



## CTIA Tweepchat #ciscospchat

Transcript from March 10, 2011  
All times are British Time (BST)

### March 10, 2011

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- 12:37 am **CiscoLive:** Our SMEs will be joining the mobility tweetchat Mar 10, 9am PST <http://om.ly/BOoLI> #ciscospchat #ctiaw11
- 2:34 am **CiscoSPMobility:** Remember, #ciscospchat is tomorrow morning at 9am PST, 12pm EST. Looking forward to chatting <http://csc0.ly/6016uASC> #ciscospchat
- 3:12 am **MsMobileConverg:** RT @CiscoSPMobility: Remember, #ciscospchat is tomorrow morning at 9am PST, 12pm EST. Looking forward to chatting <http://csc0.ly/6016uASC> #ciscospchat
- 2:36 pm **CiscoSPMobility:** #Ciscospchat is today at 9am PST, 12pm EST. Join us for a pre-CTIA discussion <http://csc0.ly/6013uAtD> #CTIA #CTIAW11
- 3:08 pm **CiscoLive:** Put our #ctiaw11 tweetchat on your calendar: this Thurs, Mar 10 @ 9am PST <http://om.ly/BOqww> #ciscospchat
- 3:31 pm **FREDFEDERAL:** RT @CiscoLive: Put our #ctiaw11 tweetchat on your calendar: this Thurs, Mar 10 @ 9am PST <http://om.ly/BOqww> #ciscospchat
- 3:58 pm **CiscoSPMobility:** Today's #ciscospchat is about Mobile Monetization, Optimization, and Video Experience-just 1 hour till we start <http://csc0.ly/6010uAto>
- 4:44 pm **CiscoSPMobility:** Grab a cup of coffee before we start this week's #ciscospchat. Just 15 mins! <http://csc0.ly/6012uAQK>
- 4:53 pm **CiscoSPMobility:** Follow the hashtag #ciscospchat to join our pre-CTIA discussion <http://csc0.ly/6015uAQ3> #CTIA #CTIAW11
- 4:59 pm **jamncl4:** RT @CiscoSPMobility: Follow the hashtag #ciscospchat to join our pre-CTIA discussion <http://csc0.ly/6015uAQ3> #CTIA #CTIAW11
- 5:03 pm **jamncl4:** Hi Everyone! Welcome to the chat! #CiscoSPchat
- 5:03 pm **CiscoSPMobility:** Welcome to our first CTIA tweetchat! #ciscospchat How is everyone today?
- 5:05 pm **juan\_diaz\_diaz:** Good afternoon #ciscospchat
- 5:05 pm **twehmeier:** @CiscoSPMobility CTIA? I've only just got MWC out of the system! #ciscoSPchat
- 5:07 pm **jamncl4:** Anyone going CTIA this year? #CiscoSPchat
- 5:07 pm **MsMobileConverg:** @CiscoSPMobility #ciscospchat Well, thank you and you?
- 5:08 pm **jamncl4:** After talking about how EPC can help monetize and optimize your network, I'm going to Disney World! #CiscoSPchat
- 5:10 pm **PaulSatCisco:** Hello World! #CiscoSPchat. Who's going to Orlando?
- 5:11 pm **CiscoSPMobility:** @twehmeier Agreed, still digesting MWC. Would be great to know how much overlap we'll see b/w MWC & CTIA. #ciscospchat
- 5:11 pm **kurtcisco:** Have folks heard about our planned demos for CTIA? Watch here: [http://www.youtube.com/watch?v=ZO251Wmr\\_ZI](http://www.youtube.com/watch?v=ZO251Wmr_ZI) #CiscoSPchat
- 5:12 pm **MsMobileConverg:** @jamncl4 No #CTIA for me this year, touting #video and convergence / shifting ... and old favorite - revenue at #iptwvf #ciscospchat
- 5:12 pm **MsMobileConverg:** @PaulSatCisco Paul! MaMan! Welcome! #ciscospchat
- 5:13 pm **jamncl4:** @MsMobileConverg Sounds interesting. We are talking the same stuff at #CTIA. I'll have to check out #iptwvf #CiscoSPchat
- 5:14 pm **jamncl4:** @twehmeier Us East Coasters prefer Orlando over Vegas, but Orlando has some travel challenges #CiscoSPchat

5:14 pm **twehmeier:** @CiscoSPMobility Can't see beyond LTE, tablets & smartphones. It would be nice if prepaid strides in US got a shout though #ciscoSPchat

5:14 pm **PaulSATCisco:** #CiscoSPchat looking forward to being able to order food and drinks without having to use spanish, and to talk about our fave topic, VIDEO!

