

The Evolution of Mobile Business Models and Mobile Strategies

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수요 예측

- Source: ARC Group, Forrester, Ovum, ...
- Mobile Internet
 - 향후 사용자: W.Europe>Asia/Pacific>U.S.>Japan
 - 향후 사용율: Japan>...
 - 향후 성장율: Asia/Pacific>Japan>Korea>W.Europe>U.S.
- Internet
 - 글로벌: 2004년경 Mobile > Fixed
 - 향후 사용율: U.S.>W.Europe>Japan>Korea>Asia/Pacific

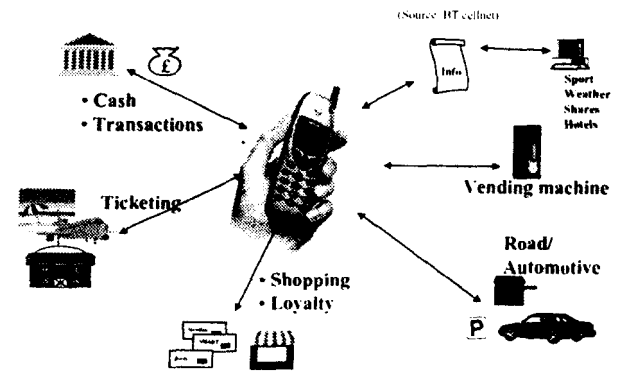
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Mobile Revolution

- 수요예측 결과: Fixed -> Mobile
 - 96-: Mobile신규>Fixed신규, Fixed수입감소
 - Fixed가입자 130년간 vs. Mobile가입자 20년간
- Hot Issue
 - COMDEX Fall 2000, Las Vegas: .Net
 - Wireless 2000, New Orleans
 - Fortune 500 중 20% 도입/계획
- 향후 전망
 - Fixed Business -> Mobile Business: IMT-2000, 수익유리
 - Evernet (Nesheim, 2000): Wireless, Genome, Education
 - Post-PC: Mobile NW

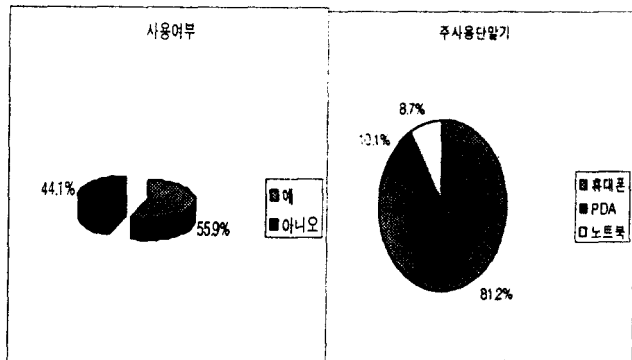
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m-Biz Arena



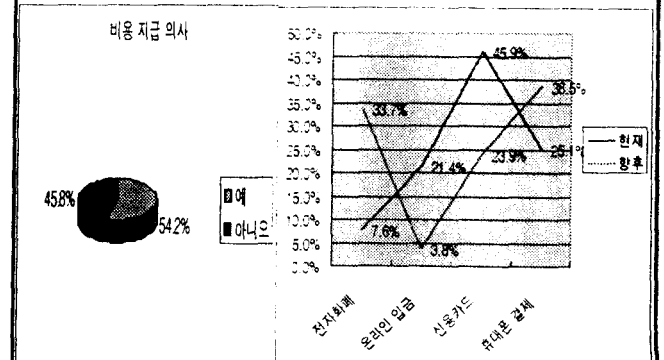
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사용 여부와 단말기

