# From Network Service Provider
# To Solution Provider

**2003. 8.**

KT

The Value Networking company

- **2002 KOREA/JAPAN FIFA WORLD CUP**

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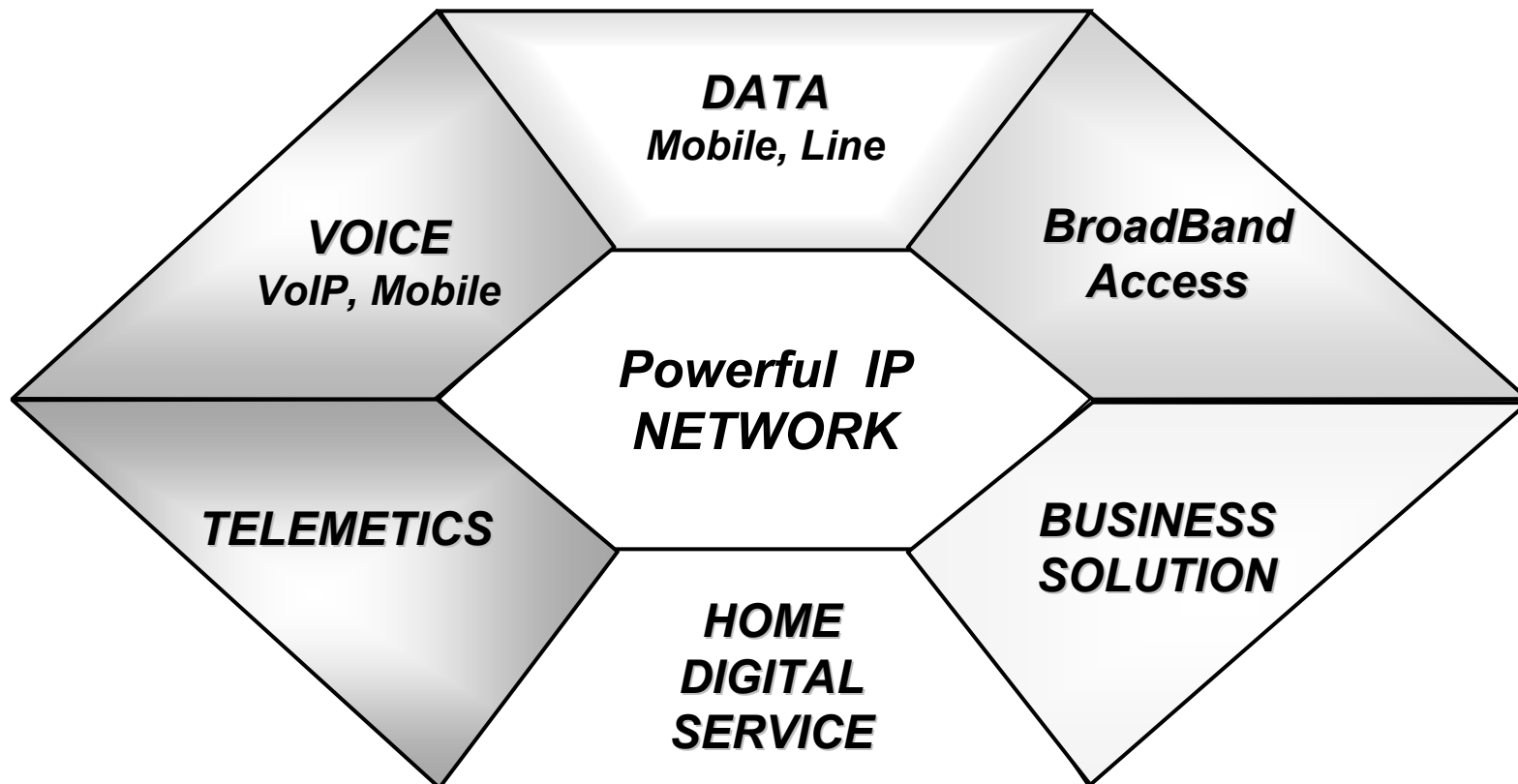■ **Power-based….**

