

Making telcos think in *packets*.



“ Guys, we can save money and swap out all our routers -- the new DWDM kit has GMPLS built in! ”



What are the challenges?

History

Learning
Cycle

Career
Ladder

People

Cult Status

Vendors



History

- Our Boards and Senior Teams mostly consist of circuit switched guys
- They've grown up and learnt via a step-by-step process
- They've been moulded to believe in things like “Fundamental Planning” and separation between “Development and Operations”



“ Can you stop drawing that damn cloud and draw point to point connections instead?!! ”



Learning Cycle

- Network engineers are self starters, and you can often pick out a winner within 3-4 weeks
- Telco engineers have learnt in a structured manner, and mostly learn their IP from seminars and conferences
- IP boys are generally less willing to share with people they believe do not have the minimal pre-requisites to learn



“ He’s only got 4 years working experience --
and he wants to be paid how much?! ”

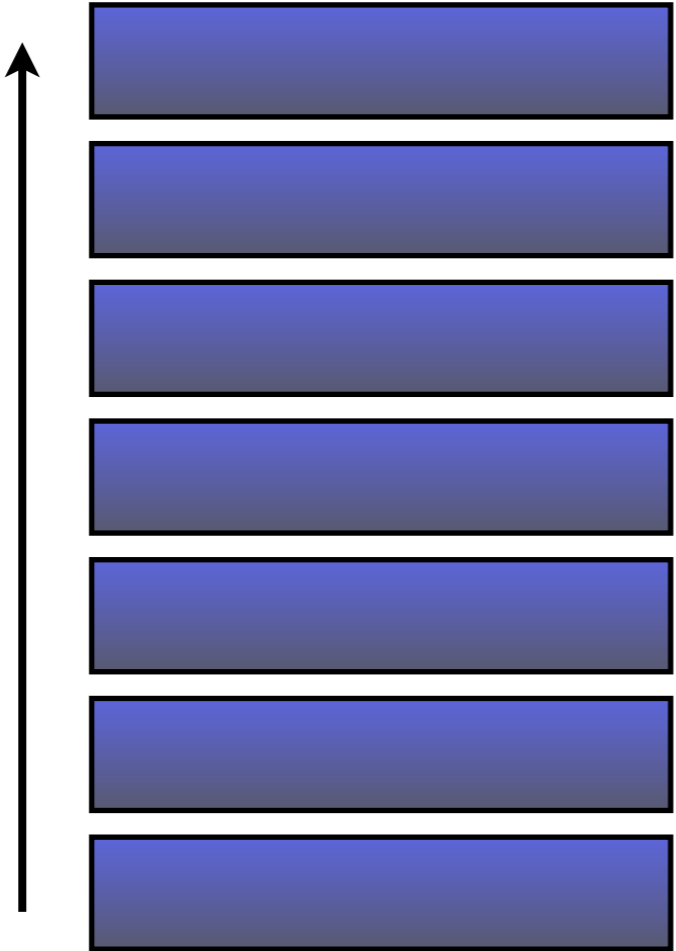


Career
Ladder



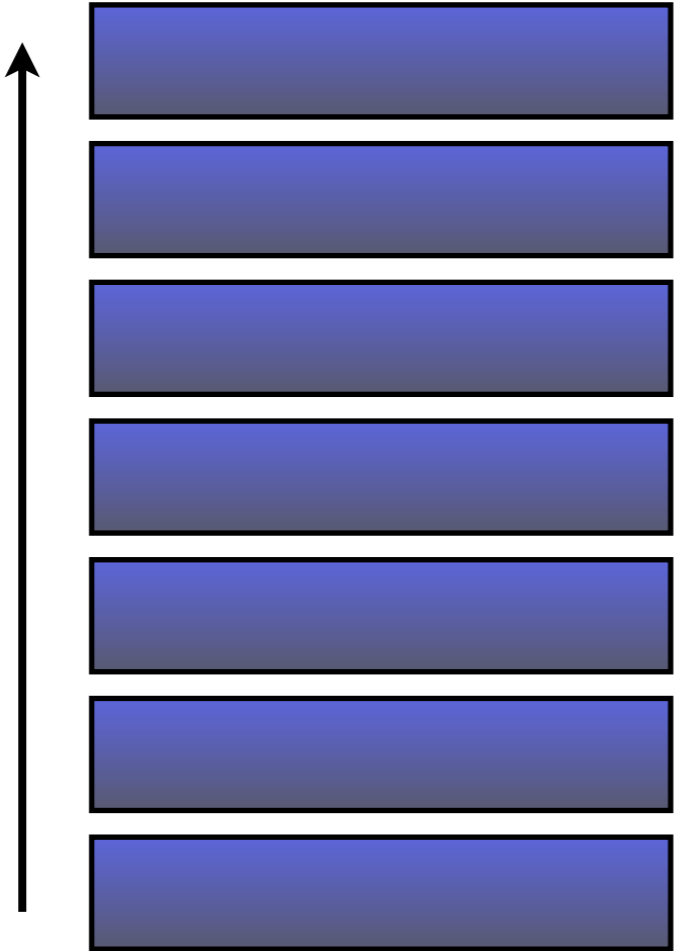
Career
Ladder

Conventional

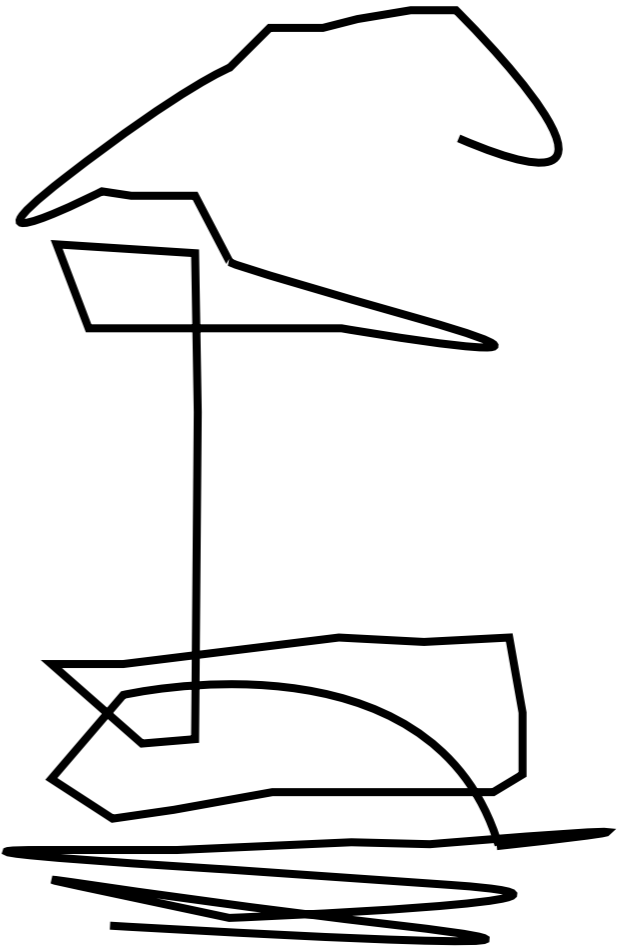


Career Ladder

Conventional



IP



People

- The biggest challenge is that IP guys don't necessarily see value in maturing professionally
- The longer we ignore the managerial and administrative aspects of our career development, the worst we are making it for the rest of the community
- We can't skip every step. It pays to break away from the pack and move up the ladder



Cult Status

- We also have a habit of keeping things too ourselves and not wanting to be questioned
- In short, we're not doing our part in building the "trust capital" with our Leaders, and are often seen engineers in a lab
- Our CxOs have trouble understanding us, and thus have even more trouble communicating our needs and difficulties to the Board



