Recombinant Communications: 2010 and Beyond

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Recombinant Communications (RC)

Opportunities at the intersection of highly capable phones, Web Services, cloud computing and a range of “open source” software and well-defined APIs
2009: A “Break Then Make” Year

- Recovering from economic chill
  - Doing more with less
  - Extending life of existing resources
  - Making the move to IP-based networks
  - Changing organization structures and cultures

- Reassembling the ecosystem
  - Focus on user experience
  - Add awareness of presence, status and preferences
  - Accommodate many networking options
  - Reaching mobile and remote workers and customers

Not investing in unification so much as reassembly
Result: Recombinant Communications (RC)

- Seeds of a $20+ Billion Opportunity
  - Solutions emphasize re-use/recombination
  - New generation of app developers
  - Accelerating life-cycles

- Splicing together infrastructure elements
  - APIs between private clouds & public clouds
  - Advent of “Porous Enterprises”
  - Crowdcenters and Cloudcenters supplant Contact Centers
The RC Opportunity

Integration (T&M)  Services (MOU)  Service Provider VoIP/IMS Infrastructure  Enterprise Infrastructure
Enterprise Infrastructure
- Spending on telecom hw/sw
- Middleware, desktop software and back office (database)

Service Provider Spending
- Capital spending (not enterprise)
- Spending on servers etc to support ASP operations

Service Providers Revenue (MOU)
- Defining “smart pipe” strategy
- New billing models (services grid)

Integration and Application Development
- Enterprise spending on apps, integration and maintenance
- Mostly “cloud-based”
Blind men and the elephant in the room

- Arguing terminology
  - Unified Communications?
  - Communications-Enabled Business Processes?
  - Collaboration?

- When the issue is “problem solving”
  - From search → discovery → consultation → selection → purchase → support
  - Sensitive to context and state
  - Increasingly mobile
  - Responsive to end-user needs

These are the roots of Robust Recombinant Communications
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