



Aalto University
School of Electrical
Engineering

ELEC-E7830 Value Network Design for Internet Services

Case Cumucore – VNC

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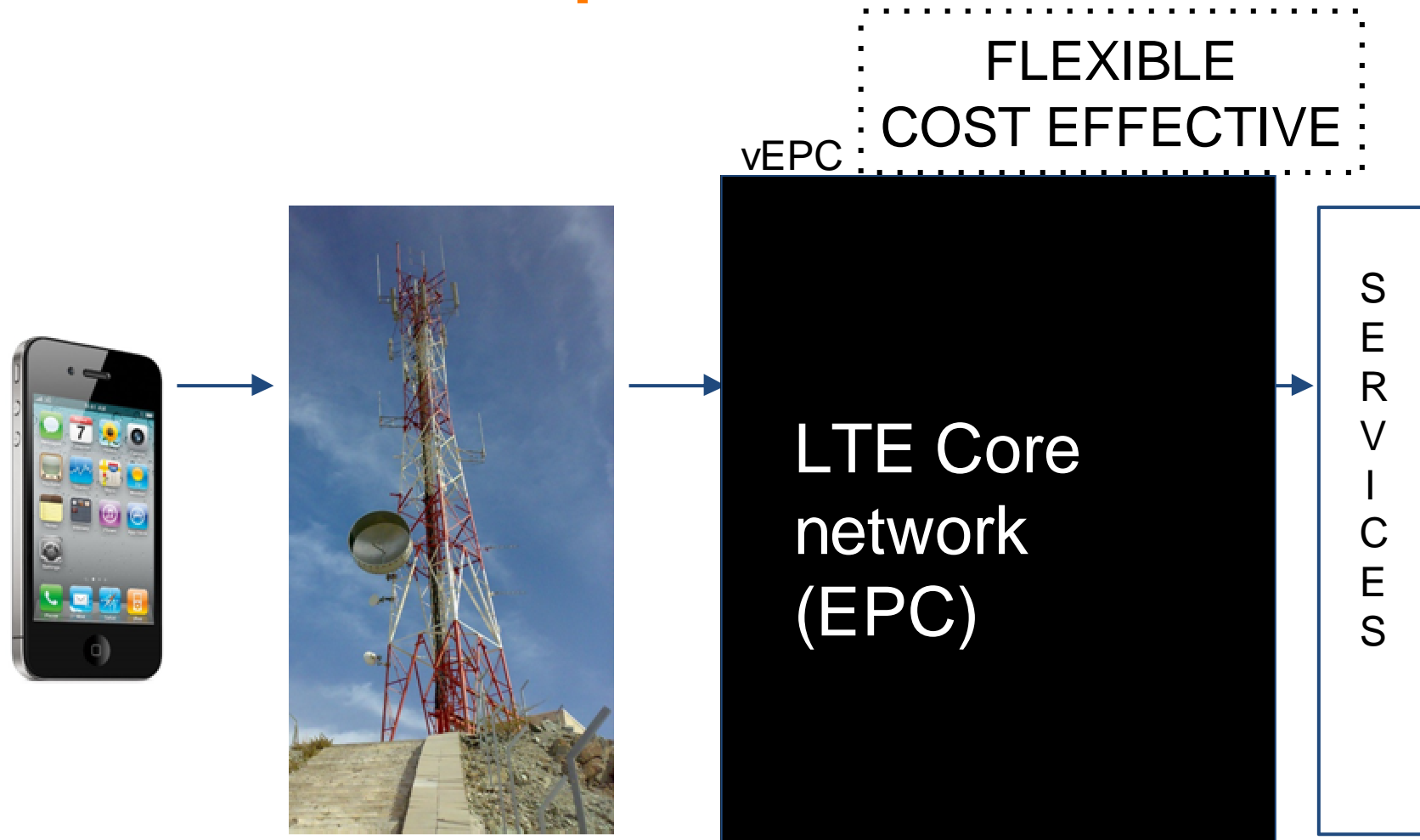
Niko Perera

