

WebRTC, A new disruptive communications technology

Definition

What are WebRTC?

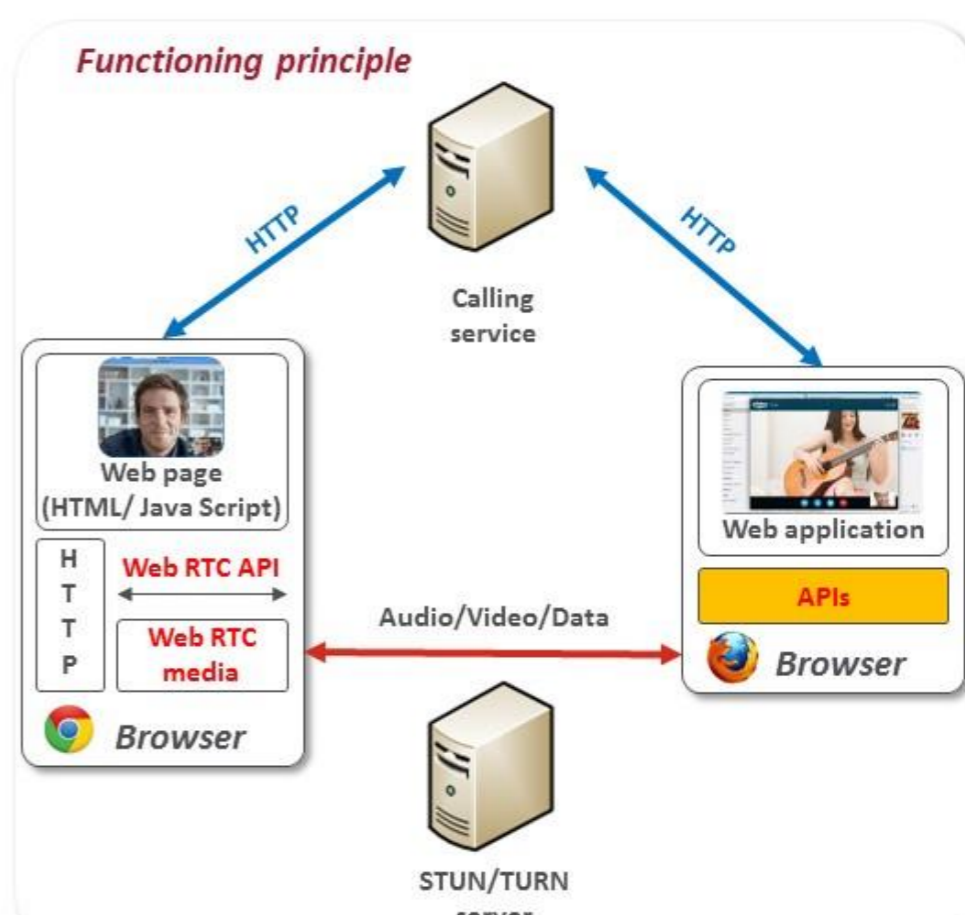
Technology overview

Definition

Literally, **Web Real Time Communications**, WebRTC is a technology based on HTML5 that enables the communication between two browsers (or any other application) without plugins.

Main Sponsors

WebRTC is supported mainly by: Google, Mozilla, W3C (W3C WebRTC working group), IETF, Apple, AT&T, Telefonica, and others