**All round Player**

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### ■ Powerful IP-based…

**All kinds of services will be on "IP Network"**

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❑ **The growth of Broadband Access in Korea**
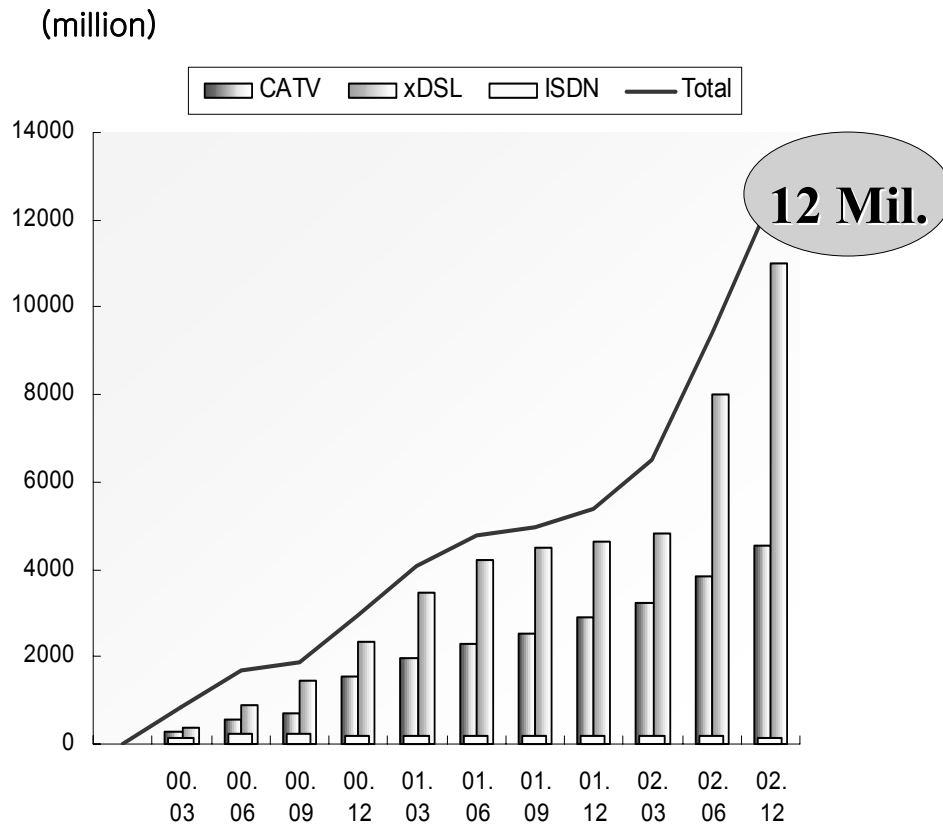
❑ **Composition of Market by Access Technology**

(million)

(Mar. 2003)

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| | | |
|---|---|---|
| | 22,110,000 subs | |
| 5,600,000 subs | | |
| 10,000,000 subs | | |
| 9,800,000 subs | | |
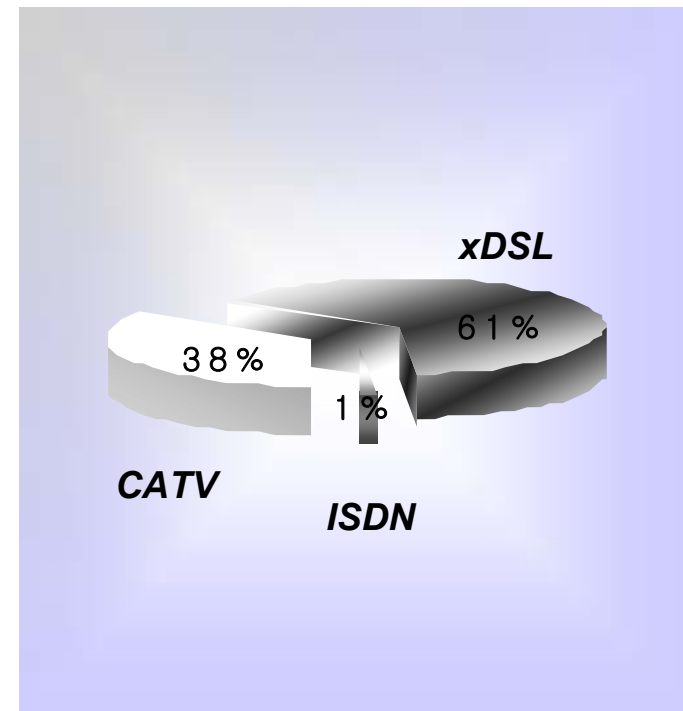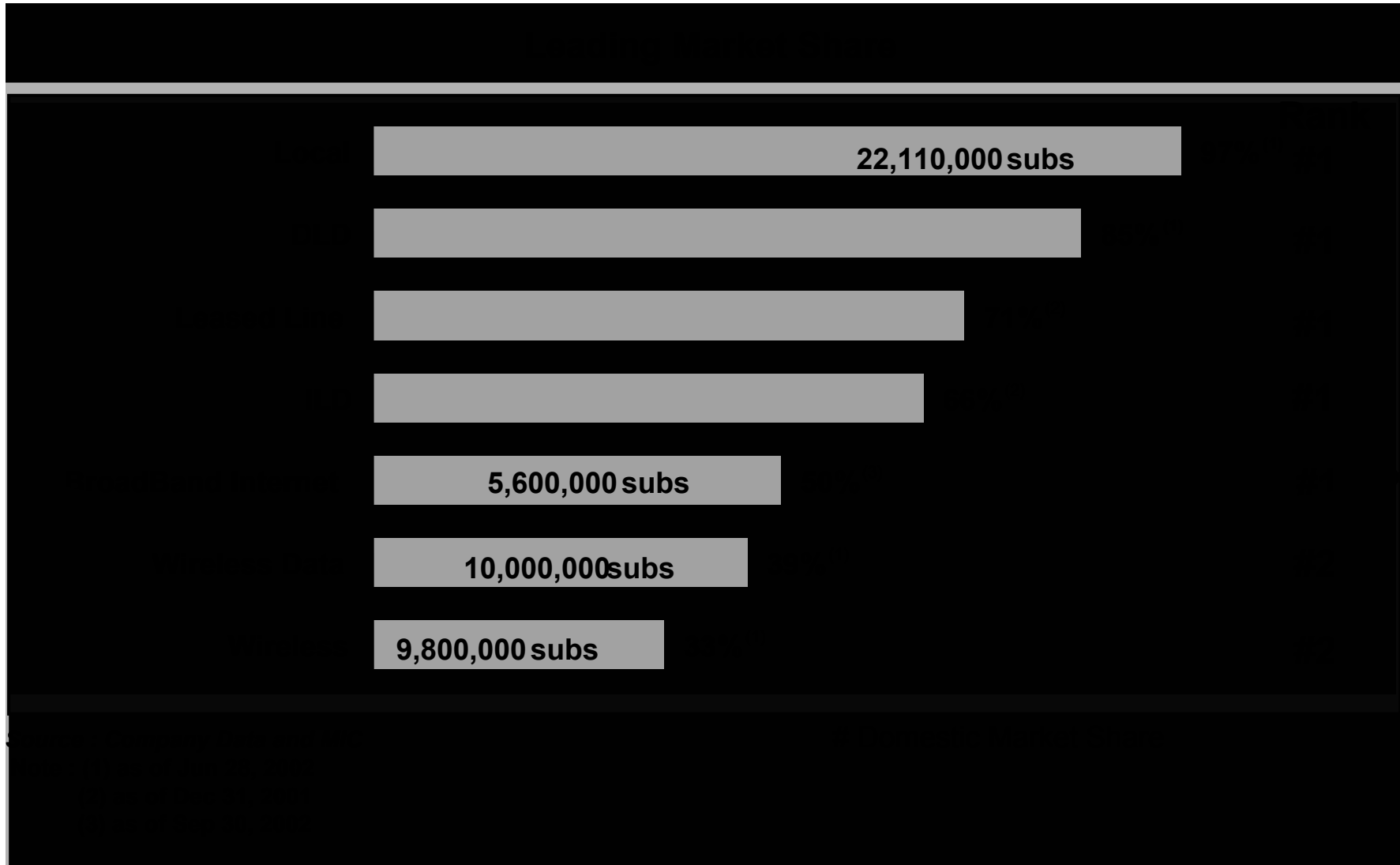
▪ **Worldwide Telco's Managing environments**

