

# Telcos Meeting The Network Growth Challenge

John Woodget

Global Director Telecoms Sector

Intel



# The Internet Spiral

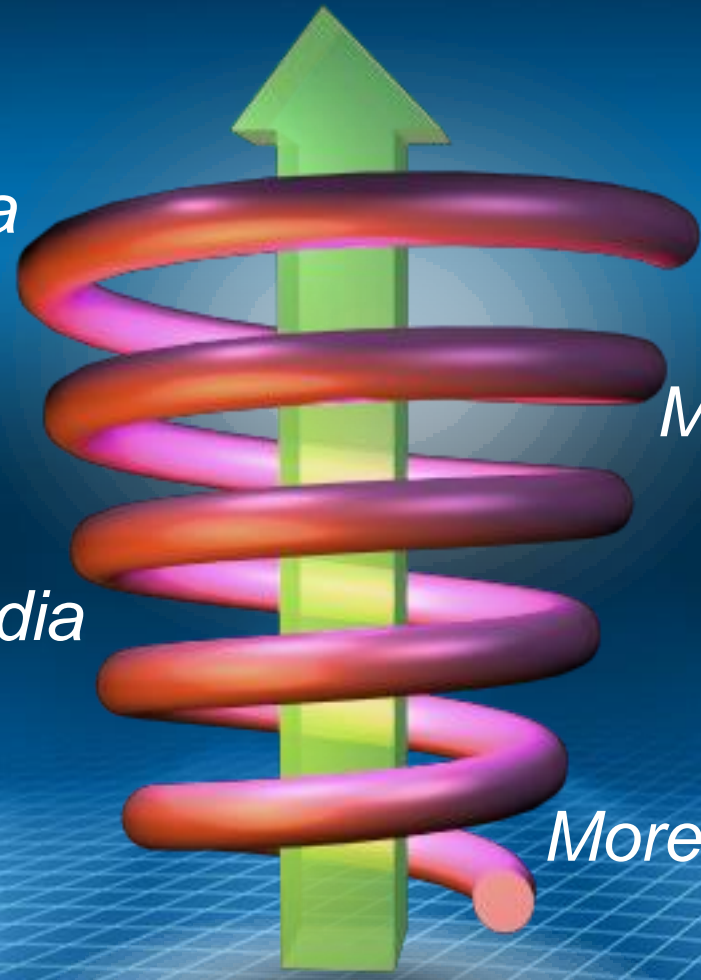
Drives Need for Performance

*Richer Media*

*More Users*

*Richer Media*

*More Users*



# Telecom Network, what's happening?

More competitive landscape change in the last 10 years than in the last 100

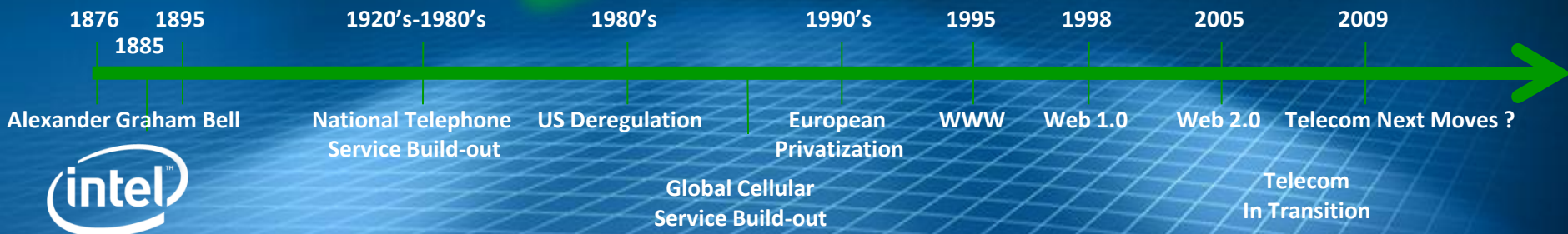
Unprecedented Traffic Growth

## Web 2.0

- Telephony for Free
- Wireless for Free
- Services for Free
- OTT traffic flow
- Ad revenue streams
- Video
- Mash-ups
- Cloud computing
- App stores
- 'ns' generation