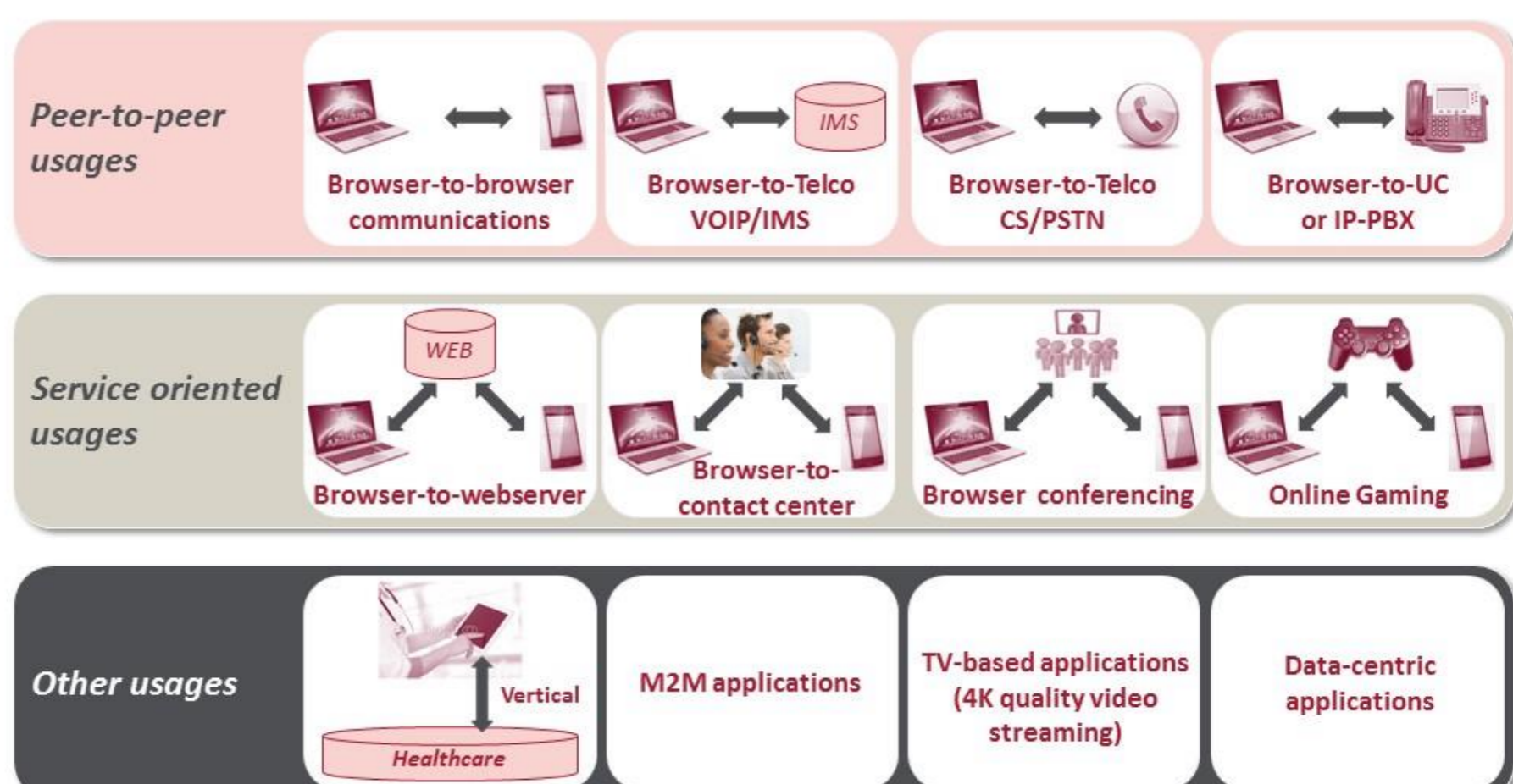


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Applications and use cases

What are WebRTC?

WebRTC applications and use cases



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Impacted businesses

Impacted Businesses

Main Businesses to be impacted by WebRTC



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Impact on non telcos

What are the main impacts on non-telecom market players?

Main impacted non-Telco players

OTTs, Microsoft (Skype), Apple, Ericsson, Cisco, etc

Main threats

1. WebRTC will weaken the proprietary model
2. Telephony and Network equipment vendor might lose margins
3. Startups will find it easier to enter the UC market

How do they react ?

- Microsoft launches a 2nd WebRTC Standard to protect Skype: CU-RTC-Web
- Ericsson and Cisco are favoring the Browser-to-gateway WebRTC approach in order to protect their core activity on telephony (to avoid the 100% pure internet networking, which is possible via Browser-to-browser)

