



IP Multimedia Subsystems (IMS)

In-Depth Analytical Solution Assessments

Current Analysis provides Competitive Response solutions that enable companies to effectively anticipate and counter competitive threats, and win more business.

ANALYZE IMS SOLUTION ELEMENTS

- Application Gateway
- Application Server: Generic SIP Application Server
- Application Server: Hosted Multimedia Application Server
- Application Server: Telephony Application Server
- Border Gateway Function
- Breakout Gateway Control Function (BGCF)
- HSS
- IMS Enabler: Location Server
- IMS Enabler: Presence Server
- Messaging System
- Policy Control
- Services Capabilities Interaction Manager (SCIM)
- Services Switching Function (IM-SSF)
- Session Control

The **IP Multimedia Subsystems (IMS)** architecture is a blueprint for the construction of next-generation IP services infrastructures. Accordingly, IMS is of prime importance to telecom infrastructure and service delivery vendors. Mobile and fixed service operators across the globe are facing competitive challenges that require the service creation and operation efficiencies that an IMS-based infrastructure will bring. Telecom vendors are stepping in to enable operators to transform their networks. At the same time, these vendors are struggling to differentiate their product offerings in the marketplace and to enable operators to adopt IMS in a gradual and pragmatic manner that enables them to grow revenue while simultaneously transforming their networks.

Compare offerings from:

- Alcatel-Lucent
- Ericsson
- Huawei
- Nokia Siemens Networks

Current Analysis provides a structured approach to better understanding and responding to your competition. By providing real-time business intelligence on competitor strengths, weaknesses, services, and trends, we enable Competitive Response™ - the process of formulating both strategic and tactical plans for responding to the competition's every move.

Delivered via our web-based platform CurrentCOMPETE™, IMS Solution Assessments from **Current Analysis** track and analyze the technologies and companies that continue to shape the network equipment market in the telecom sector.

Benefits

- Understand competitors' value-added product portfolios, including scale, strengths, weaknesses, market positioning, and market traction.
- Track industry trends in the IMS segment that shape the strategic direction of both equipment vendors and their service provider customers.
- Learn about new strategies and business models that work, or don't work, in the context of an infrastructure vendor, through in-depth advisory reports that examine issues that affect all competitors.

Anatomy of a **Current Analysis** Solution Assessment



- **Solution Description:** What the vendor or service provider brings to the market as a solution.
- **Solution Elements:** The products or services that make up the solution.
- **Current Perspective:** Current Analysis' opinion of the overall solution.
- **Strengths and Weaknesses:** Analysis that justifies Current Analysis' opinion of the ratings for a given solution's criteria. Cast as "Benefit" or "Issue."
- **Go To Market Analysis:** Evaluates how well the solution is positioned in the overall market, and the strength of the market traction for the solution.

Current Analysis
IMS Analysts



Joe McGarvey
Principal Analyst,
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**COMPARE IMS SELECTION
CRITERIA**

- Application Strategy
- Session Control/
Subscriber Management
- Border/Policy Control
- IMS Breakout Solution
- Service Convergence
- Interoperability and
Compatibility
- Depth of Portfolio

GO TO MARKET ANALYSIS

- Solution Positioning
- Solution Traction

About *Current Analysis* Solution Assessments

Solution Assessments, like all *Current Analysis* offerings, provide a level of detail that is an essential part of strategic competitive analysis, but that is also tactically indispensable in day-to-day sales situations.

Accessible via *Current Analysis*' CurrentCOMPETE platform, Solution Assessments identify the product and service combinations delivered by a technology supplier or service provider, providing in-depth analysis and tactical advice based upon solution selection criteria that are likely to be key decision points for prospective customers.

Each Solution Assessment examines the strengths and limitations of a given supplier or service provider's solution, and provides an overall rating ranging from Very Vulnerable to Very Threatening. Factors weighed vary from sector to sector, but often include issues such as technological capability, portfolio breadth, service capability, partnerships, geographic reach and stability.

About *Current Analysis*

Current Analysis is the preeminent source for tactical competitive intelligence and analysis. Our CurrentCOMPETE™ platform provides real-time analysis of breaking industry events, as well as intelligence reports on the markets, companies and products that are shaping the telecom, networking, and business software industries. By providing timely and comprehensive intelligence, we enable organizations to successfully counter competitive threats, and offer effective solutions to emerging challenges.

Our business model and solutions are built on the foundation of solid, quality intelligence and data, making *Current Analysis* the leader for competitive intelligence demands. We serve more than 30,000 users at over 250 enterprise clients, representing preeminent firms in the telecommunications, information technology and consumer electronics industries.

Current Analysis retains over 40 worldwide industry experts. Their frontline perspective and industry experience ensures you receive the best market information and analysis available - delivered within 48 hours of major industry events.

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