## Web 1.0

- Web content build-out
- Meta-data
- Search wars
- Browser wars
- Eye-balls



# Driving Mobility's Next Wave

New



MIDs

New



Netbooks



First  
Notebooks



Mainstream  
Notebooks



Small Form  
Factor  
Notebooks

New



Quad Core  
Notebooks

New



Wireless

New



Platform  
Security



# The Embedded Internet BY 2015

**15B**  
Devices

Pervasive

Ubiquitous

Many

Researchers



Mainframes



Servers, PC's



Cell Phones



Embedded

**New Levels of Intelligence and Interaction**



# Intel Vision of 1Bu

## Telco Service Providers Connect the Devices

CE  
(Internet)



Mobile  
Internet Devices



Low-Cost PCs



Embedded



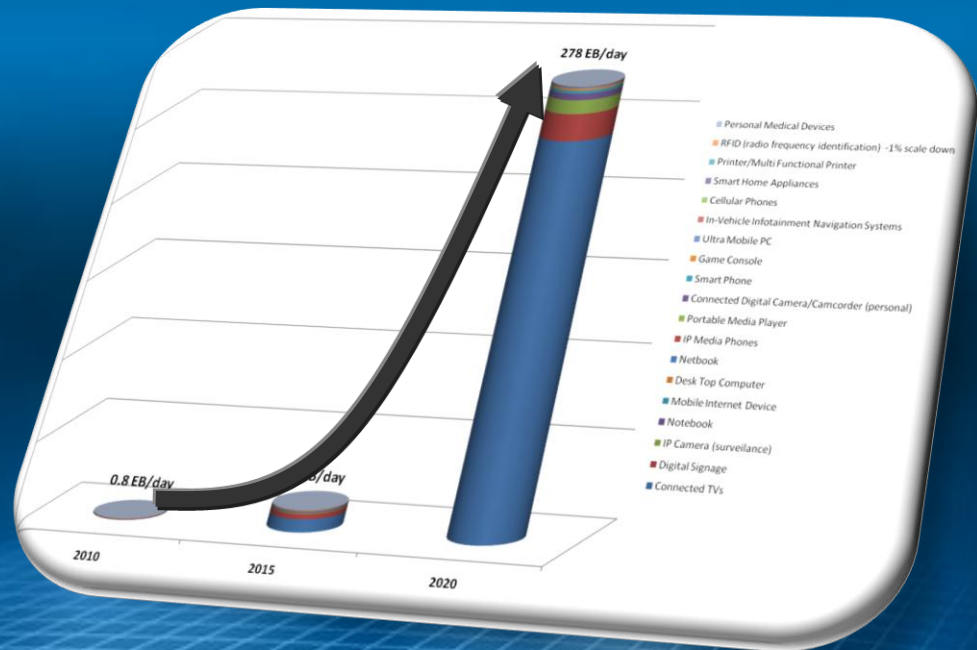
100's of Mu connected devices





# Network Traffic Development

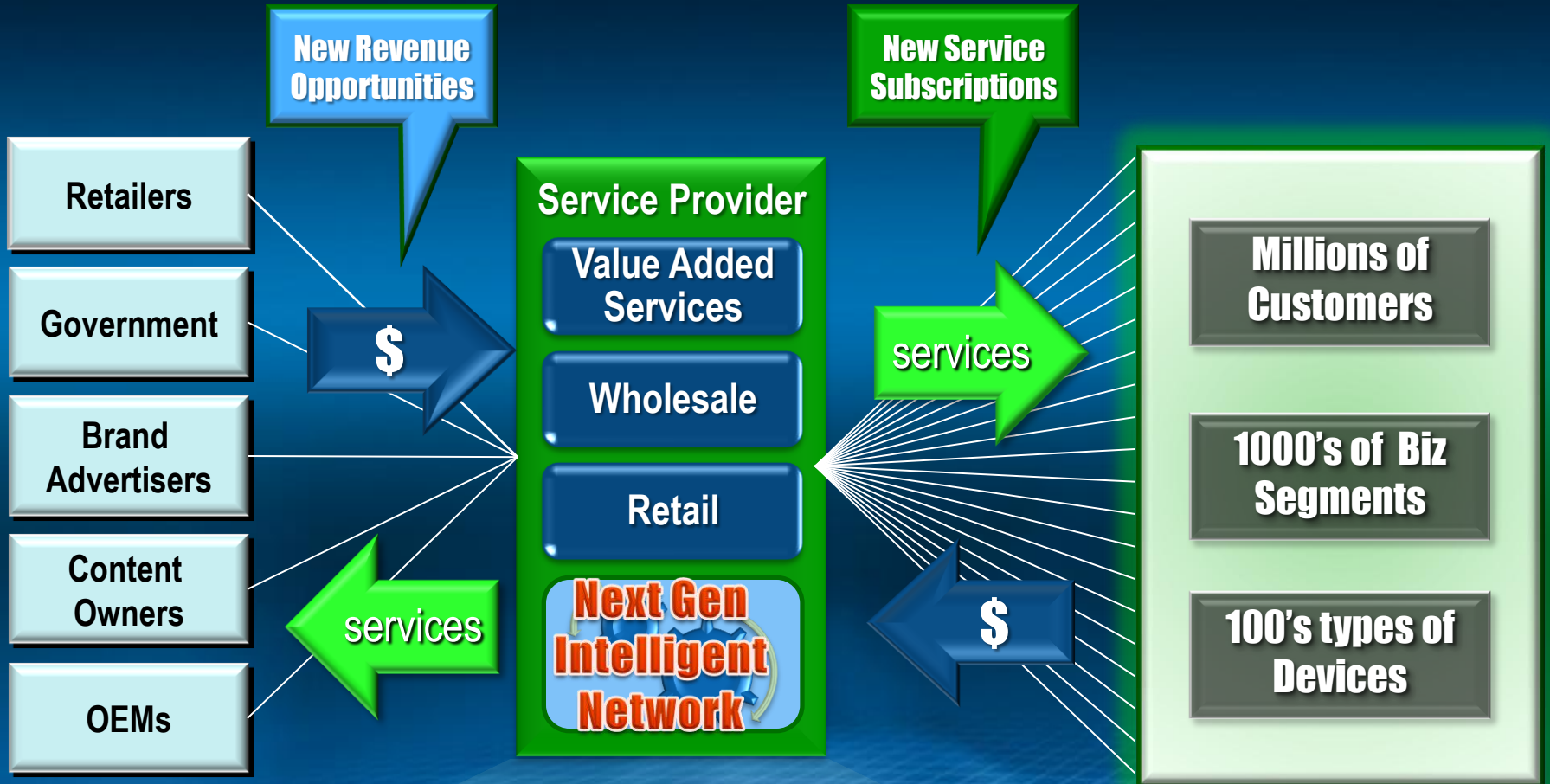
- 300x growth in traffic<sup>1</sup>



<sup>1</sup> Includes Video. 20x in growth without video

Source: Intel Est

# Service Provider Business Model Innovation



**Trusted  
Compute and Communications  