Major Trends

Google

Google wants to reinforce browsing at the expense of the app model

Microsoft

Microsoft wants to secure its market leadership with Skype

Apple

Apple is sticking to its proprietary model, at least in the short term

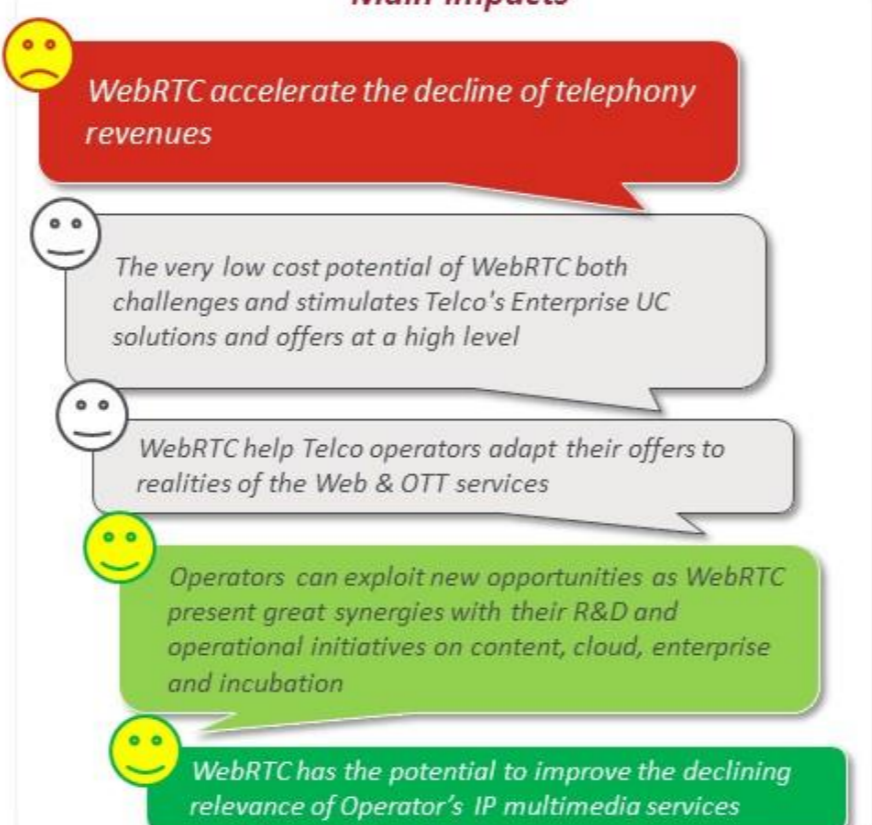
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Impact on telcos

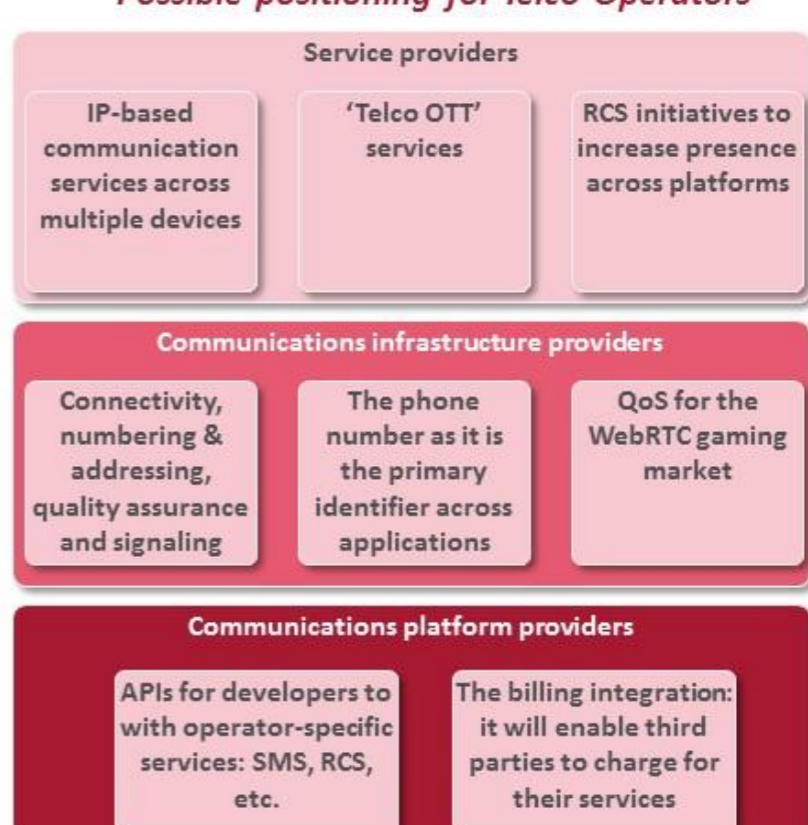
What are the main impacts on Telecom Operators?

WebRTC is both a threat and a great opportunity for Telcos to reposition themselves on the market

Main impacts



Possible positioning for Telco Operators



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Conclusion

3 key takeaways to remember about WebRTC

1. WebRTC are a communications' standard, now natively embedded on two Internet browsers, Google Chrome and Mozilla Firefox, and soon embedded in any other application
2. WebRTC open new usages compared to real-time rich communications.
3. WebRTC have a great impact telecom operators as well as equipment providers such as Cisco and Ericsson, as it jeopardises investments in networks and proprietary solutions.

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