

China Mobile Mobile Email Service

Jan 24th, 2006

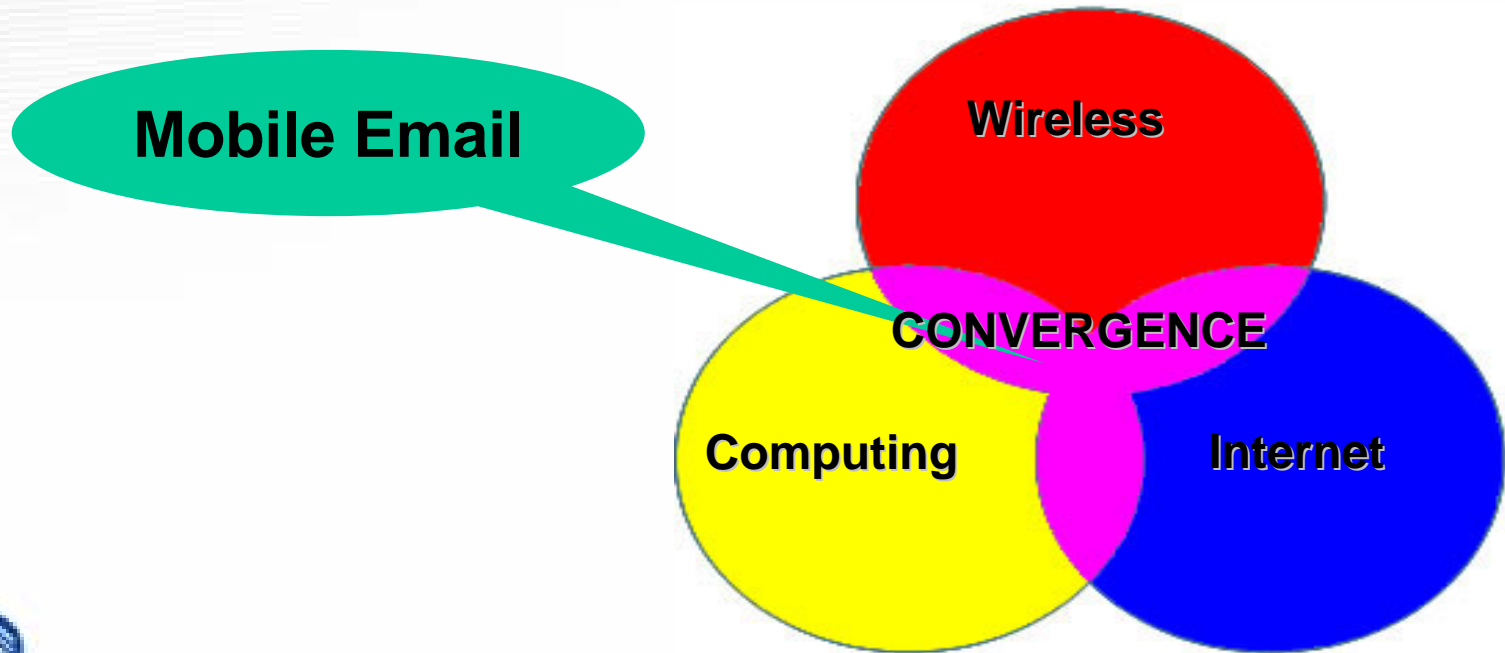


Outline

- Market in China
- Service Requirements
- Business Model
- Expectation

the Trend - Mobile Email

Mobile Email meets new requirements:
Mobility, Safety, Real time



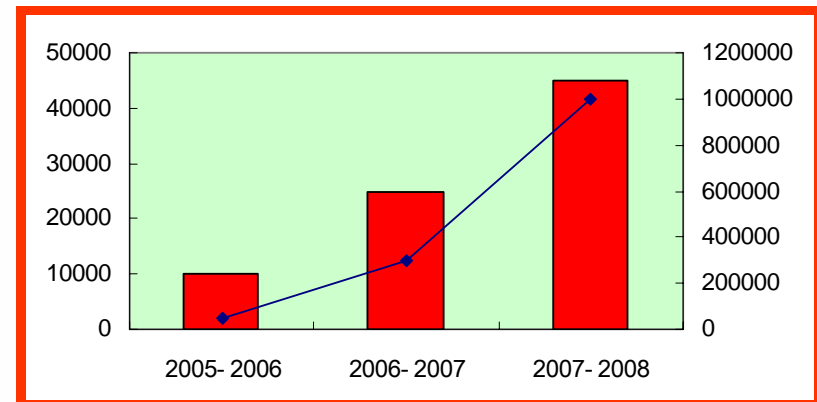
Market in China

- Mobile Email market data :
 - Email amount : 20/day/person
 - Email size : 4 ~ 20K
 - Email receive time (based on GPRS) : 10s
 - Read Attachment on mobile terminals : <10%
- Mobile Email forecast
 - Enterprise market
 - Mass market



Enterprise

Mass



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Mobile Email vs. Email

	Email	Mobile Email
Terminal	High performance Enough Storage	Low performance Limited Storage
Network	Reliable High speed Low cost	Intermittent Low speed High cost
