 - **\$16.1 Billion annual revenue**
 - **55,200 employees**
 - **\$302.5 Million annual IT expenditures**
 - **32,396 NEs managed**
 - **4,650 servers at 1,950 sites**

Source: "Measuring the ROI for Network, System, and Application Management," IDC White Paper, Jan 2003

Cost Savings (cont.)

- ... And the Survey shows:

	3-Year ROI	Payback (days)	Annual Savings (\$M)
End-to-End	801%	122	7.0
Apps Perf. Manag.	556	167	5.1
Network Manag.	454	198	3.4
Sys. & Apps. Manag.	687	139	5.0
Overall	729%	132	5.1

Source: "Measuring the ROI for Network, System, and Application Management," IDC White Paper, Jan 2003

Role of Network Management

- **Continue more aggressively in the current role**
 - cost savings through efficiency and productivity
- **Focus on technologies that will have significant impact in the industry**
- **Become part of service to contribute more directly to revenue generation**

Fernando Cuervo

- **Senior Researcher**

- Next Generation Network and Service Management, Research and Innovation Organization, Alcatel, Canada
- Chief Architect for the Alcatel Policy Architecture and the Cross Domain Integration Project.



- **Recent involvements:**

- IETF standards, Megaco/H.248 protocol, Multiservice Switching Forum

- **Education**

- B.S. in EE and M.S. in CS, University of Western Ontario in London, Ontario, Canada

M. Duane Elmquist

- **Senior Vice President**
 - Corporate Vice President, Business Development, Asia-Pacific Region, Telcordia Technologies, USA
- **Prior employment:**
 - Vice President, the Internet Software Solutions Organization, Lucent, USA
 - Various management positions in Bellcore and Bell Laboratories
- **Education**
 - Professional Degree in EE, Columbia University, USA
 - MS and BS in EE, North Dakota State University, USA



Tadanobu OKADA

- **Vice President, Director**
 - Network Service Systems Laboratories, NTT, Japan
- **Prior employment:**
 - Japanese delegate to CCITT Study Group XVIII
 - NTT delegate to Personal Handyphone System (PHS) standardization group
- **Education**
 - M.S. in Mathematics, Tohoku University, Japan



Rolf Stadler

- **Professor**

- Royal Institute of Technology (KTH)
Stockholm, Sweden

- **Prior employment:**

- Visiting Scholar at the Center for
Telecommunications Research at
Columbia University, USA

- **Education**

- Ph.D. in CS, and M.S. in Mathematics, University of Zurich,
Switzerland



Ilsoo Ahn

- **Vice President**

- Network Management Solutions Lab.,
Telecommunication Systems Division,
Samsung Electronics Co., Korea.

- **Prior employment:**

- AT&T Bell Labs in U.S.A.

- **Education**

- Ph.D. in CS, University of North Carolina at Chapel
- M.S. in EE Korea Advanced Institute of Science
- B.S. in EE Seoul National University

