



Optimizing the Mobile Internet #ciscopchat

Transcript from January 27, 2011
All times are British Time (BST)

January 27, 2011

- 1:13 am **CiscoSPMobility:** Calendar reminder: our 2nd mobility #CiscoSPChat is tomorrow, 10am PST; topic: mobile optimization <http://csc0.ly/6010u2oG>
- 1:28 am **CiscoSP360:** RT @CiscoSPMobility Calendar reminder: 2nd mobility #CiscoSPChat is tomorrow 10am PST; topic: mobile optimization <http://csc0.ly/6017u2o3>
- 1:28 am **CiscoSPMobility:** RT @CiscoSPMobility Calendar reminder: 2nd mobility #CiscoSPChat is tomorrow 10am PST; topic: mobile optimization <http://csc0.ly/6018u2o0>
- 1:30 am **i7AndiasS:** RT @CiscoSP360: RT @CiscoSPMobility Calendar reminder: 2nd mobility #CiscoSPChat is tomorrow 10am PST; topic: mobile optimization htt...
- 5:00 pm **CiscoSPMobility:** Are you ready for #CiscoSPChat? 1 more hour until our discussion on mobile optimization <http://csc0.ly/6015u2St>
- 5:45 pm **CiscoSPMobility:** Just 15 mins until our #CiscoSPChat. Grab a snack and join us for a discussion on Mobile Optimization <http://csc0.ly/6014u2sn>
- 5:51 pm **CiscoSPMobility:** 10am PST will kick off #ciscopchat on Mobile Optimization - authors of Building the Mobile Internet are waiting to hear from you
- 5:51 pm **jamnc14:** RT @CiscoSPMobility: Just 15 mins until our #CiscoSPChat. Grab a snack and join us for a discussion on Mobile Optimization <http://csc0.ly/6014u2sn>
- 5:51 pm **KevinPetschow:** RT @CiscoSPMobility: 10am PST will kick off #ciscopchat on Mobile Optimization - authors of Building the Mobile Internet are waiting to hear from you
- 5:51 pm **CiscoEvents:** Join us for #CiscoSPChat starting in 10 minutes. Should be lively! Today's discussion is on #Mobile #Optimization <http://csc0.ly/6014u2sn>
- 5:56 pm **dagh:** RT @CiscoEvents: Join us for #CiscoSPChat starting in 10 minutes. Should be lively! Today's discussion is on #Mobile #Optimization <http://csc0.ly/6014u2sn>
- 5:57 pm **MsMobileConverg:** 10am PST will kick off #ciscopchat on Mobile Optimization - @CiscoSPMobility Building the Mobile Internet I WILL BE THERE! COME ON ALONG!
- 5:57 pm **baysidebetty:** Join us for #CiscoSPChat starting in 10 minutes. Should be lively! Today's discussion is on #Mobile #Optimization <http://csc0.ly/6014u2sn>
- 5:59 pm **MsMobileConverg:** @peggyanne U may be interested in #ciscopchat in 3 min...
- 6:01 pm **CiscoSPMobility:** Welcome everyone to today's #CiscoSPChat. @baysidebetty @msmobileconverg
- 6:01 pm **markg_cisco:** #ciscopchat Hi there folks - welcome to our tweatchat on mobile optimization
- 6:03 pm **MsMobileConverg:** @CiscoSPMobility @baysidebetty hello to you both. thank you #ciscopchat

6:04 pm **markg_cisco:** #ciscospchat - so let me introduce myself - I work with our SP Mobility Board driving our Mobile SP Strategy

6:04 pm **PaulSatCisco:** Hello #CiscoSPChat World. This is my very first tweet - Paul Sergeant, senior solutions manager, working on video optimization.

6:04 pm **kshatzka:** #ciscospchat Hi all. I am one of Cisco's Distinguished Engineers in mobility.

6:05 pm **jamncl4:** Hello everyone! Jon here to discussion #optimization. I think optimization has two formsimproved user experience & lower cost #CiscoSPchat

6:05 pm **MsMobileConverg:** @PaulSatCisco all right thank you for announcing your rookie status! #ciscospchat You'll do well...be kind and speak up...

6:06 pm **kshatzka:** #ciscospchat Mark and I also co-authored IP Design for Mobile Networks and Building the Mobile Internet, due for release THIS WEEK!

6:07 pm **MsMobileConverg:** @kshatzka #ciscospchat ! Fabulous! Break a leg on your release debut!

6:07 pm **CiscoSPMobility:** Looks like there's over capacity right now on Twitter. #ciscospchat

6:07 pm **markg_cisco:** Hi Jon - so do you think the initial focus is on one or both of those (cost/experience)? #ciscospchat

6:08 pm **MsMobileConverg:** @CiscoSPMobility #ciscospchat yes, but no blue whale! You tweet and we will catch up!

