



EXECUTIVE SUMMARY

Definitions of Field Trials of Bundled Customer Services in Finland, Netherlands and UK

Background

The provision of wide ranging householder and small business services using communications is a developing major market in the deregulation of energy, communications and services. The market for services is large with, as yet, no “killer” application identified which can on its own justify the services infrastructure. Services bundling is required, within which each service contributes to the financial viability of providing the services to large numbers of beneficiaries. Technologies have been developed which enable services to be bundled together which use different communication media and protocols within the household. This removes the requirement for complete standardisation. From a receiver of services perspective, services are required to be provided so that choice can be exercised on the basis of quality and cost of services from different providers. Finland, Netherlands and the UK are participating in this project to define a Field Trial of Bundled Services. A Field Trial demonstration of the cost-effective provision of bundled services is required in order to demonstrate the methodology and drive the market forward. A consortium of international partners has been formed in order to complete the project.

Objectives

This Stage 1 project is to define the services, service businesses and service implementation architectures to be included in the Field Trials of bundled services in participating countries. The later Stage 2 project is to co-ordinate the implementation of Services Field Trials in participating countries. In order to define the Field Trials and deliver results which reflect a real market implementation, a definition of how real services markets would operate is required. Costs for implementing the Field Trials and the scope of the Trials in terms of numbers of households and services to be provided require estimation. Operational and business architectures to deliver a market for services are required to be defined together with the responsibilities of the various actors. Issues of enabling and disabling access by Service Providers to householder and building services are critical to the efficient functioning of a services market and need to be considered in the technical architecture. The benefits of providing bundled services and also carrying out Field Trials require assessment.

Approach

The approach taken to define the Field Trials of bundled services in participating countries has been to firstly define attractive, potential service bundles in terms of their content, benefit and method of implementation. Business and Technical architectures have been developed which are applicable to the wider market and a subset of these defined for the Field Trials. Major business functions have been identified and described for the wide scale implementation of bundled services. Based on the definition of bundles of services to be installed and delivered to a population of households, implementation and management costs for the Field Trial have been estimated.

Results

The content, scope and costs for Field Trials in participating countries have been defined, comprising hundreds of households and several buildings. Preferred, operational and business architectures have been defined, as well as functional responsibilities. The Field Trials have been scheduled over a several year time frame. The total costs of implementing the Field Trials include all work carried out, financial payments and project management.

Implications

The provision of bundled services to achieve “hands free serviced homes” and buildings is potentially a multi-billion business world-wide. It is essential that manufacturing industries in the participating countries are able to obtain a major share of that business in terms of enabled service technologies, communication access and customer gateways and servers. It is also essential that service companies are established which have the capability and vision to provide bundled services to the market. Services within the bundles, if provided on a wide scale, have implications for energy saving and efficiency, infirm and medical monitoring and impact on care homes construction, service contracts for household equipment as well as household insurance. Electricity supply and network businesses could also be impacted in some situations as a result of managed generation embedded at the householder and building level.

Implementation of the defined Field Trials using flexible gateways and servers is recommended in order to demonstrate the provision of diverse, bundled services and to prime the market for their wide scale implementation.

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