

## **Whither IMS?**

**Session chairs: Vijay K. Varma, Mike Loushine, Telcordia Technologies**

Abstract: IP Multimedia Subsystem (IMS) has gone through the hype curve and is supposed to have reached a plateau of productivity by now. However, something is still holding back real deployments compared with the expected projections for IMS. What are the hurdles; lack of IMS clients, interoperability issues, lack of demand for new applications, or operators not taking risks? This forum will address these issues by IMS protagonists and IMS pessimists.

### **Presentations:**

#### **1. Title TBD: Dr. Philip Marshall, Senior Research Fellow, Yankee Group**

Abstract: TBD

#### **2. IMS: Moving Bits or Moving Bucks (\$)? David Gorton, Telcordia Technologies**

Abstract: How are IMS deployments being driven? Are they viewed as a carrier infrastructure for efficient control of IP services or an enabling framework for delivering new services with new revenue? This viewpoint determines how you assess the IMS architecture and its present state and future use.

#### **3. IMS: too little, too late, and now too far behind, John Waclawsky, Motorola**

Abstract: This presentation will briefly overview a few trends that are helping to drive the world from one of heavily centralized control envisioned by IMS to an increasing decentralized world enabled by Internet and Web technology. New technologies, such as Google Gadgets, Yahoo Pipes etc. and access to countless Internet destinations, are evolving the Internet into an open web platform that can overlay any technology base. It seems increasingly obvious that the web is becoming “THE” programming development platform. Due to a number of factors such as complexity, cost, performance and ever evolving Internet capabilities, IMS is not seen up to challenge to either deliver on its promise as an important development platform or be able to control the Internet.

#### **4. The Application Pipeline: Not the Killer App but the Swarm of Apps, Dr. Russell Clark, Georgia Tech.**

Abstract: IMS adoption has been on hold, pending invention of the "killer application" - capable of suddenly and dramatically justifying the cost of deployment to carriers. Some industry players are investing in, and others are waiting on, the wrong miracle. The true promise of IMS has always been in the opportunity to lower the cost of entry for application developers to bring new products to the telecommunications marketplace. This feast of plenty would ultimately be more valuable to the carriers in luring and maintaining a broad range of customers. The problem is that the barriers to entry, even with IMS, remain too high, especially when compared to the relative ease and inexpensiveness of developing an Internet-based service. The path to success for IMS requires a significant effort to enable third-party application developers to leverage the benefits of IMS (e.g. presence, session management, QoS, charging) without the barriers that remain for integrating these services in the carrier environment. Efforts currently underway to develop tools and mechanisms that enable IMS services to be easily integrated into other Internet services are a promising step in the right direction.