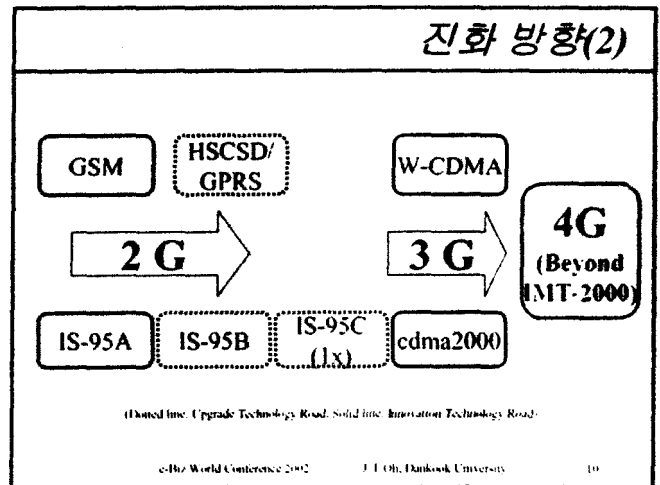
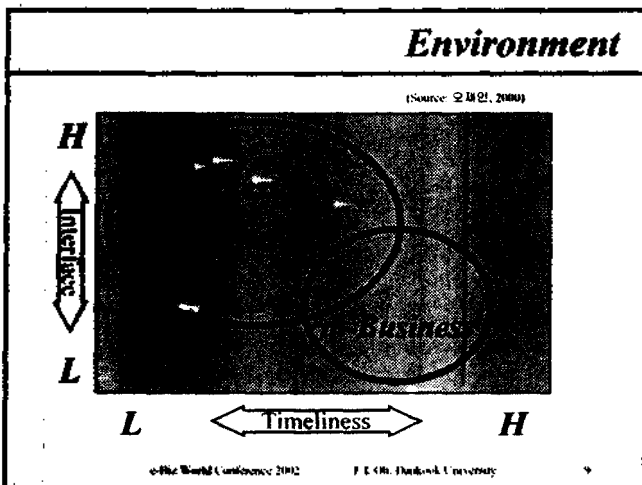
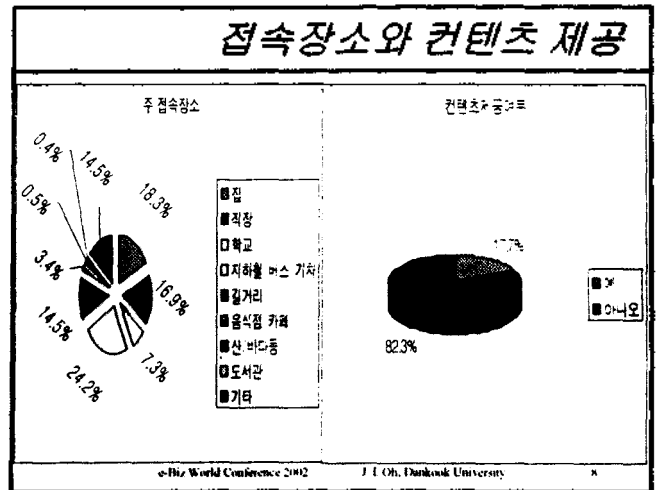
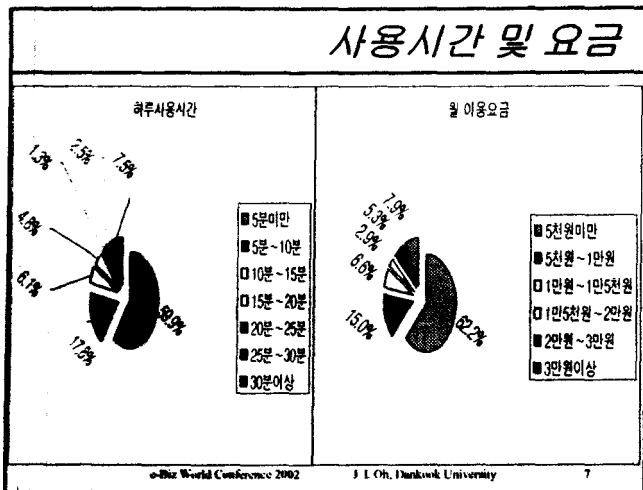