5:15 pm **Gabeuk:** @twehmeier @CiscoSPMobility what are the differences you see between US end-user market for mobile data and, say, W. Europe? #ciscoSPchat

5:15 pm **bobegan:** hi Folks #ciscospchat

5:16 pm **twehmeier:** @PaulSATCisco Full-size meals always a bonus in the US. I get bored of tapas after Day 1 of MWC #ciscoSPchat

5:16 pm **jamncl4:** @twehmeier We'll have some discussions at #CTIA on prepaid as we get quite a few Latin American customers in #ciscospchat

5:17 pm **jamncl4:** @twehmeier Some interesting prepaid monetization use cases. For example, zero rating apps to get people on prepaid service #Ciscospchat

5:17 pm **Gabeuk:** @jamncl4 @twehmeier I've been to Vegas. Consensus in the office is that it's better than Orlando, which I find hard to believe #ciscospchat

5:18 pm **PaulSATCisco:** #CiscoSPchat Lots of interest in mobile video at MWC, stacked 4 deep around the demo.

5:19 pm **PaulSATCisco:** #CiscoSPchat Rumors of someone called Kim Kardashian attending CTIA. Who is she?

5:19 pm **juan\_diaz\_diaz:** No #ctia for me i cover #mwc because is hosted at home #ciscospchat

5:19 pm **twehmeier:** @Gabeuk @jamncl4 Similar consensus in our office. Orlando was universally disliked by our bunch of analysts last time round #ciscoSPchat

5:20 pm **juan\_diaz\_diaz:** i will "tele-being" at #ctia hopefully i will catchat least the news #ciscospchat

5:20 pm **Gabeuk:** @PaulSATCisco yeah, you had a very busy booth #ciscospchat

5:20 pm **jamncl4:** @twehmeier @Gabeuk You are hanging with the wrong crowd. Wednesday night, we hit the town! :) #Ciscospchat

5:20 pm **PaulSATCisco:** @MsMobileConverg Hi Nora! Good to see you again. #CiscoSPchat

5:21 pm **underdev:** Video is a bit passe nowadays isn't it? What's the #ctia buzz going to be around RCS? #ciscospchat

5:21 pm **twehmeier:** @Gabeuk @PaulSATCisco Anyone feel a big opportunity to break big news at MWC was missed? Show daily headlines pretty average #ciscoSPchat

5:22 pm **bobegan:** @Gabeuk #ciscospchat anyone else have a problem with TweetChat today?

5:22 pm **jamncl4:** @Gabeuk US market doesn't even think about roaming any more except for us few international travelers! #ciscospchat

5:22 pm **twehmeier:** @jamncl4 @Gabeuk Have you invited Mickey & Minnie out? #ciscoSPchat

5:23 pm **twehmeier:** @jamncl4 @Gabeuk They're still just thinking about the coverage gaps, right? :) #ciscoSPchat

5:23 pm **PaulSATCisco:** Hi @bobegan Long time no see. You still in New England? #CiscoSPchat

5:23 pm **Gabeuk:** @underdev RCS is at least partly video in any case #ciscospchat

5:24 pm **bobegan:** Yes sir, Living on Cape Cod. How are you doing? RT @Gabeuk: @PaulSATCisco yeah, you had a very busy booth #ciscospchat

5:24 pm **kurtcisco:** If at #ctiaw11, please stop by. We'd love to discuss our recent MOVE announcement and the new solutions we introduced. #ciscospchat

5:26 pm **kurtcisco:** For some background, visit [www.cisco.com/go/move](http://www.cisco.com/go/move). #ciscospchat

5:26 pm **underdev:** @Gabeuk yeah - good point. I suppose the real issue with implementing RCS is all the mess (whoa, that rhymes!) #ciscospchat

5:27 pm **PaulSATCisco:** @Gabeuk #CiscoSPchat Yes, very busy. I had a 1st ever at MWC, a customer who wanted to buy it there and then. Didn't have a big enough box