6:09 pm **jamncl4:** Depends on who you talk to. From an operator perspective, the main discussion is lower cost, but the end user experience. #CiscoSPchat

6:10 pm **jamncl4:** However, the operators are seeing that the user experience is the key to retaining and gaining business #CiscoSPchat

6:11 pm **kitkilgour:** If you include mobiles being able to access local data, printers, home media servers etc then it is new user experience as well #CiscoSPchat

6:11 pm **markg_cisco:** So interesting - why do users care about optimization? Is this just fewer stalled downloads? #ciscospchat

6:11 pm **MsMobileConverg:** #ciscospchat I think it is ALWAYS about \$ first and then experience for they who can afford it.

6:11 pm **jamncl4:** My first tweet should have said "for the end user it's about experience" #CiscoSPchat

6:12 pm **MsMobileConverg:** RT @jamncl4: However, the operators are seeing that the user experience is the key to retaining and gaining business #CiscoSPchat

6:12 pm **WinePromoter:** RT @baysidebetty: Join us for #CiscoSPChat starting in 10 minutes. Should be lively! Today's discussion is on #Mobile #Optimization <http://csc0.ly/6014u2sn>

6:13 pm **kshatzka:** #ciscospchat @MsMobileConverg So, these are intertwined. The same tools for optimizing network capacity can be used for customer experience

6:14 pm **kurtcisco:** i think twitter could benefit from service optimization. i'm starting to miss the party line days. ;) #ciscospchat #ciscospchat

6:14 pm **MsMobileConverg:** @kshatzka #CiscoSPchat I believe they would live together like brother and sister, bettering each and evolving.

6:15 pm **kitkilgour:** If you include mobiles being able to access local data, printers, home media servers etc then it is new user experience as well #ciscospchat

6:16 pm **CiscoSPMobility:** Is anyone else having trouble viewing updates? #ciscopchat

6:16 pm **kshatzka:** #ciscopchat Indeed. Twitter is doing nothing to ingratiate itself to me. I can't see updates

6:16 pm **MsMobileConverg:** #ciscopchat customer experience must have value for the customer to be loyal

6:17 pm **markg_cisco:** Hi Kit - I think those services aren't necessarily due to simple optimization but certainly can leverage offload architectures #ciscopchat

6:17 pm **kitkilgour:** Users would care about optimization if they had to pay less. An obvious use case is offload from a home femtocell if no charge #ciscopchat

6:17 pm **MsMobileConverg:** @CiscoSPMobility #ciscopchat - updates are coming in like molasses pouring in the snow!

6:18 pm **kurtcisco:** @kshatzka @MsMobileConverg agree. network optimization leads to service optimization. or should, if done right. #ciscopchat #ciscopchat

6:19 pm **jamnc14:** @MsMobileConverg Kurt is a twitter newbie. Hasn't reach the status level to get preferred access :) #CiscoSPChat

6:19 pm **jamnc14:** @kitkilgour Does femtocell access have to be free to justify mass deployment? #CiscoSPchat

6:20 pm **kshatzka:** @MsMobileConverg #ciscopchat Customer experience is more than speed/feed. Take the press on AT&T iPhone performance, yet customers stayed

6:20 pm **kitkilgour:** Hi Mark. I agree that they are not simple optimisation but are part of the move to a fl after network optimising user data fl owc#iscopchat

6:20 pm **kurtcisco:** @jamnc14 @MsMobileConverg how much do i pay for that? another mobile monetization opportunity. #ciscopchat

6:20 pm **markg_cisco:** Either optim'n is exposed to the user or merely kept as a lever in the operator's toolbox. I thought it was more the latter #ciscopchat

6:20 pm **kshatzka:** @kitkilgour #ciscopchat There are other ways to monetize the "home zone" than purely charging a consumer for coverage

6:22 pm **xRedBaRoNx:** @kshatzka They stayed because they didn't have an alternative, now they do and let's see how many they lose. #ciscopchat

6:22 pm **MsMobileConverg:** @kurtcisco #ciscopchat - as long as the price is commensurate with the value receive and what the market can bare...

6:23 pm **kitkilgour:** @jamnc14 @kitkilgour No, it doesn't. The FemtoForum have studies showing this. You can reduce churn by improving experience #ciscopchat

6:23 pm **kshatzka:** @markg_cisco #ciscopchat Agree - a lever. The lever can be used in different ways. Per-sub / per-app (like DPI), or generic net opt.

6:23 pm **kurtcisco:** @kshatzka @MsMobileConverg but they complained. and apple listened. as did at&t, and thus the rush to upgrade the network. #ciscopchat

6:23 pm **MsMobileConverg:** @kshatzka #ciscopchat DONT nickle dime your customers - that makes them angry.

6:24 pm **kshatzka:** @xRedBaRoNx #ciscopchat Android. The customer experience on the device (iPhone) was more important than the network, though.