Company Case Description

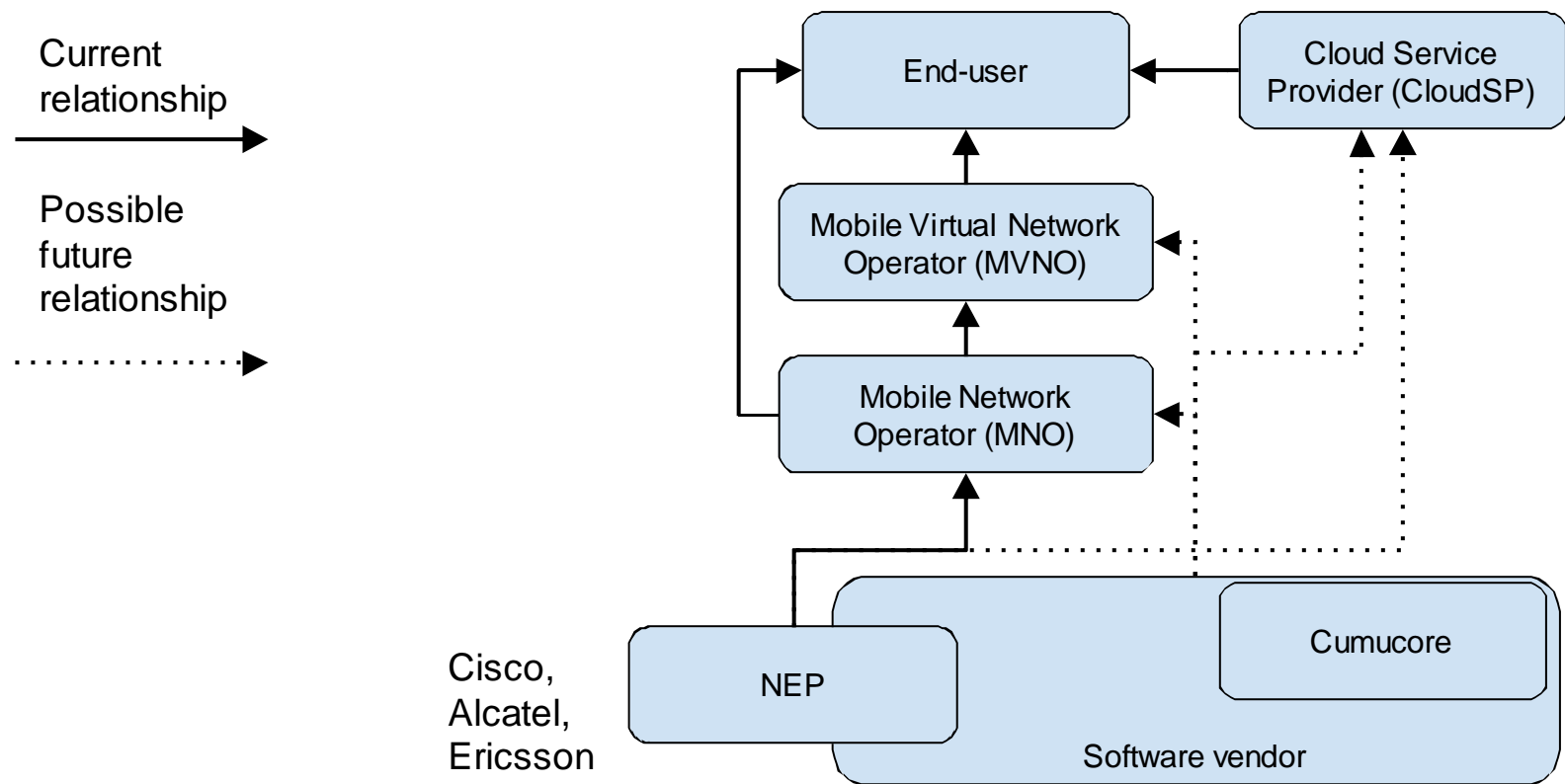
Cumucore

- Originated from SIGMONA project
- Aalto startup
- Cumucore is selling vEPC
- How to bring a light-weight cloud-based EPC on the market?

