

Bringing the Three Screens to Life - A vision for high performance in a convergent world
Featuring Larry Socher, Chief Technology Lead, Network Practice, Accenture LLP

About a year and a half ago, Accenture did some extensive primary research with users around the globe and they told us clearly that they wanted more control over their content, the ability to move that content around and watch it on a variety of different devices, and also an increase in the demand for user generated content.

There's a lot of hype in the industry about the three screen vision, we're still very far away from actually achieving that vision. While there are examples out there that combine one or two, the reality is that most operators have done very limited integration between their different screens.

There's clearly a very big disconnect between what users or their customers are saying they would like to do in terms of moving video around, watching it on multiple screens and the reality of what we're capable of delivering in the marketplace.

There's a whole set of challenges that are preventing us from moving three screens. From a business perspective, the two biggest challenges are around digital rights and collaboration. In digital rights, customers really want to be able to purchase content once and then move it and play it on any device that they have access to. On the collaboration side, clearly, you won't be able to provide all of the content yourself, so there really is this notion of being able to provide your customers' access to both content you have in your subscriptions, but also external third party content. So there is this real need to collaborate across different service providers and content providers and pull that all together for your customers.

Interview with Larry Socher

From a technology perspective, the biggest obstacle is the relative immaturity of the Internet video distribution and middleware. In a similar vein, we need to worry about , provisioning and managing , bandwidth and quality of service, so we have the right , customer experience and – and quality that they're expecting.

Assuming you are building an Internet video model, you need to work very closely with content providers to allow your customers to pay once for content with fair and reasonable prices and then allow them the power and flexibility to move that content across different devices.

You should invest in and build an open service delivery platform that allows you to connect your customers and their devices seamlessly, not only to your own services, but also the broader web 2.0 eco-system such as You Tube, Flickr and other content providers. You should also provide them with an easy to use soft panel that allows them to easily configure and manage their devices, what capabilities they support and, connects to the different service providers that are providing content to those devices.

You really need to look at your organization processes and systems to make sure that they can manage across your users, their devices and the broader web 2.0 eco-system. You should also introduce the right tools to make sure that they can manage across all of this complexity.

Larry Socher, Chief Technology Lead - Network Practice, Accenture LLP

Larry Socher is the chief technology lead for the Accenture Network practice within the firm's Communications & High Tech industry group. He has more than 18 years of experience building and operationalizing a wide variety of voice and data networks and services for communications service providers, large enterprises, and government agencies. Mr. Socher

Interview with Larry Socher

Larry is currently responsible for the network components of Accenture Communications Solutions (ACS), a set of pre-integrated offerings that provide a holistic solution to help service providers plan, create, and operate traditional and next-generation IP networks and services such as VoIP, IPTV, and fixed-mobile convergence. In addition, Mr. Socher has worked with various Tier 1 operators around the globe, helping them build order management, operations support systems (OSS), and service delivery platform (SDP) solutions to accelerate service introduction and streamline operations.