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비용 지급



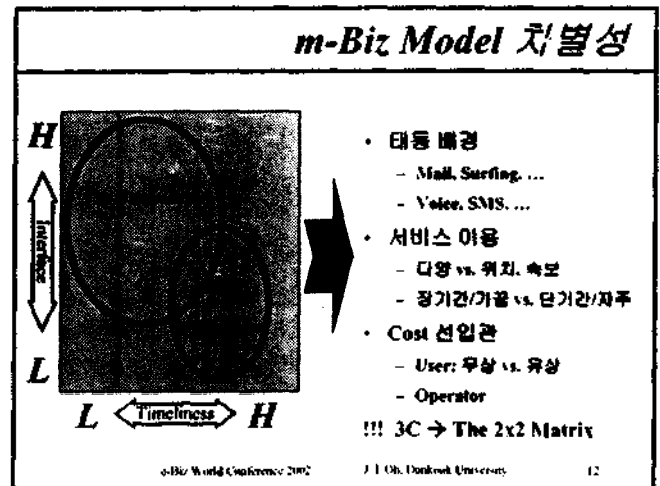
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기술 표준

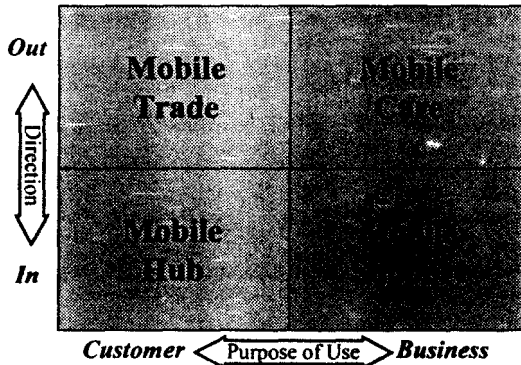
	동기식	비동기식
3G / Protocol	cdma 2000 / #1	W-CDMA / ITU-T
대역폭 (주파도)	1.25MHz/FA (1.2288Mbps)	5MHz/FA (3.84Mbps)
전송 속도	1FA/3FA로 384Kbps 실현	1FA로 384Kbps 실현
Air Interface (Radio Access NW)	Multiple Carrier	Direct Spread
Core NW	ANSI-41 (3GPP2)	GSM-MAP (3GPP)

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The 2x2 Matrix

(Source: 오재인, 2000)



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Mobile Care

Business Application + Out Direction

- Customer Care
 - Contract
 - e.g. 현장 보험계약/계약서 출력, 권타카
 - Lock in customer
 - Counsel, CRM
 - A/S, Compensation
 - 고객만족: e.g. 현장이력 관리, 병상에서 보상처리
 - Education Support: e.g. 학습자
- Supplier Care
 - Contract
 - Relationship Tracking, Salesperson inquiry
 - Counsel
 - A/S, Compensation

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Mobile Support

Business Application + In Direction

- Managerial Support
 - Intranet: 원격결제, 영상회의, 파일송수신, 사내망검색
 - PIMS: 일정관리, 명함관리, 메모관리, 글꼴관리
 - Job dispatch
 - Workgroup management
- Remote Support
 - Remote control
 - 원격제어/차량정단/결합/보안, 사고관리, 상태점검, 안전경광서비스
 - Logistics: ITS, Fleet management
 - Sales Force Automation
 - Supply Chain Integration

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Mobile Trade (1)

Customer Application + Out Direction

- Location
 - Location finder
 - ^FCC E-911 (01.10.-): e.g. xmarc.com, sigma-1.com
 - Navigation: e.g. geocaching
 - Telematics
 - mobile GIS, Emergency call, Self diagnosis, MO car
 - e.g. Mobile Office Outfitter
 - Traffic condition
- Advertising
 - Pull ad (e.g. HK Sunday Program), Push ad
 - Catalogs
 - Directories
 - ^향후 중요: 1to1 마케팅에 유용 -> Mass customization

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Mobile Trade (2)

- Contents
 - Info service
 - News/Weather, Sports, Surfing, Traffic, Travel, Leisure, Yellow page, 사진, 부동산정보, Portal
 - Survey
 - Entertainment
 - Game, Quiz, Humor, VOD(Movie, Music, TV), 운세, 안찰, 퀴즈, 뽀소리, 연애, Betting
 - Education
- Commerce
 - Shopping: Retail, Book, Computer, CD, Auction
 - Financial
 - Stock, Banking, Payment, Credit Card, PFMS, 환율, Insurance
 - Reservation/Ticketing
 - Telemedicine

