

Product Development

Presentation to UWB Competitive Engineering

Presented by Paul O'Shaughnessy



Paul O'Shaughnessy

- Cingular/AT&T Consumer Messaging Product Realization
- Center for Commercialization of Advanced Technology
- 8 Years in Entrepreneurship – Including Funding
- UW MBA
- Technical background in engineering systems and messaging



Agenda

Competitive Engineering – Observations

Areas of Development at AT&T Mobility

Product Development Process – High Level

Tools at AT&T Mobility

Q&A



Rube Goldberg – Competitive Engineer

A **Rube Goldberg machine** or device is any exceedingly complex apparatus that performs a very simple task in a very indirect and convoluted way.

Technology looking for a product

Engineered solution to real want or need – A need someone will PAY to have addressed.

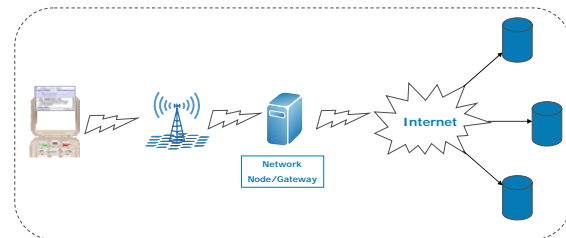


Areas of Development in Wireless Messaging

Client Server Aps <ul style="list-style-type: none">• MMS• IM• E-mail• LBS	Device resident applications <ul style="list-style-type: none">• Java• Symbian• Microsoft	Browse <ul style="list-style-type: none">• Mobile Centric Services
Content		



Client Server



Client Server - Examples

- MMS – Multi-Media Messaging
- SMS – Short Messaging System
- IM – Instant Messaging
- DSDN – Content Integration (On-Boarding)
- E-Mail
- Location Based Services
- IMS

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Device Application

Independent of network gateway requirements
could leverage IP connectivity

Variety of Programming Languages
Symbian, palm, MS, Java

Examples include

Games, maps, local lookups, utilities, productivity tools

Established business model and quick revenue generating potential

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Browse (Server Side)

Affinity Portal

Area of interest or expertise

Interface into existing portal

Provide content directly through WAP interface

Standard Web content business model

(www.phonezoo.com)

Content/Download location for ring tones, games, wall paper, ring back tones

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Content

Crosses all areas (Client-Server, Device Applications, Browse)

Variety of delivery mediums

MMS

Browse

SMS

Applications

MediaNET

Leverage unique relationships/content rights

Club/Organization Affiliations

Content License – Pele

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Process

Develop a Plan - Deliver to the Plan

Maintains Focus

Provides Periodic Sanity Checks

Establishes Realistic Expectations

Helps Manage "Bite Sized" pieces

Small well focused development plan has higher chances of succeeding

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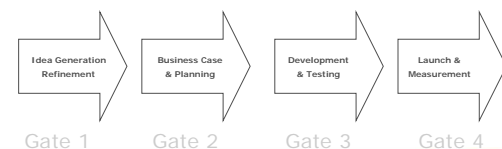


Product Development Process

AT&T – Complex, multi gate process

Any good Product Development text can provide guidance

Basic Process



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Idea Generation

Target Customer – As clear a mental picture as possible
Communication, Social Networking, Idle 15

Value Proposition – Better, Faster, Cheaper, Novel
New is not as common as you might think
Must be a “Value” customer is willing to Pay for

Sustainable Competitive Advantage

Investor ROI/Liquidity

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Business Case/Planning

Business Case

Revenue/Expense Model
High, Medium, Low
Lifetime Customer Costs and Value
Industry standard metrics

Planning

Full delivery plan
Scope, budget, timeline
Risk analysis and mitigation (B-case and Plan)
Metrics of success

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Development and Test

What is the development plan

Include screen shots/wireframes for user groups?
Modular development
Baseline assumptions (Device capabilities?)
Shelf Share v Volume Share

Test plan

Interim Testing (connectivity test midlet?)
Testing the code base
Optimizing handset ports

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Launch & Measurement

Launch Gating Issues

Device availability, network site availability
Marketing coordination (Company event,
external/partner event)

Measurement

Measure your success metrics!
Penetration and usage
Gross revenue/ARPU

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devCentral

<http://developer.cingular.com>

Standard and Premium accounts available

Standard is free – a lot of good information
UW will be getting several premium accounts

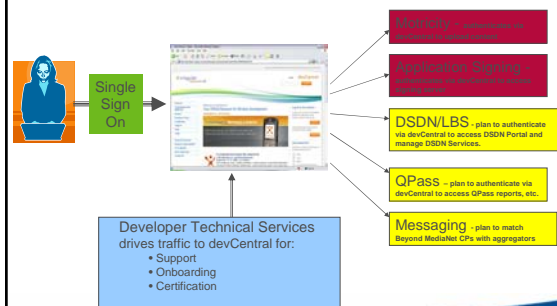
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devCentral – Role within Ecosystem

devCentral is the gateway to all Developer Services at AT&T.



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devCentral - Overview

Visitation:

- 20,000+ members
- 1,000+ visits/day
- 750+ Enterprise Partners
- 120+ Content Partners

Current Governance:

- Platform owned by CTO
- Content owned by Primary customers - Enterprise and Consumer



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