- **The traditional telco's stock charts are gradually sluggish - AT&T, NTT, BT**
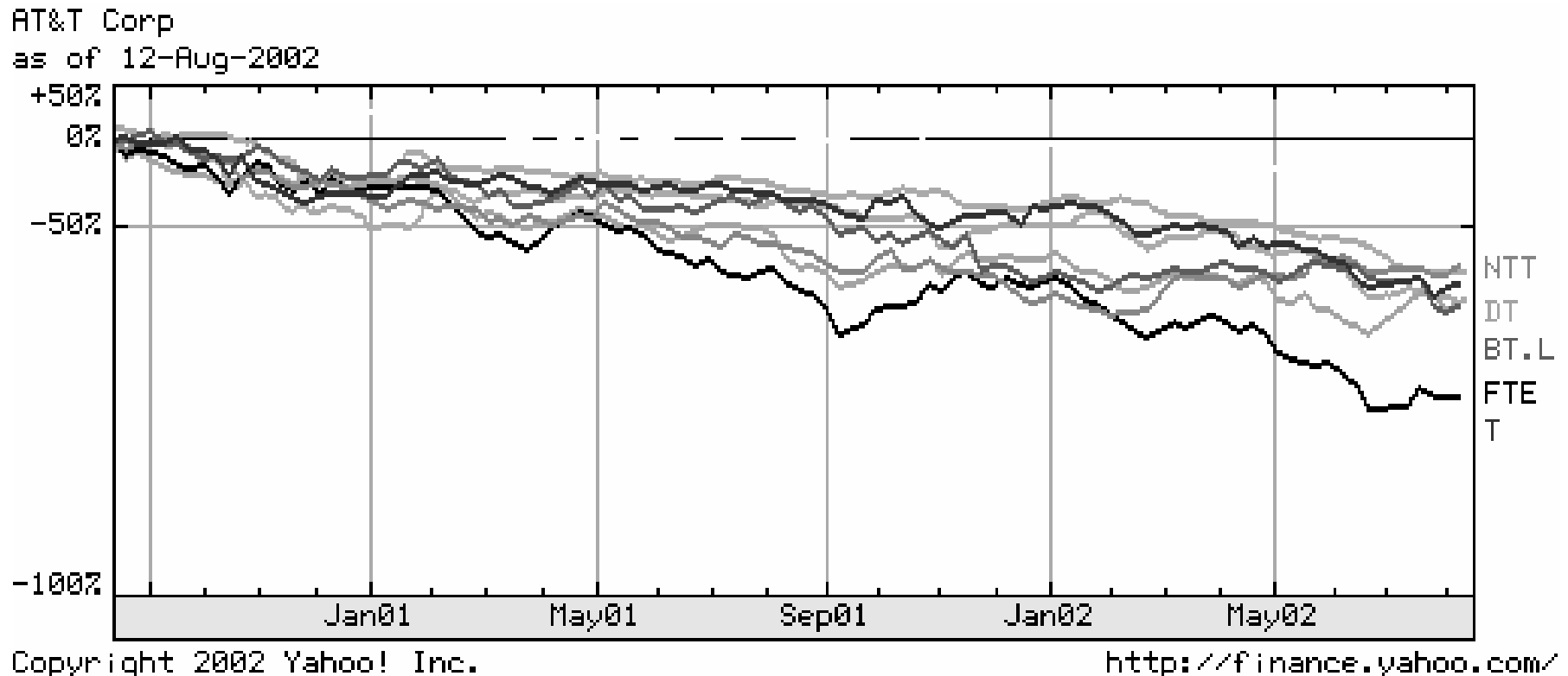