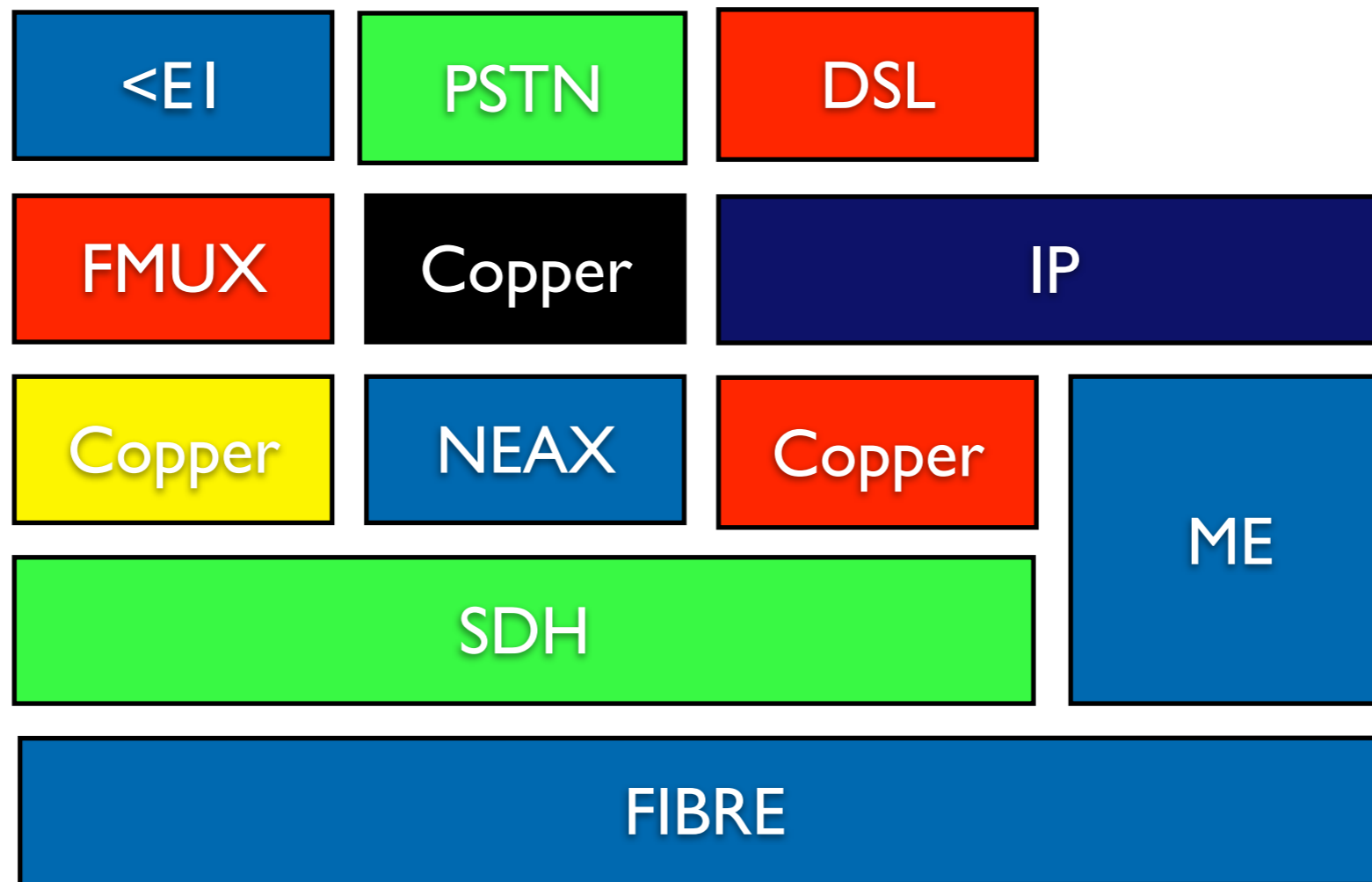
“ We can delete DWDM -- Our T320s have
10G LH modules! ”