5:27 pm **jamncl4:** @Gabeuk We got lots of interest in SP WiFi. Mainly from Asia and Euro, but also beginning from US. We'll see more at CTIA #Ciscospchat

5:28 pm **PaulSATCisco:** #CiscoSPchat @MsMobileConverg Nora can you enlarge on yr Q? Video is already important to big brands, so I must not be following you

5:30 pm **twehmeier:** @jamncl4 Interesting. Have you guys projected growth of public WiFi APs? I see Cisco cited 750k recently. How big can it go? #ciscoSPchat

5:31 pm **jamncl4:** @Gabeuk RCS tends to be a bad word, but seeing lots of presence/messaging/video collaboration interest #CiscoSPchat

5:31 pm **CiscoSPMobility:** Download our #ctiaw11 mobile app <http://csc0.ly/6012uAvr> to earn Flips and CPA points! #ciscospchat

5:32 pm **kurtcisco:** Navigation tip: the Cisco booth at #ctiaw11 is right in the center of the hall; booth #3064. Near T-Mobile. See you there! #ciscospchat

5:32 pm **Gabeuk:** @jamncl4 European operators have gone through a big change of heart on WiFi and are now very positive. #ciscospchat

5:33 pm **disruptivedean:** @jamncl4 @Gabeuk RCS is one of those topics where I get to say "and seventeenthly" when discussing problems & issues #CiscoSPchat

5:34 pm **twehmeier:** I do wonder what impact spread of public WiFi will have on urgency of operators to capture the mobile data roaming opportunity #ciscoSPchat

5:34 pm **jamncl4:** @Gabeuk It's ironic. I was at a WiFi company 5 years ago. Things never happen as fast you thing #CiscoSPchat

5:34 pm **Gabeuk:** @jamncl4 yes, the phrase RCS is encumbered. Interesting to hear from VZW that it's strategically committed to that services set #ciscospchat

5:34 pm **juan\_diaz\_diaz:** Will #cisco have the same kind of booth in #ctia as in #mwc #ciscospchat

5:35 pm **rgruia:** @disruptivedean @jamncl4 @Gabeuk The Euro Big 5 are on record saying there will be some RCS RFP this year... #CiscoSPchat

5:35 pm **Gabeuk:** @jamncl4 ha. see RCS #ciscospchat

5:36 pm **jamncl4:** @disruptivedean Do you think any "RCS services" have value? As opposed to actual RCS? #Ciscospchat

5:36 pm **Gabeuk:** @juan\_diaz\_diaz would guess they'll go for something bigger (American size!) on home soil #ciscospchat

5:37 pm **disruptivedean:** @jamncl4 potentially yes, especially single-operator internal use cases like customer care. Also if RCS can be done OTT-style #ciscospchat

5:37 pm **jamncl4:** @juan\_diaz\_diaz I think the booth is similar in size, but without the extensive meeting space we had at MWC #ciscospchat

5:38 pm **rgruia:** @disruptivedean @jamncl4 RCS-e is a step in the right direction as far as interop goes but the Q is who'll pay for the handsets #CiscoSPchat

5:38 pm **rgruia:** @Gabeuk @disruptivedean @jamncl4 Some SPs (e.g. Orange) think that "if we build it, they will come" but that's Field of Dreams #CiscoSPchat

5:40 pm **Teresacottam:** @rgruia Hi Ronald - yes the build it and they will come days are long gone. #ciscospchat

5:41 pm **rgruia:** @jamncl4 @disruptivedean NTT DoCoMo & SKTel have RCS network VAS & have had some degree of success: SKTel ~ 450k subs for video #CiscoSPchat

5:42 pm **bobegan:** @PaulSATCisco #CiscoSPchat Hi Paul, yes, a long time. Still in new england - on Cape Cod now. How are you ?