- **Korea is the Bench Marking model of the world in the field of Internet business which has more than 10 million Broadband Internet Access subscribers**

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Broadband Access Capability

IP N/W Infrastructure

Fixed & Mobile Convergence

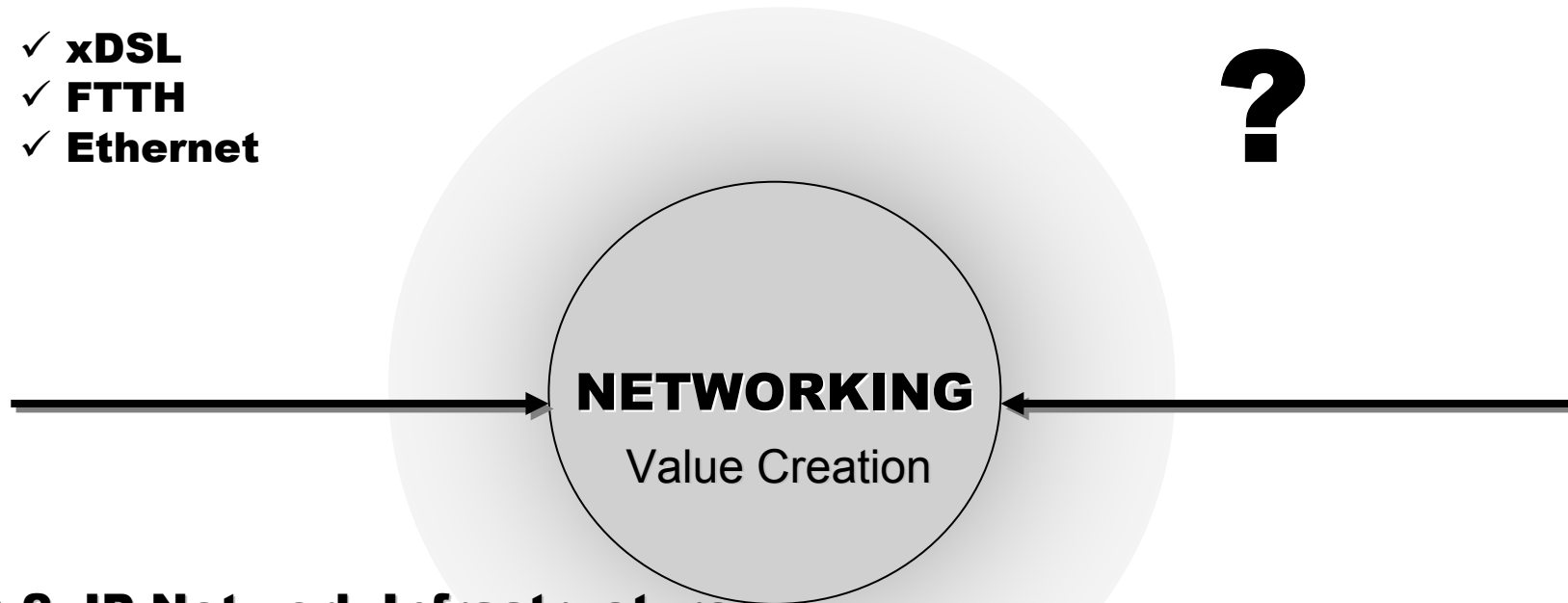e-Portal

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❑ *Any Time, Anywhere, Any Device, Any Service*

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❑ *Elements of Value Networking*

