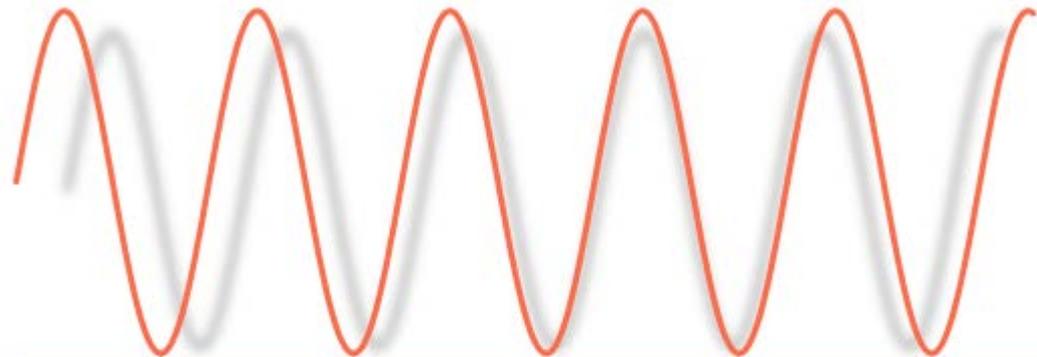


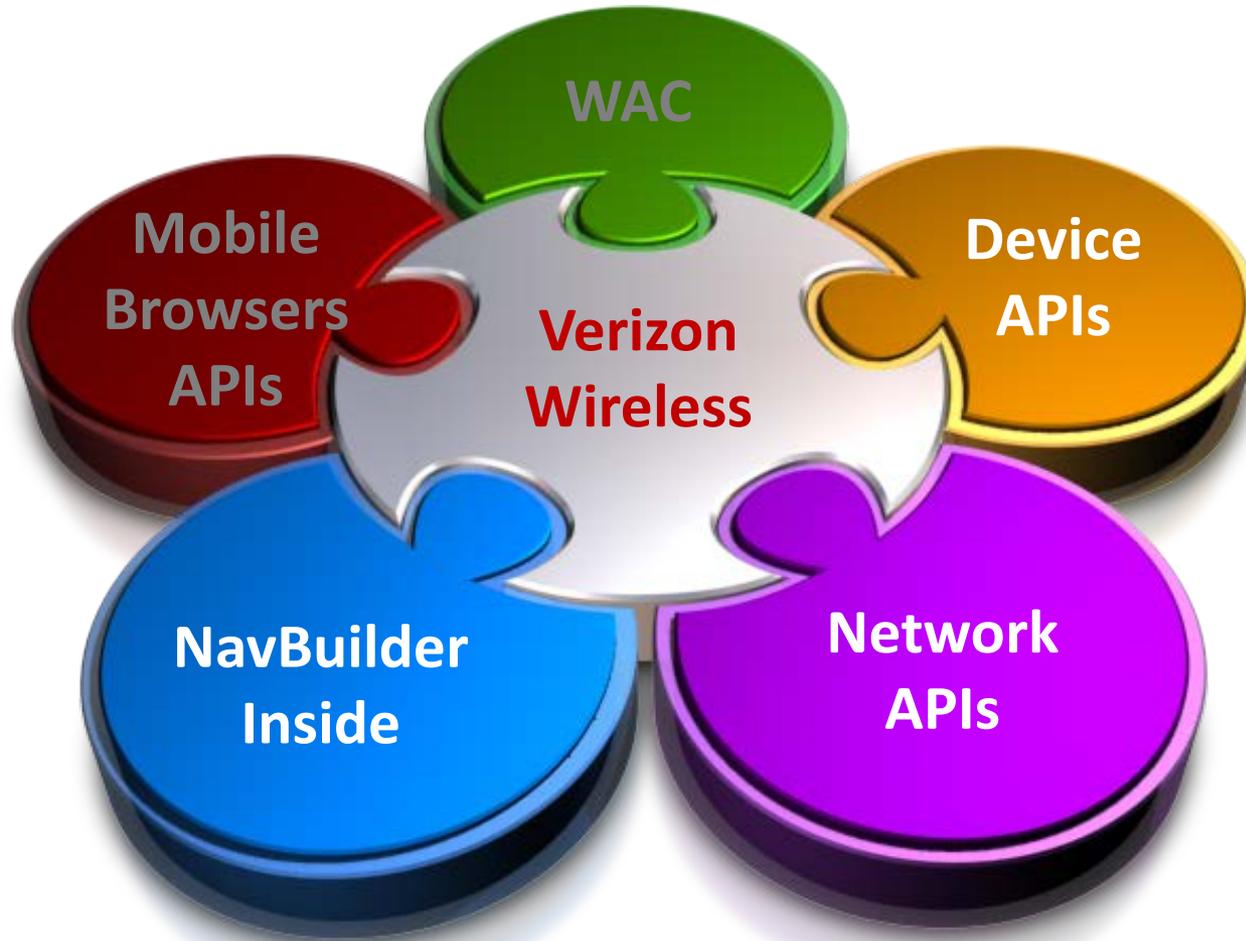
Hugh Fletcher
May2012



Verizon Network API Gateway



Monetize the Verizon Platform



- Verizon is a Platform similar to Google, Facebook, Foursquare, Twitter
- Platforms need APIs and service exposure to 3rd party developers to help unlock the value of the platform.
- Verizon has launched APIs for
 - Location
 - SMS/MMS
 - Terminal Status
 - Carrier Properties
 - Device Characteristics
 - Lab demo of QoS
- QoS or App Driven QoS (ADQ) could provide developer access to low level QCI
- Key ADQ issues include
 - Cross carrier support
 - Cross technology support (4G to WiFi)
 - Who pays?
 - Net neutrality
- These are examples of web services where operators have defensible value propositions

- Group Forming Networks: Reed's Law

- Location
- Presence
- Terminal Status
- Network Context
- Tools to facilitate group formation

- Telecommunications: Metcalfe's Law

- Voice
- IM
- email
- 2WSMS

- Broadcast Networks: Sarnoff's Law

- TV
- 1W SMS