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Mobile Hub

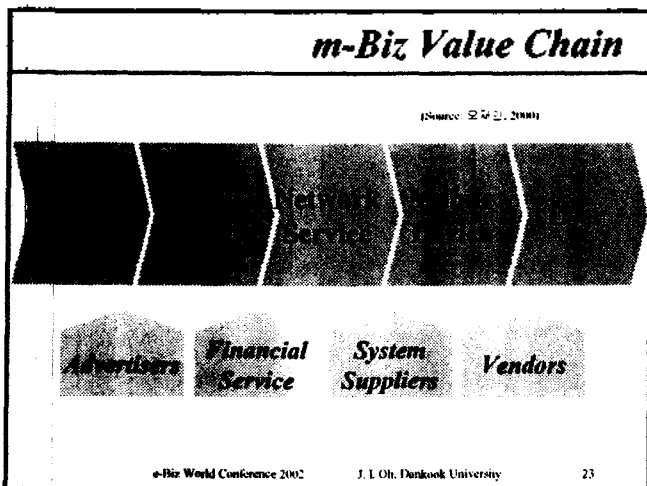
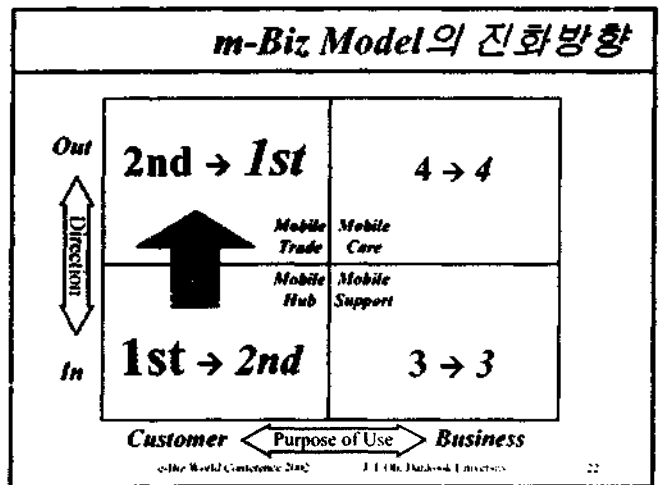
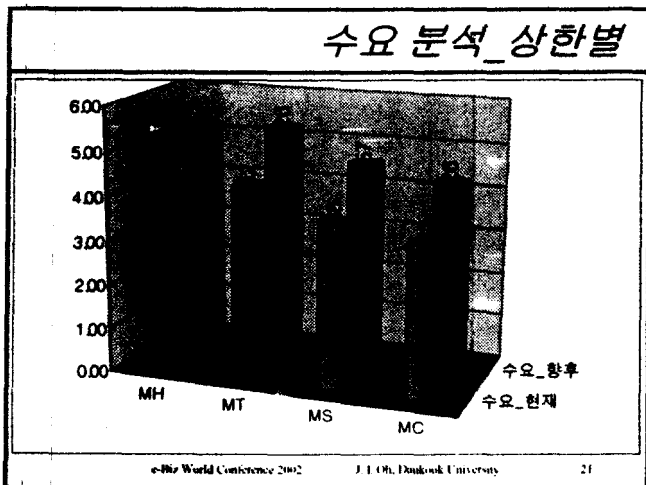
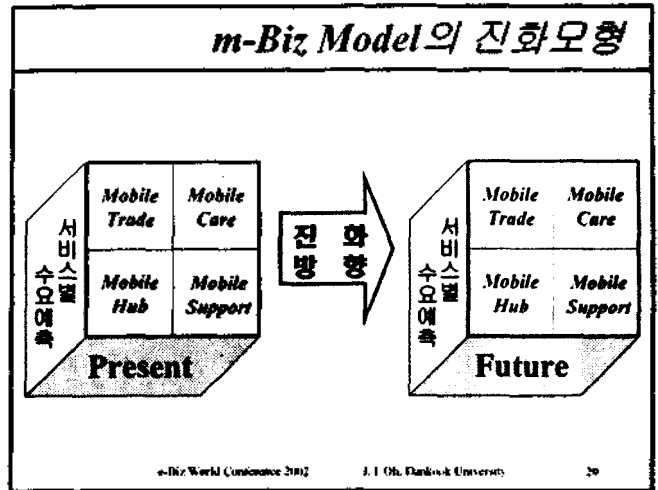
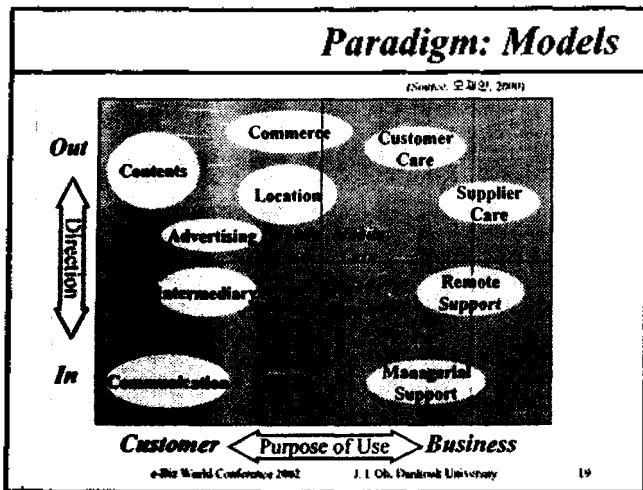
Customer Application + In Direction

