

IPv6 Lessons at T-Mobile US

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Quick IPv6 update at T-Mobile US

- 5 IPv6 handsets that are 464XLAT by default
- 3.6 million customers on IPv6 in 5 months
- 15+ % of all connections are IPv6 end-to-end
- All new Android 4.3+ phones and tablets are IPv6 / 464XLAT by default

Lesson #1: Don't Let “perfect” be the enemy of “good”

- Setup a “friendly user trial” / Beta offering
 - Technology focused customers are willing to help
 - Make incremental improvements to the Beta offering, and soon the Beta will become production quality
- Start with a small scope, and grow it over time
 - Can we launch the simplest product first?
- Talk more about what “DOES WORK” and less about what “DOES NOT WORK”

Lesson #2: Make IPv6 Deployment Free

- IT equipment and software is always being upgraded
 - Include IPv6 features in all procurement now
 - Over time, you will find the scope of equipment that cannot work with IPv6 is very small
- If the cost is near zero, that matches the low “revenue benefit” from IPv6
 - ROI on \$0 is 0 days

Lesson #3: Be the IPv6 evangelist

- Always have the “elevator pitch” for IPv6
- Given that IPv6 is inevitable, always ask how other projects relate to IPv6