● **1: BROADBAND Access**

    ✓ **xDSL**
    ✓ **FTTH**
    ✓ **Ethernet**

**?**

**NETWORKING**
Value Creation

● **2: IP Network Infrastructure**

    ✓ **High Speed & Convergence**
    ✓ **NGN, IP-VPN, VoIP**

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## ● 2: IP Network Infrastructure – *NGN Architecture*
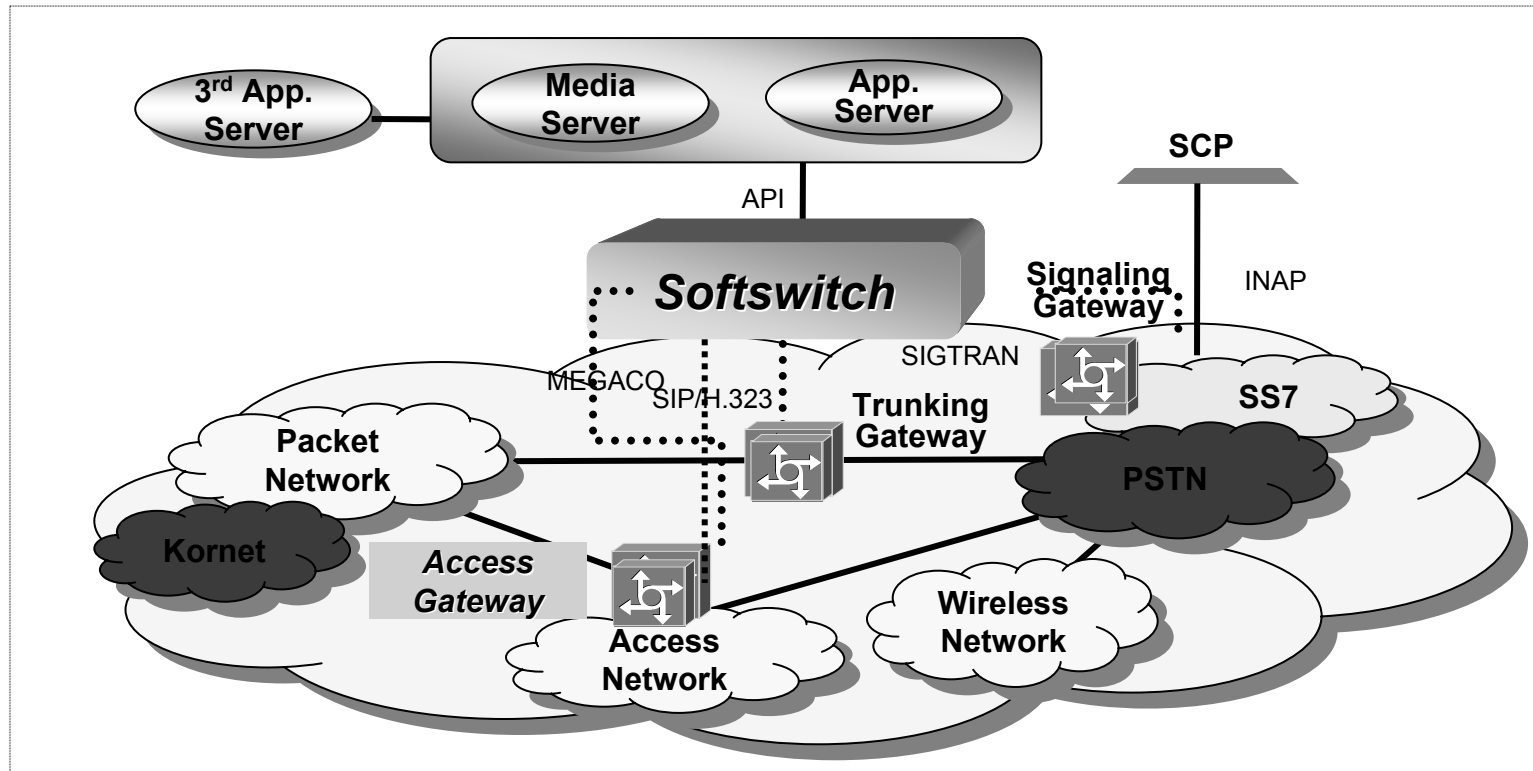


❑ **Pre NGN Decision : 2001 1Q, Analog SW → Access Gateway substitution**

❑ **NGN Decision: 2002 1Q, Softswitch Development**

❑ **Worldwide 1st Deployment: Risk and Opportunity**

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❑ *Elements of Value Networking*

● 1: **BROADBAND Access**

  ✓ **xDSL**
  ✓ **FTTH**
  ✓ **Ethernet**

● 3: **Fixed & Mobile Convergence**

  ✓ **Adding Flexibility in Broadband Access**
  ✓ **Seamless Service between Any Device**

**NETWORKING**
Value Creation

● 2: **IP Network Infrastructure**

  ✓ **High Speed & Convergence**
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## ● 3: Fixed & Mobile Convergence

