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NetEvents: IMS provides new opportunities for business

Posted by Rene Millman in Evian, France at 2:50PM, Friday 23rd February 2007

Telecoms operator Colt's chief technology officer outlines case for IMS in the enterprise.



IP Multimedia Systems (IMS) will provide many opportunities for businesses to transform their communication services, according to telecoms operator **Colt's** chief [technology](#) officer.

Alireza Mahmoodshashi said in a keynote speech to delegates at the Netevents conference in Evian, France that IMS is not longer a matter of choice for organisations. Delegates were told that many

companies will embrace the technology as it will offer more services and applications while simplifying network infrastructure.

"Customers have shown us the pain points. They are asking for more flexibility, reliability and simplicity and IMS gives them this," he said.

IMS is a next generation networking technology that allows telecoms companies to fixed and mobile multimedia services to end-users.

Mahmoodshashi said the technology is here but it is down to the carriers design the solutions that enterprises need. He added that IMS gave carriers flexibility to design products that enterprises need and allowed them to simplify management of devices within the organisation.

"Flexibility comes on the back of IP and this allows us offer new services. Customers don't want multiple devices in the infrastructure," he said.

He said that next generation networks mark an evolution for carriers as the technology starts to develop new feature and services.

Mahmoodshashi said that Ethernet interconnects between carriers are crucial. "PSTN, mobile and internet have been successful because they interconnect across operators," he told delegates. "VLANS on demand could make Ethernet very successful, imagine instantaneous high bandwidth with quality of service, operational simplicity everywhere."

But other experts warned that enterprises may not be in the driving seat when it comes to the deployment and success of IMS and the next generation networks they are built upon.

Mac Taylor chief executive of research firm **Moriana Group** said that the success of next generation networks will depend on organisational and cultural roadblocks within the telecoms operators themselves.

"Technological maturity and market demand may not be ultimately the drivers for next generation networks," said Taylor.

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