6:24 pm **MsMobileConverg:** RT @kitkilgour: @jamncl4 @kitkilgour No, it doesn't. The FemtoForum have studies showing this. You can reduce churn by improving experience #ciscospchat

6:24 pm **jamncl4:** @xReDBaRoNx It will be very interesting. We'll see if people love their iPhones more than the service provider #CiscoSPchat

6:25 pm **markg_cisco:** so what about video optimization in particular - since our own VNI estimates say it will be filling up mobile networks #ciscospchat

6:25 pm **kitkilgour:** @markg_cisco OK - but similar to local access is offloading internet traffic. Standard by 3GPP as SIPTO and invisible to user #ciscospchat

6:25 pm **MsMobileConverg:** @kshatzka It's all about the UI #ciscospchat

6:27 pm **kurtcisco:** @MsMobileConverg @kshatzka in other words, the experience. #ciscospchat

6:27 pm **PaulSATCisco:** Optimization is like the engine in a car - essential, but it should be hidden from the driver. #ciscospchat

6:28 pm **kitkilgour:** @kshatzka @markg_cisco DPI is limited gain as it pulls uplink user data into operator network before spitting it out. #ciscospchat

6:28 pm **markg_cisco:** @kitkilgour right agree - since majority of cost is in the cell site/backhaul makes sense to focus optim'n on those aspects #ciscospchat

6:29 pm **MsMobileConverg:** @kurtcisco @kshatzka - yes, experience and the BILL #ciscospchat - offload, reload, download...they do not care...

6:29 pm **kshatzka:** @PAulSATCisco #ciscospchat Does current Net Neutrality require transparency on any optimization techniques? I believe so.

6:30 pm **jamncl4:** @kitkilgour Still may want to tie back into the network after bypassing the radio/backhaul to have same service #CiscoSPchat

6:31 pm **xReDBaRoNx:** This is painful, IRC anyone? #ciscospchat

6:31 pm **kitkilgour:** @MsMobileConverg @kshatzka Agree. User doesn't care about access technology (much) #ciscospchat

6:31 pm **kurtcisco:** @kshatzka @PAulSATCisco that will be a debate. people will pay for a better experience, but will they sacrifice some privacy? #ciscospchat

6:32 pm **MsMobileConverg:** @xReDBaRoNx am having flashbacks of DialUp days... #ciscospchat

6:32 pm **PaulSATCisco:** @kshatzka #ciscospchat Net neutrality in 102 chrs? Impossible! But core is all APPS treated the same, not all subscribers with different \$

6:32 pm **MsMobileConverg:** @kurtcisco @kshatzka @PAulSATCisco They will pay if their returned value is high. #ciscospchat

6:33 pm **kshatzka:** @kitkilgour #ciscospchat Operator cares, in so far as they can retain the user experience.

6:33 pm **kshatzka:** @kitkilgour #ciscospchat SP needs to figure out how to extend experience in offload scenario (femto/Wifi)

6:34 pm **MsMobileConverg:** @kshatzka @kitkilgour #ciscospchat SP needs to figure out how to extend experience in offload scenario (femto/Wifi) - great beginning

6:36 pm **dagh:** Current trend is better UI and bigger pipes. This is what should be optimized. #ciscospchat

- 6:38 pm **CiscoSPMobility:** Thanks everyone for joining us! Stay tune for next week's #ciscopchat on Mobile Video Experience, Thurs, Feb 3, 10-10:30 am PST
- 6:38 pm **dagh:** People are willing to sacrifice privacy for better products and services. Look at zero-privacy with Facebook, for instance. #ciscopchat
- 6:39 pm **CiscoSPMobility:** Thanks for being patient with the twitter hiccup! Join us with authors of Building the Mobile Internet again at the next #ciscopchat
- 6:39 pm **MsMobileConverg:** @CiscoSPMobility #ciscopchat - My pleasure, again, thank you for hosting and being so gracious as to include me. Until next time!
- 6:41 pm **MsMobileConverg:** @dagh #ciscopchat - yes and google, and those are all FREE! Customer is always about the money 1st...
- 6:42 pm **kitkilgour:** @kshatzka @kitkilgour Agree that operator want to retain customer and experience #ciscopchat
- 6:42 pm **chamberstech:** RT @CiscoSPMobility: Thanks everyone for joining us! Stay tune for next week's #ciscopchat on Mobile Video Experience, Thurs, Feb 3, 10-10:30 am PST
- 6:44 pm **MsMobileConverg:** #ciscopchat @kitkilgour @kshatzka Operator must retain cust and experience - Operators have more power and agility than they know!
- 6:47 pm **kitkilgour:** @MsMobileConverg @kshatzka @kitkilgour Get my details from MarkG and we may be able 2 talk about the offload experience :-) #ciscopchat
- 6:58 pm **CiscoSPMobility:** Thanks to everyone who participated in today's #ciscopchat! Next week's topic is Mobile Video Experience <http://csc0.ly/6012u2tr>
- 6:58 pm **MsMobileConverg:** @markg_cisco @kitkilgour @kshatzka @kitkilgour @kurtcisco @jamnc14 @PaulSAAtCisco Thank you for your dialogue today at #ciscopchat