Security	Easy to deploy	Not ready
Model	Pull & Poll	Pull & Poll The requirement for push is eager

Requirements for MEM

- OMA MEM RD has defined integrated use cases and requirements for mobile email service
- IETF Lemonade IMAP Profile 1&2 will meet the requirements of OMA MEM RD
- OMA MEM RD is accorded with our service plan

Minimum Requirements for CMCC

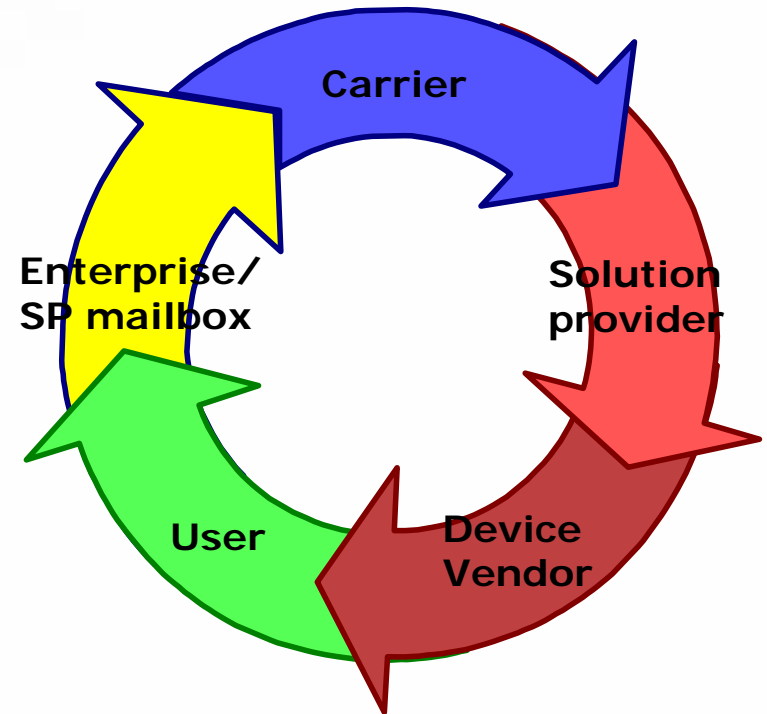
- Push: pull and poll models are not recommended in wireless environment
- Attachment Handling:
 - Only download attributes of an attachment, e.g. filename, size, etc.
 - Only download selected attachments
 - Attachment format transcoding
- Compression
- Server-side forwarding
- Secure transfer
- No needs to modify existing firewall settings
- Independent of PIM service