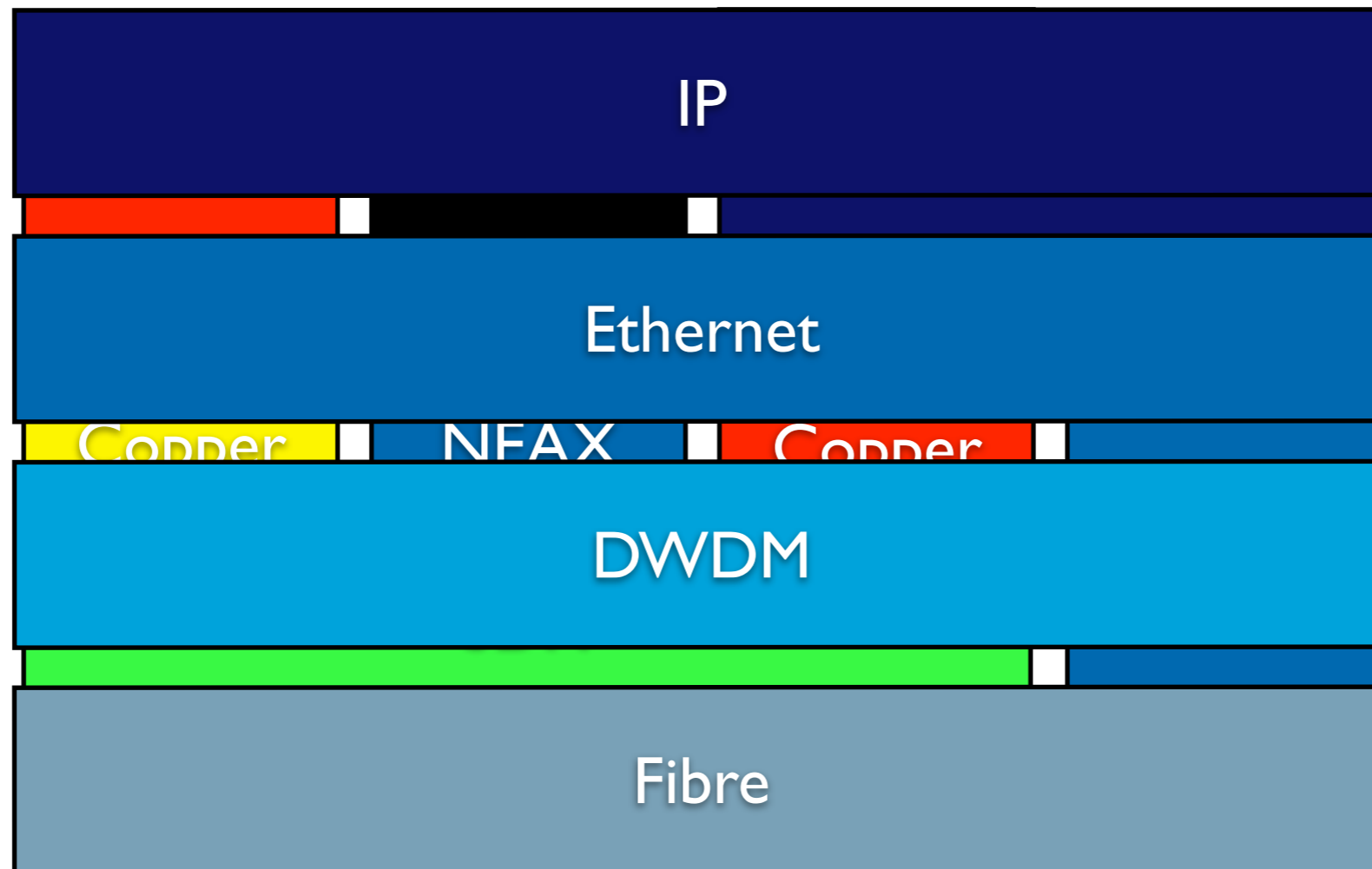
Apprehension



Apprehension



Apprehension



Apprehension

IP

Ethernet

DWDM

Fibre



Vendors

- Quit experimenting on our mission critical deployments
- Give us a straight answer that are based on some install base experience
- Learn from the GSM boys on how to roadmap and take your customers by the hand
- Stop promising the earth, and trying to act as intermediaries to our Leaders



In Summary

- Understand and accept that we have to “conventionalize” to be accepted
- Taking over the reins is a big step, and we have to prove ourselves commercially, managerially and technically
- Don't rush your career development. Take on tasks outside your comfort zone



Don't forget
the end
game.

The Telco Universe

IP



Don't forget
the end
game.

The IP Universe
IP Thinking

IP



Thank you.