Technical description



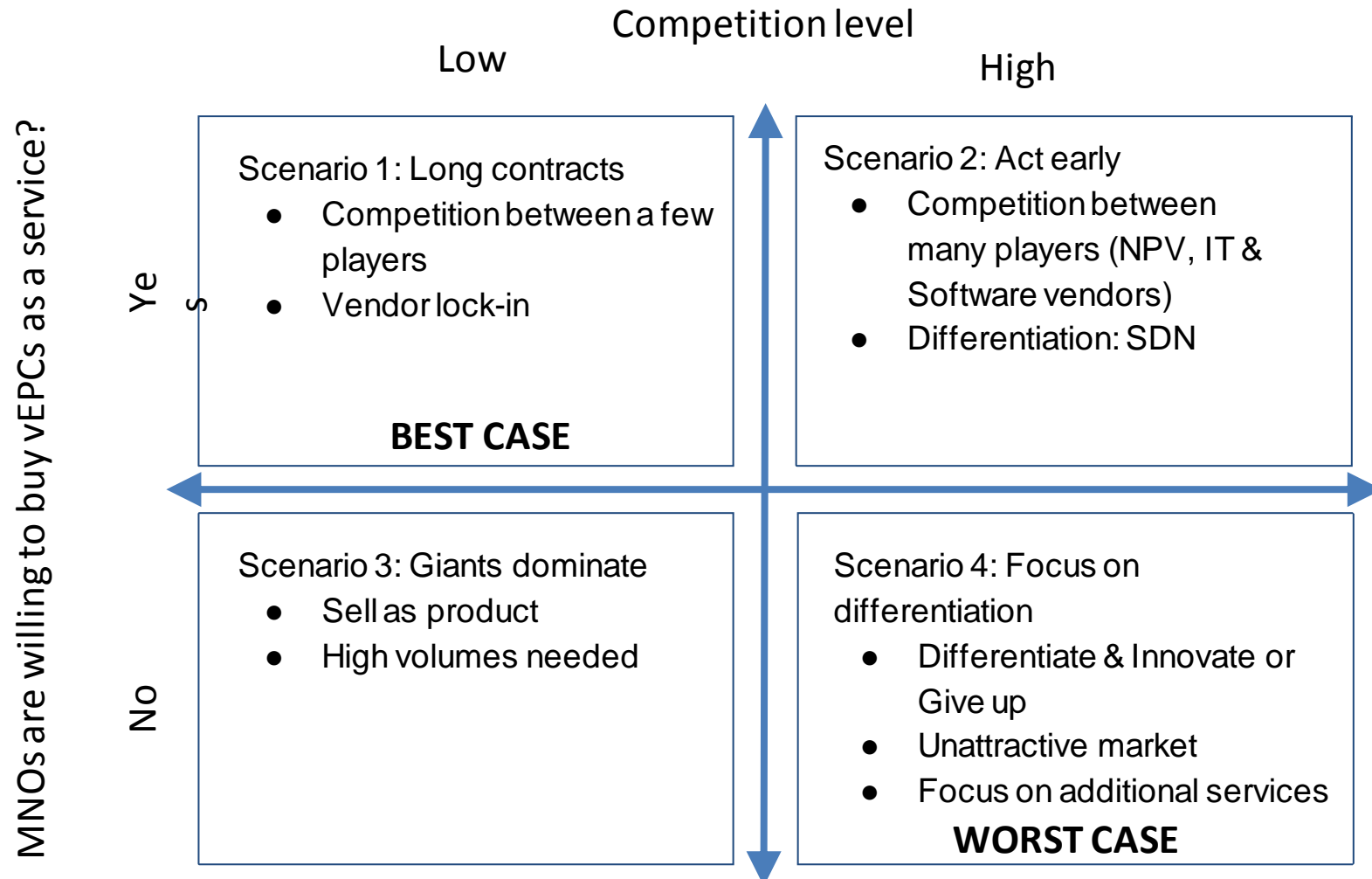
Major Stakeholders



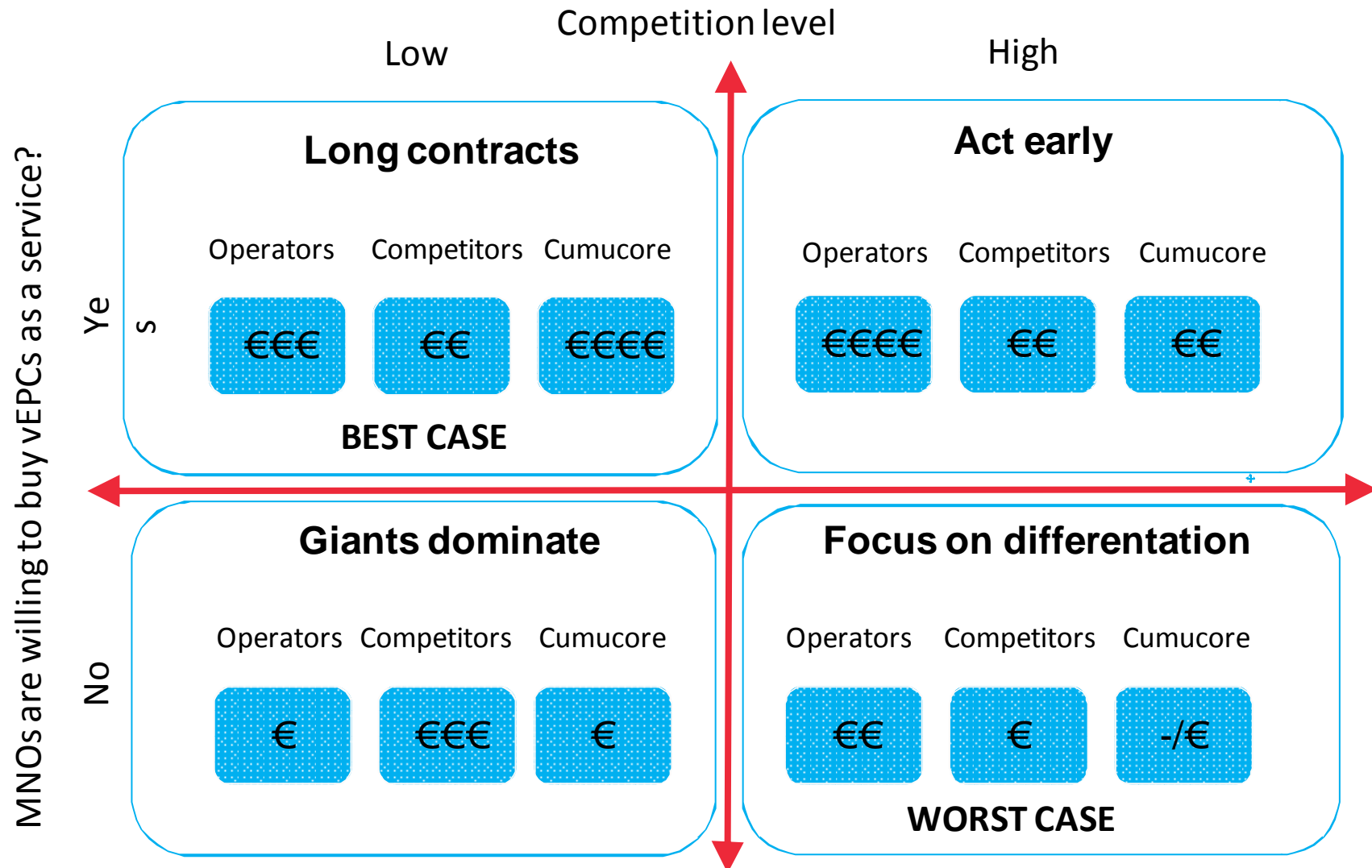
Key market uncertainties

- **What will be the competition level of the EPC market?**
- **Will MNOs buy vEPC as a service or as a product?**
- Will virtualization of LTE lower the costs significantly?
- Will few NEPs, IT vendors or software vendors provide mobile infrastructure and technical support in the future?
- Will the MNOs expand to the partly in-house Internet service or stay in providing mobile services?