Outline

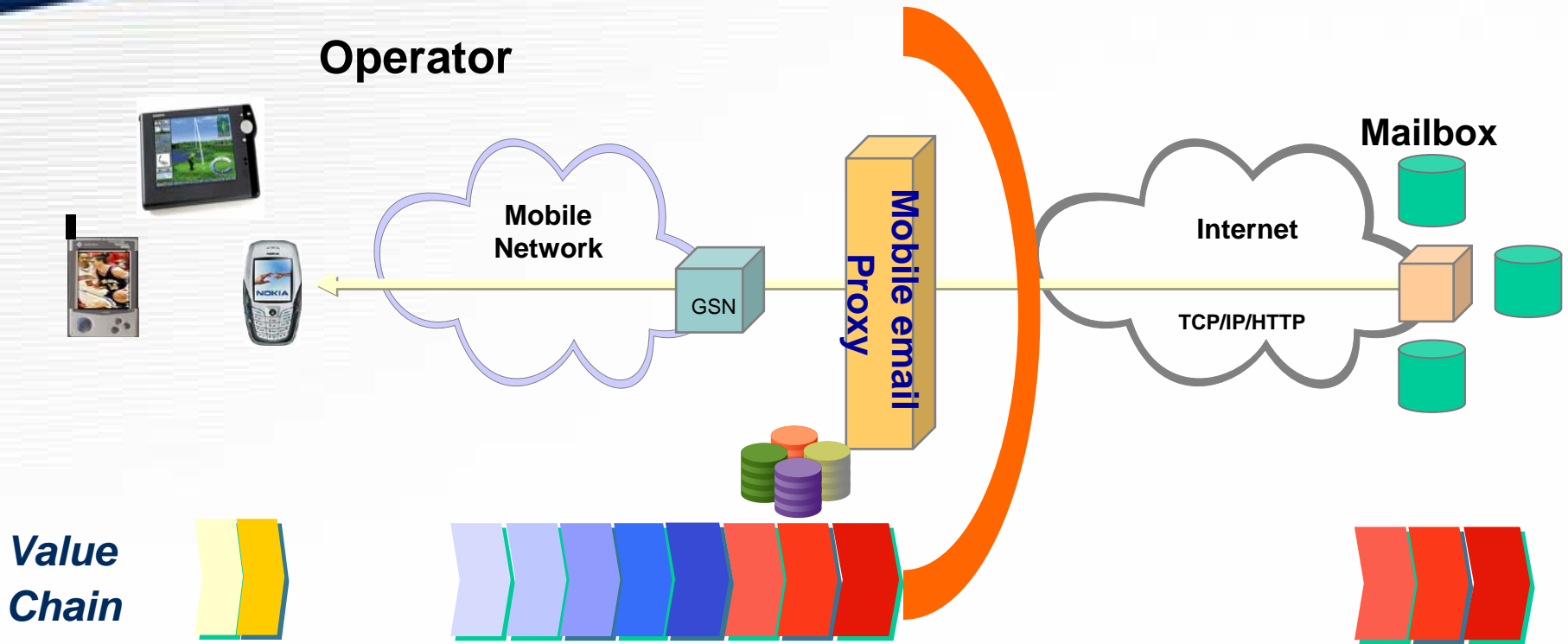
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Value Chain of MEM Service

- Carrier: Network provider, Charging, mobile enabler
- Solution provider
- Device vendor: provide terminals supporting mobile email
- User: pay for mobile email service
- Enterprise/SP mailbox: enhance their mail services through cooperation with carriers