5:43 pm **deborahs:** We'll have more CTIA updates in our mobility community <http://bit.ly/6kHla1> #ciscospchat

5:43 pm **jamncl4:** Sometimes the terms in the industry become negatives, but the goals are still needed #Ciscospchat

5:43 pm **rgruia:** Some SPs believe the R&D investment's small (going from RCS to RCS-e) but vendors still haven't recouped their orig. RCS inv. #CiscoSPchat

5:44 pm **saleskingonline:** RT @CiscoSPMobility: Download our #ctiaw11 mobile app <http://csc0.ly/6012uAvr> to earn Flips and CPA points! #ciscospchat

5:44 pm **bobegan:** Nice to meet you RT @deborahs: We'll have more CTIA updates in our mobility community <http://bit.ly/6kHla1> #ciscospchat

5:44 pm **Dan\_Rowinski:** @CiscoSPMobility #CiscoSPchat - What is the general roadmap for mobile security with the Sybase/Samsung partnership?

5:44 pm **disruptivedean:** Operator public WiFi def becoming more important. But poor UI coexistence with private WiFi & user choice with ANDSF or I-WLAN #ciscospchat

5:44 pm **jamncl4:** I gotta run. Thanks for the chat. See some of you at CTIA. First roller coaster ride is on me #CiscoSPchat

5:46 pm **bobegan:** @Dan\_Rowinski taking matters into their own hands - Google isnt doing it #CiscoSPchat

5:46 pm **Gabeuk:** @disruptivedean do you see any potential to make private WiFi part of the operator 'experience'? e.g. Fon-style? #ciscospchat

5:46 pm **juan\_diaz\_diaz:** Will the #cisco booth at #ctiaw11 have the same solutions as in #mwc11 ?? #ciscospchat

5:47 pm **CiscoSPMobility:** @Dan\_Rowinski Looking forward to discuss mobile security at #ctiaw11! See you there? #ciscospchat

5:47 pm **Teresacottam:** Still 2 much talk about industry needs, wants, thinks & not enough about customers. Still build it & they will come mentality #ciscospchat

5:48 pm **underdev:** Saw this on Mobile Europe other day: "RCS-lite" - the big difference is flexibility and interop <http://bit.ly/fiNp0u> #ciscoSPchat @keithdyer

5:49 pm **CiscoSPMobility:** Thanks everyone for the very productive #ciscospchat! Join us again next Thursday, 9am PDT/12pm EDT! <http://csc0.ly/6014uAvo>

5:49 pm **rgruia:** @jamncl4 OK, Jonathan - good to see you here again - sorry I joined late, but better late than never ;-) #CiscoSPchat

5:50 pm **MsMobileConverg:** @CiscoSPMobility Thank you as always #ciscospchat Do have a wonderful rest of the day!

5:51 pm **bobegan:** buy buy everyone. have a great rest of day #ciscospchat

5:51 pm **juan\_diaz\_diaz:** @jamncl4 thats why year after year companies host their meeting-hospitalities in hotels off-the main @mwc11 venue #ciscospchat

5:52 pm **CiscoSPMobility:** Thanks again! We'll be announcing the winner of Mark Grayson and Kevin Shatzkamer's Building the Mobile Internet soon! #ciscospchat

5:53 pm **juan\_diaz\_diaz:** @Teresacottam the market development goes with operator rules as there is not yet any alternative #ciscospchat

5:54 pm **rgruia:** @Teresacottam Was there a quote by Steve Jobs saying that one has to start w/ the end-user & then work back towards technology? #CiscoSPchat

5:56 pm **rgruia:** I wonder how many SPs have gotten that message... #CiscoSPchat

5:56 pm **juan\_diaz\_diaz:** @Teresacottam the wifi-user-supported infrastructure can develop in a kind of operatorless managed data network #ciscospchat

5:57 pm **Teresacottam:** @juan\_diaz\_diaz It's imp to deliver what custs need & want. #scrm means we have more insight on what that is than ever b4 #ciscospchat

5:57 pm **juan\_diaz\_diaz:** @CiscoSPMobility cu next thursday #ciscospchat

5:59 pm **Teresacottam:** @rgruia That's absolutely right. Gt service/offer/tech & no custs = #fail <Jobs says start with end user & work back to tech> #ciscospchat

6:19 pm **rgruia:** @Gabeuk @disruptivedean @jamncl4 @Teresacottam @CiscoSPMobility Thanks everyone - yet another great #CiscoSPchat

7:43 pm **TANGOTELECOM:** RT @twehmeier: I do wonder what impact spread of public WiFi will have on urgency of operators to capture the mobile data roaming opportunity #ciscoSPchat