platform**



# Conclusion

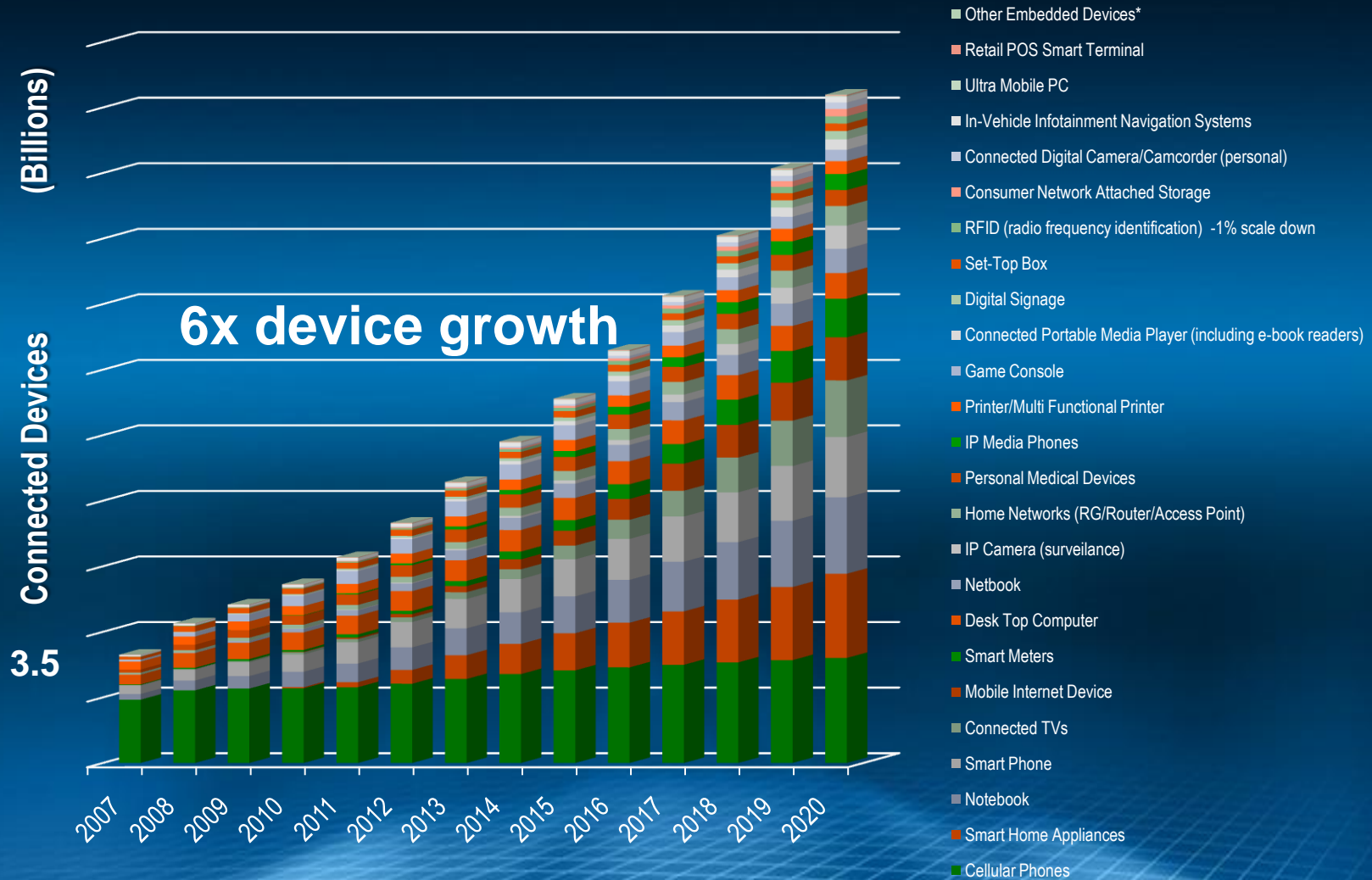
- Billions of data-hungry Internet Connected PCs, MIDs, TVs and M2M will drive huge waves of traffic on telecom networks
- Innovative business models and new technology is required to translate this traffic to revenue opportunities
- Great challenge and opportunity to be addressed pro-actively and collaboratively by the eco-system



# Back-up



# Intel Vision – Connected Device Evolution



Source: Analyst Reports, Intel Est.