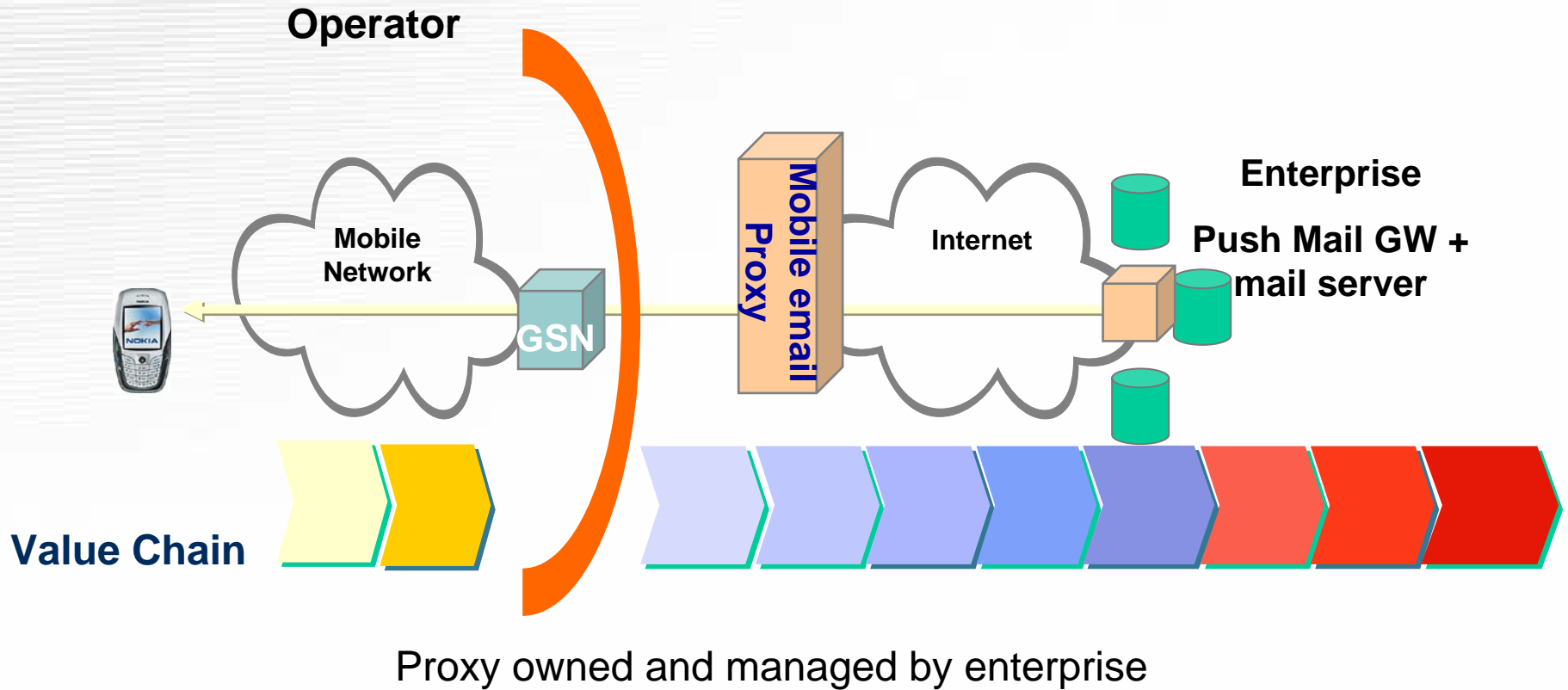
Business Model A



Proxy owned and managed by SP

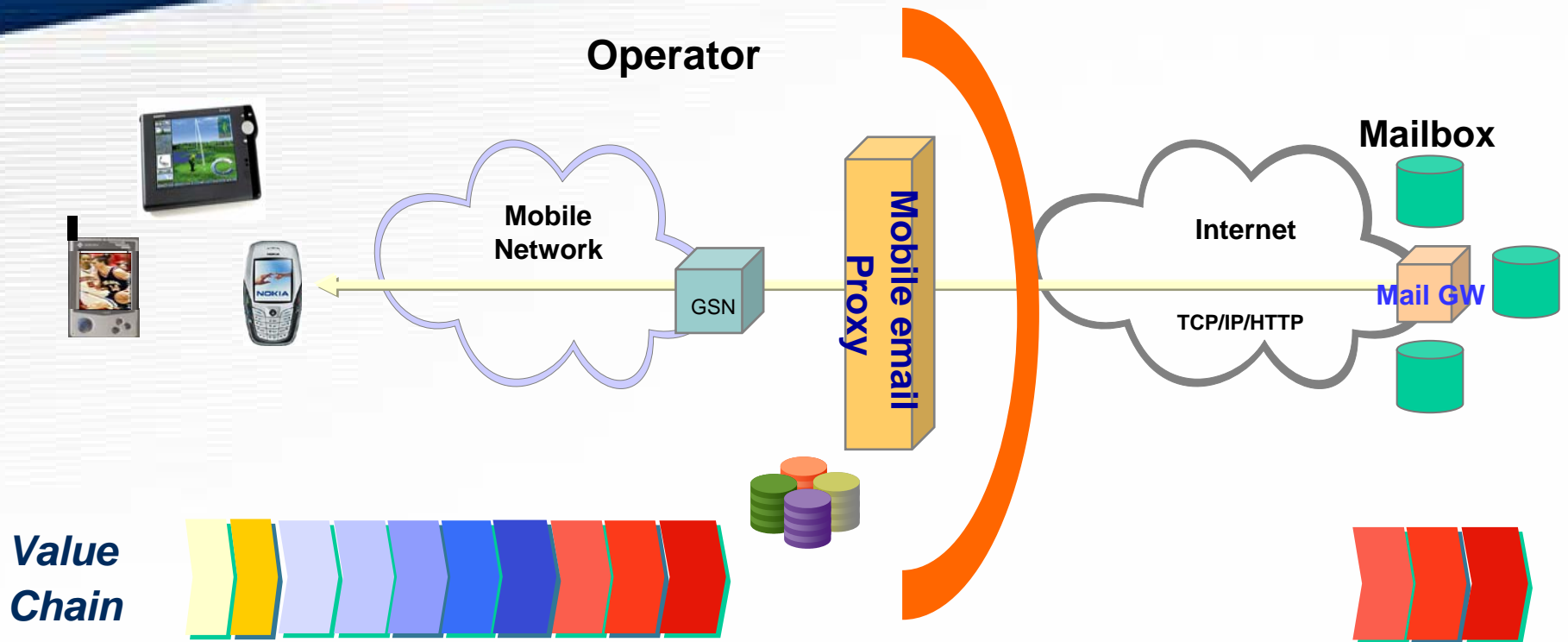
Solution provider leads the business because of the NOC, solution platform and branding ownership.

Business Model B



Enterprise controls the whole project because of the buy side position.

Business Model C



Proxy owned and managed by carrier

Carrier leads the business because of the NOC ownership and standard definition.

Pros and Cons for Operator

	Pros	Cons
Model A	<ul style="list-style-type: none"> ▪Service / support can outsourced to third party ▪Benefit from the traffic fee 	<ul style="list-style-type: none"> ▪Service provided by third party (no branding) ▪Shared revenue / licenses ▪Limited control over service quality ▪First line for customer complaints ▪Security is TBD and must be carefully reviewed
Model B	<ul style="list-style-type: none"> ▪Increased traffic without needing operator investment ▪Can build relationship / packages with enterprise 	<ul style="list-style-type: none"> ▪No service branding ▪Limited control over service quality ▪Segmental market ▪Bit pipe
Model C	<ul style="list-style-type: none"> ▪Unified service branding ▪Maintain customer relationship ▪Can provide more services ▪No additional licenses ▪Security controlled by operator ▪Service quality controlled by operator 	<ul style="list-style-type: none"> ▪Need enterprise sales channels to offer service



Preferred Business Model

- **Service Providing**
 - Operator provide platform and service supported by partner
- **Business Supporting**
 - Operator provide the customer service and support
 - Partner provide background service and support.
- **Business Charging**
 - Operator set up the tariff system and charge the service
- **Marketing expansion**
 - Operator cooperate with all partners to develop the whole market.

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Accelerate standardization work

- International standard body defines open standard as soon as possible
- Device vendor build-in standard conformance native push email client in their mobile device
- Deploy solution ASAP in the meanwhile based on open specifications with clients that can be OTA upgrade to follow the standard once stable

Thank You