- *Broadband Wireless LAN*

**NESPOT**

➢ **Public Wireless LAN Service**

 ❍ **High speed up to 11Mbps with IEEE 802.1x security mechanisms**

 ❍ **Nationwide Hotspots**

 ❍ **Reasonable prices**

➢ **Target Market**

 ❍ **Hot spot areas**

  – **Business centers, Hotels, Universities, Airports, etc.**

 ❍ **SOHO and Home**

  – **Café, Restaurant, SOHO, Home, etc.**

➢ **Seamless Communication Service between any terminal**

 ❍ **Mail, MMS, IM, SMS**
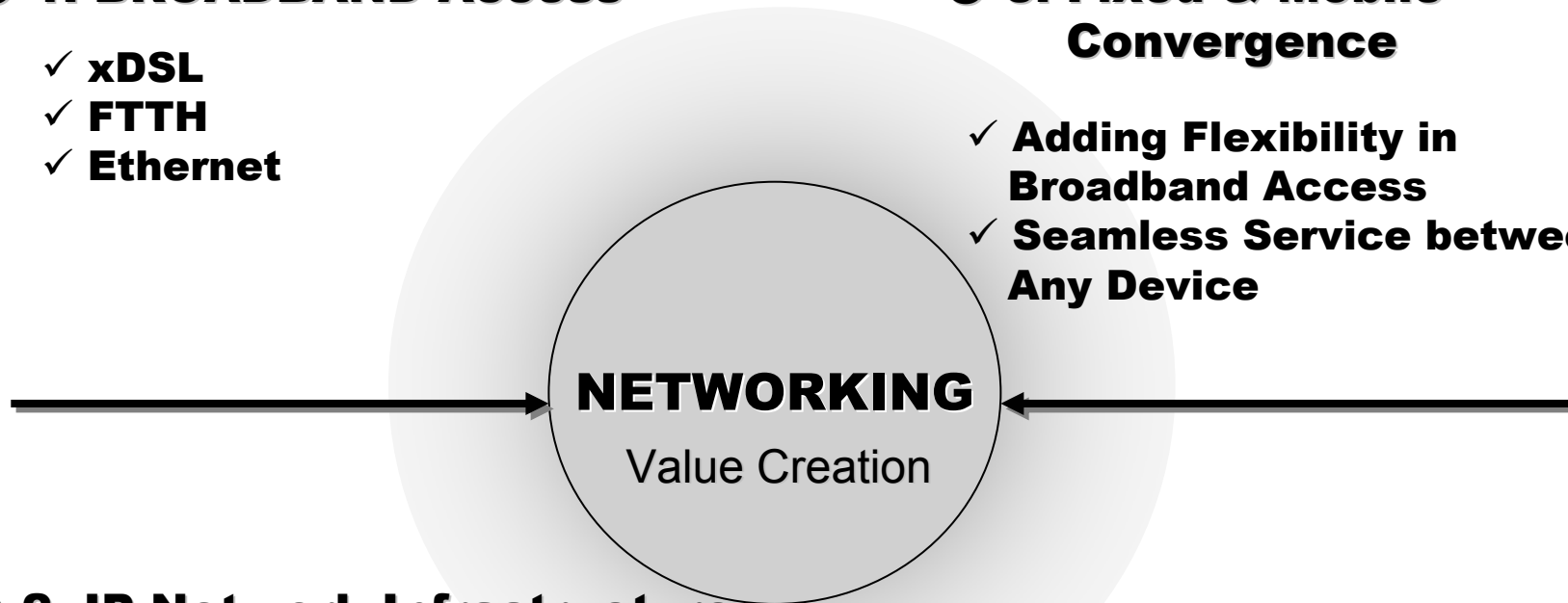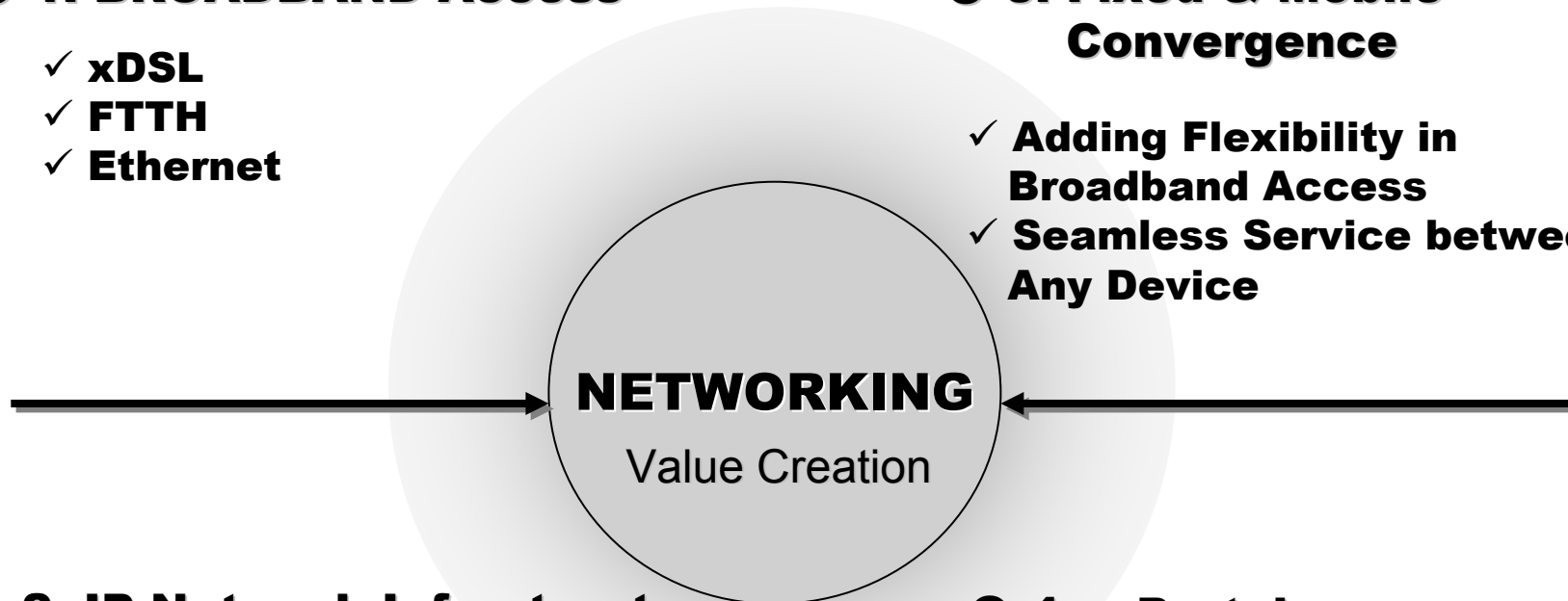
 ❍ **1X phone, PDA, Notebook, Desktop**

