

ABSTRACT

The Unified Messaging represents the next leap forward in user convenience and a powerful leveraging of different types of the communication. It is a consolidation and integration of various messaging technologies in a single location to allow users with the ability to access messages information from a single interface. On the business side, the Unified Messaging represents an opportunity for Internet Service Providers and Telephone Companies including Wireless Network Operators to add value to their services. With the increasing competitive pressures in the mobile network market, the introduction of sophisticated value added services is seen as a prime alternative revenue source and a key factor in winning and retaining customer loyalty.

This project document is proposed to conduct the feasibility study for the wireless network operator regarding the introduction of the Unified Messaging Service into Thai market. The feasibility study for its implementation is address in this paper to explore the possibility in delivering this type of technology, which includes the analysis in technical, operational, marketing, and financial aspects. The result of the study indicates that the implementation of the Unified Messaging Service in the wireless network environment is feasible in term of technical and operational given that the project is well managed and the budget is well prepared. But it is not feasible once consider the project in term of financial and marketing, because the payback period is too long and the Thai market is not ready for such advanced service.

However, the decision for the implementation of the UMS should also combined with other factors such as the positive image of the company, the leadership as the position of the company in the business, and the opportunity for company to create other new services in the future.