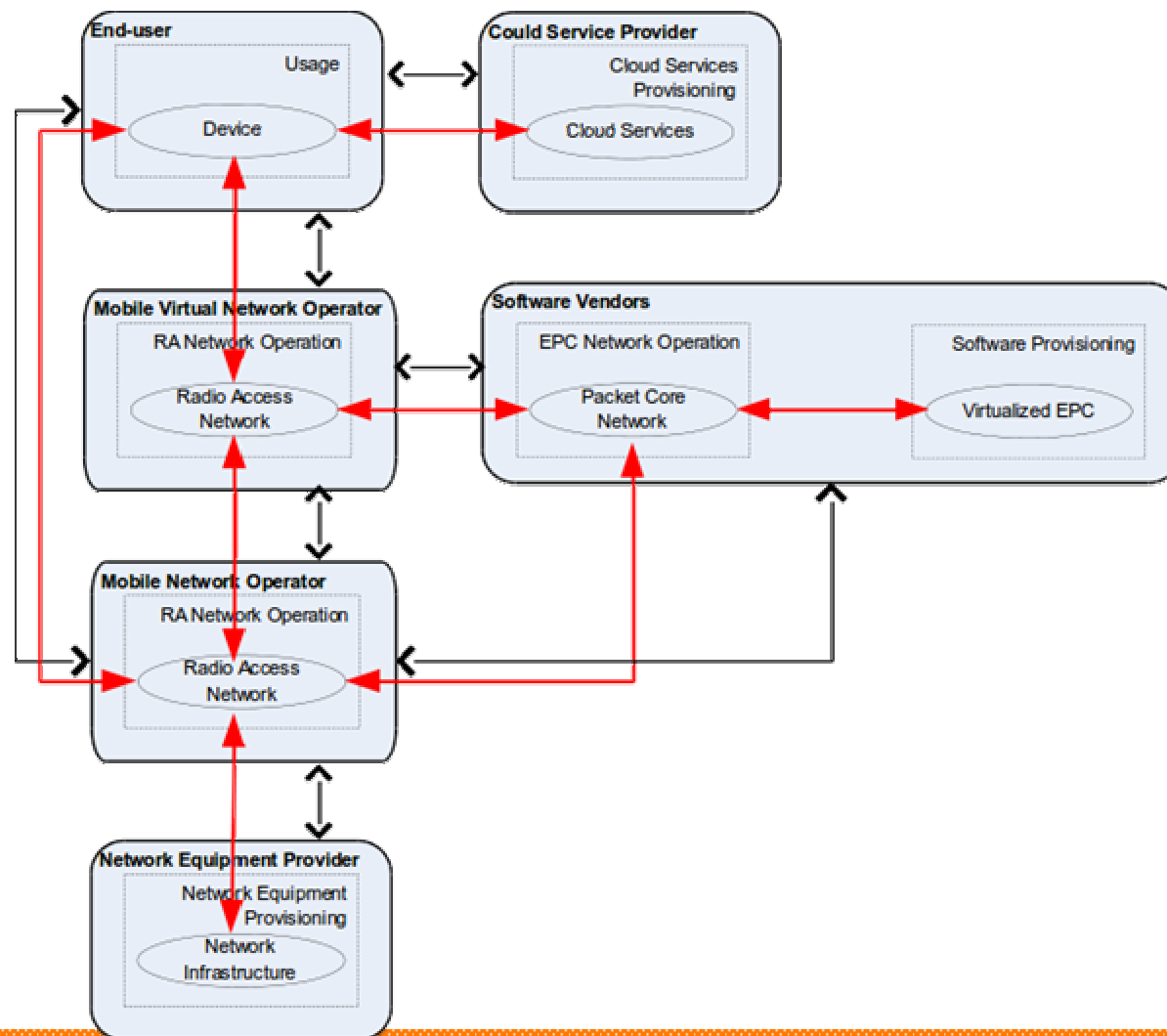
Possible Scenarios



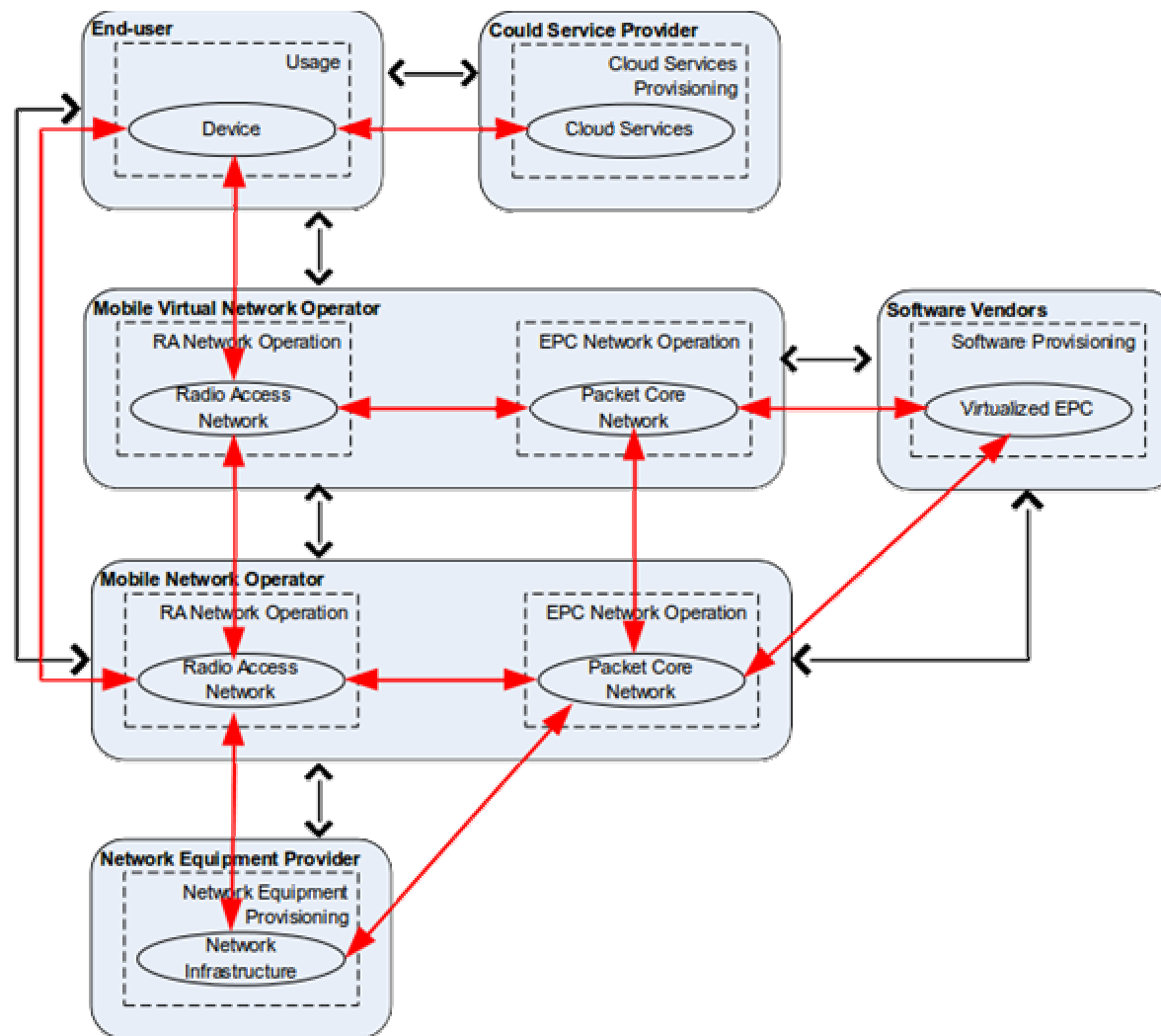
Value Distribution in Scenarios



Long Contracts Scenario VNC



Focus on Differentiation Scenario VNC



Thanks!

Q & A