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❑ *Elements of Value Networking*

● 1: BROADBAND Access

   ✓ xDSL
   ✓ FTTH
   ✓ Ethernet

● 3: Fixed & Mobile Convergence

   ✓ Adding Flexibility in Broadband Access
   ✓ Seamless Service between Any Device

**NETWORKING**
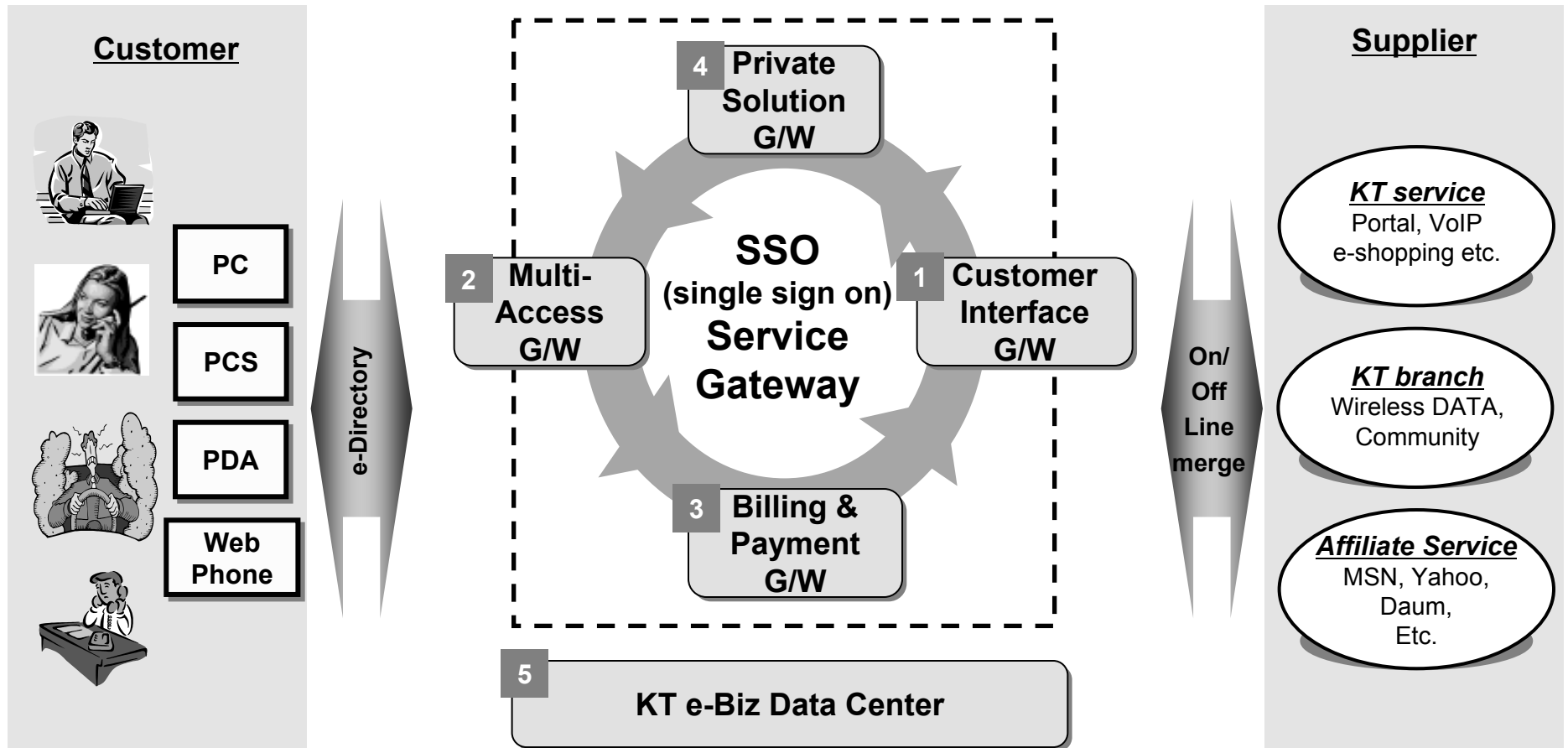Value Creation

● 2: IP Network Infrastructure

   ✓ High Speed & Convergence
   ✓ NGN, IP-VPN, VoIP

● 4: e-Portal

   ✓ B2B Platform
   ✓ B2C Platform

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● **4: e-PORTAL** – *SSO(single sign on)*



**Customer**

- PC
- PCS
- PDA
- Web Phone

**e-Directory**

**4** Private Solution G/W

**2** Multi-Access G/W

**SSO (single sign on) Service Gateway**

**1** Customer Interface G/W

**3** Billing & Payment G/W

**5** KT e-Biz Data Center

**On/ Off Line merge**

**Supplier**

*KT service*
Portal, VoIP
e-shopping etc.