- Communication
 - UMS
 - VOD메일, Voice 메일, e-mail, FAX 메일, VoIP
 - Community
 - 채팅, 동호회, 팬클럽
- Intermediary
 - Infomediary
 - 부동산중개,
 - File sharing

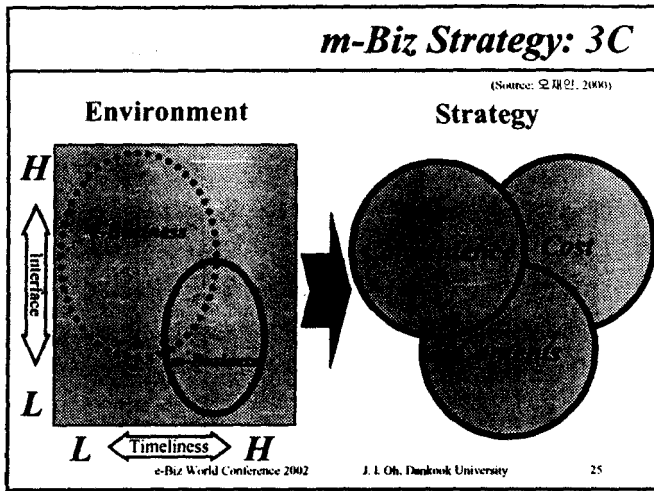
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- ### Billing Power
- Operator-Led Model
 - Mobile Portal 역할 수행
 - 조건: NW/GW/Billing power, 상당한 MS, 강한 인지도
 - 유입 수입: 수익배분 또는 일경비를 공제후 지급
 - Aggregator-Led Model
 - Fixed portal, PC통신, Brand new, CP
 - 조건: 기존 유통망에서 컨텐츠 고객 상당 확보
 - Operator에 관계없이 협력하여 수익극대화 가능
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- ### m-Biz 환경
- Convenience
 - Interface 극복: High expectation? ^i-mode
 - 단말기 복합화/다기능: Tangible UI (현재는 용의 확장)
 - Digital 제품의 일반화: e.g. ToTo
 - Contents
 - Suitable: Ubiquitous e.g. Contract, GIS, Ticketing
 - 쌍방향성: Prosumer
 - 글로벌/Contents 경쟁: 고객서비스 강화, 업무효율성 제고
 - Power shift: Up-stream으로, Down-stream 역할의 단순화
 - Cost
 - 수익모델 유리: 통신료 < Internet 접속료 < Contents/Ad수입
 - Compulsion: 급속 확산 e.g. 단말가격
 - Channel Enhancement: Fixed, Offline
 - 콘텐츠 시장 존재: PCS, TRS, ...
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