Home Gateway Initiative Vision
A Service Provider’s perspective

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Drivers for home networking

- WiFi enablement of the home
- More than one PC in use
- Music and Video going on line
- Future two way multimedia services
Drivers for home networking

- Lots of companies producing WiFi gateways
  - Growing market worldwide
  - Prices falling rapidly
  - Technology changing rapidly
- Consumer electronics companies WiFi enabling devices
But for the customer it’s all very confusing

- It’s still all too complex
- No one is responsible for end-to-end quality assurance  
  - I cannot rely on it working when I need it
- Services cannot be guaranteed
- The technology is changing rapidly
- There appears to be little standardisation
Broadband market development

Establishment

Growth

Maturity

Customers

Innovators 2.5%

Early adopters 13.5%

Early majority 34%

Late majority 34%

Laggards 18%

Mass marketing

Broad segments

Micro segments

Chasm

Broadband is here
Double-infinity problem

It’s not about bandwidth…. It’s about services
It’s not about the PC either
It’s not about the PC either
It's about services

This is complex to manage!
Issues for the home network

- The Home network will become increasingly complex to manage.
- Customers will require:
  - A range of services delivered to a range of devices with end to end quality assurance across the network.

- Home gateway manufacturers, telecommunications operators and consumer electronics companies must work together to develop common standards to enable this.

- Key areas that require standards to be agreed include:
  - Service management
  - Service performance
  - Security

- Seamless integration of many different devices and the ability to deliver managed services to these will be key to the future customer take-up of broadband services.
Addressing the issues

- HGI focuses on the following areas:
  - Architecture – ensuring the right integration of features
  - QoS – managing QoS end-to-end
  - Home networking technologies – what are the right standards
  - Remote Management – configuration, diagnosis and support
  - Device Management – identify, configure and support
  - Security – securing the Gateway, home and end devices
What will HGI enable…..

End to end service delivery

Home Gateway Initiative

QoS control

Service integration

Security

Entertainment

PC

Gaming

Personal content

Voice services
A new experience for the customer

- Simplicity of set up and installation
- End to end service management
- Quality reliable services
- Support for multiple devices
- Service Integration
- Security
For the Industry….

- Increased customer satisfaction
- Increased demand for Broadband driven by new services
  - Which span devices and networks
- Increased demand for the enabling devices
- Lower costs driven by common standards
- Support by major telecommunications operators and suppliers world wide
- A powerful voice for the customer and market
Thank you...