*KT branch*
Wireless DATA,
Community

*Affiliate Service*
MSN, Yahoo,
Daum,
Etc.

**Service Gateway which is on the base of DB unification & e-Financing, supplies Personalized Solution…supports various Terminals**

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❑ *Business Solution Portal(bizmeka)*

**bizmeka**

**Packaging of internet access line, consulting and lots of solutions for 3 million small-medium enterprise and independent businesses**

www.bizmeka.com

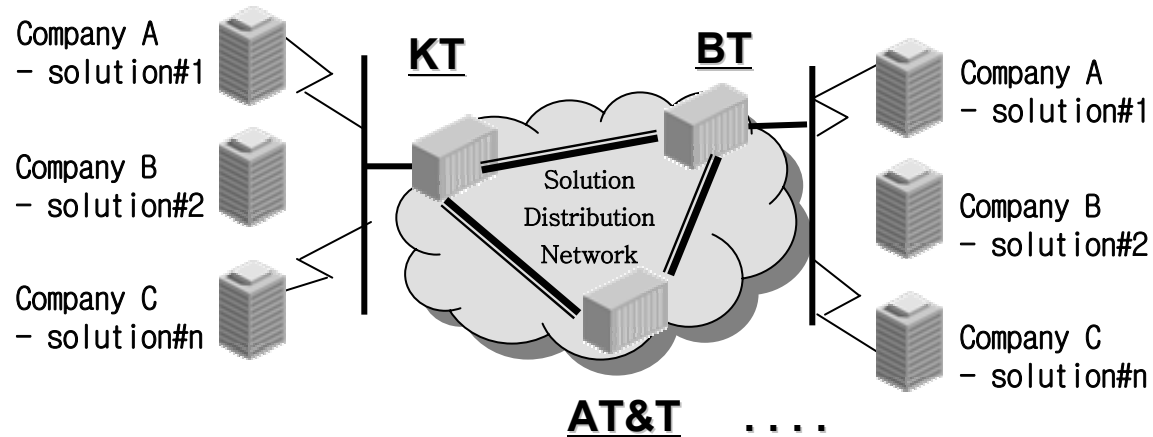| EDI | ASP | e-MP |
|-----|-----|------|
| | bizmeka  Platform | |
| | IP Network / KT-IDC | |
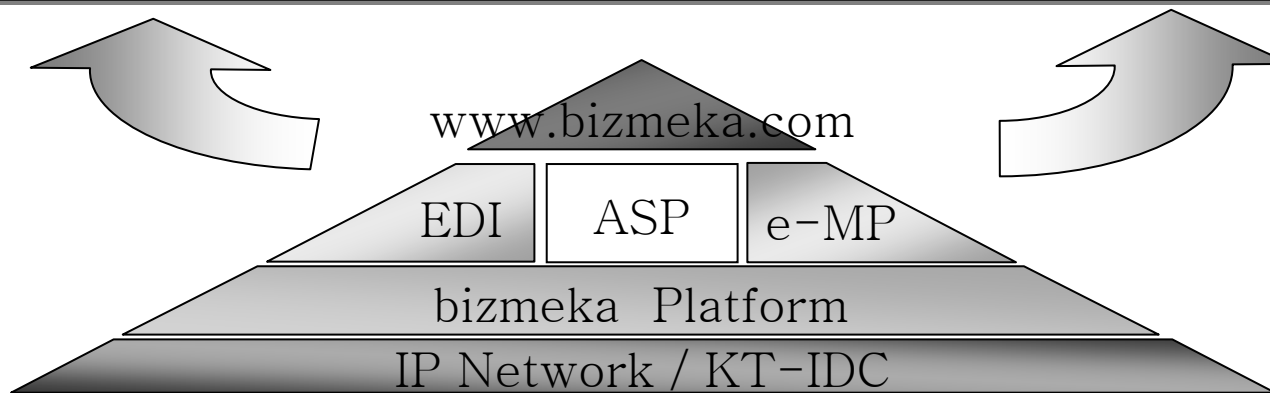
❑ **Business Models**

➢ **Solution rental service.**

➢ **Equipment solution rental service including server, network, IDC for Application service providers.**

➢ **Customized Platform services to bank, credit card company and so on.**

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❑ *ex)* **bizmeka** *Hair-Shop*

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■ **Solution Distribution N/W : "solution 1"**



> **Solution Organizer**
> - **Get the best Solution for each Service**
> - **Organize lots of Solution company**

> **Solution Converter**
> - **Show standard fit for service**
> - **1 Brand Marketing for overseas**

> **Information Feeder**
> - **Get Overseas information**

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# Thank You