

TheSDPAlliance

Service Delivery Platform



The SDP Alliance is made up of the following leading software vendors.



Aepona

Leading provider of Service Network solutions leveraging Telecom Web Services to allow new services to be rapidly deployed across fixed line, mobile and SIP/IMS networks.
www.aepona.com



ChangingWorlds

Market-leading provider of mobile portals and personalized content discovery that enhance the user experience of the mobile internet and drive up mobile data ARPU.
www.changingworlds.com



Cibenix

Leading provider of On-Device Portal solutions for mobile operators, massively improving the discovery and usability of content and services across Symbian, Microsoft Mobile and Java device platforms.
www.cibenix.com



Mobility Data Systems

Leading provider of agile data integration solutions providing unified access to consolidated subscriber and service data.
www.mobilitydatasystems.com



Openet

Leading provider of event processing and transaction management solutions that set the industry standard for availability, performance and scale in processing and management of network activity events and transactions in multi-service convergent environments.
www.openet.com

Joining the SDP Alliance

The SDP Alliance is opening up its membership to other leading telecoms software vendors. If you would like to join The SDP Alliance please visit our website for more information.

The SDP Alliance
c/o Momentum
NiSoft House
Ravenhill Business Park
Ravenhill Road
Belfast BT6 8AW - UK
T: +44 28 9045 0101
F: +44 28 9045 2123
E: info@thesdpalliance.com
W: www.thesdpalliance.com

www.TheSDPAlliance.com

This document is for general information purposes only and is subject to change without notice. It may not be accurate, complete or applicable, to the circumstances of any particular case. All warranties or representations, expressed or implied, are excluded to the fullest extent lawfully permissible.

© 2008 Aepona, ChangingWorlds, Cibenix, Mobility Data Systems, Openet



Pre-integrated, Product and SOA-based SDP

Mobile and Fixed Line Operators recognize that a broad portfolio of innovative services is essential to attract new customers, increase customer loyalty and provide new revenue streams.

Service Delivery Platforms are essential to achieving these goals by enabling the rapid creation, rollout and management of new services. Operators' experiences have however highlighted the costs and risks of SDP deployment.

The SDP Alliance addresses these problems by offering a pre-integrated, product and SOA-based SDP that reduces the costs and risks of SDP deployment.

The SDP Alliance, a collaboration of leading telecoms software product companies, has developed an end-to-end solution that offers a:

Highly reliable and scalable 'out-of-the-box' solution

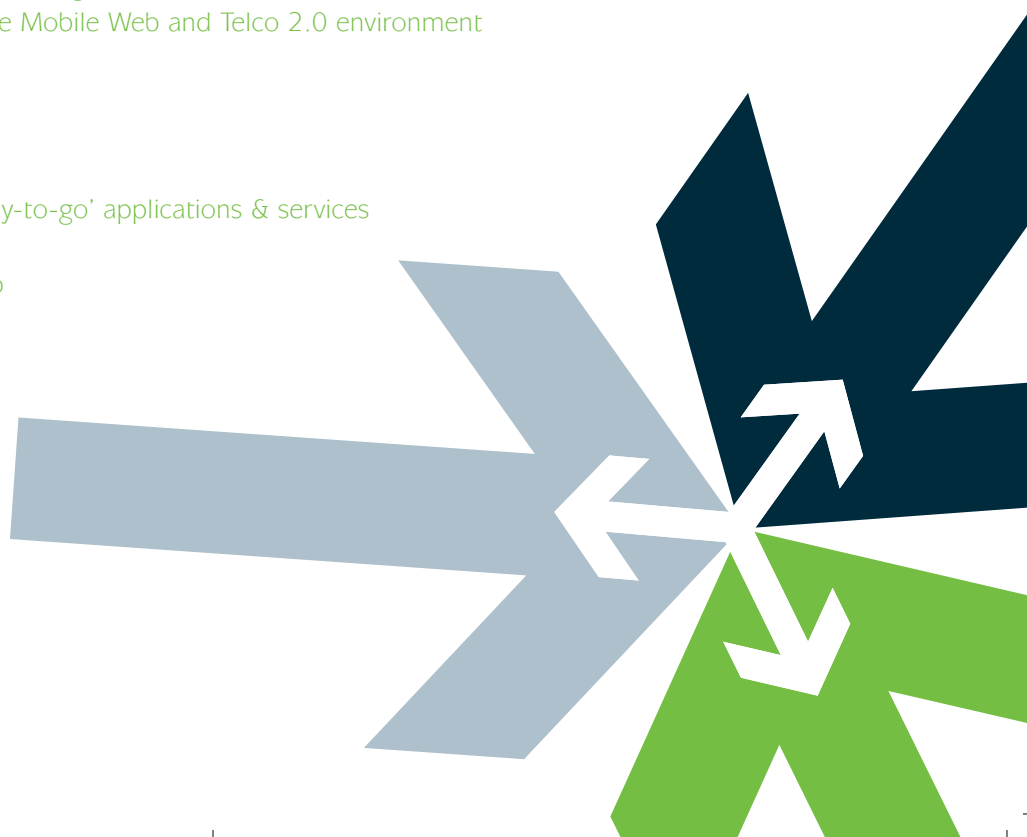
- Reduced deployment cycle
- Fast time-to-market
- Market proven components
- Supports emerging subscriber needs

Flexible architecture

- Pick and mix options to match with operator requirements
- Standard open interfaces for simple integration
- Solve the key business issues in the Mobile Web and Telco 2.0 environment

Rapid return on investment

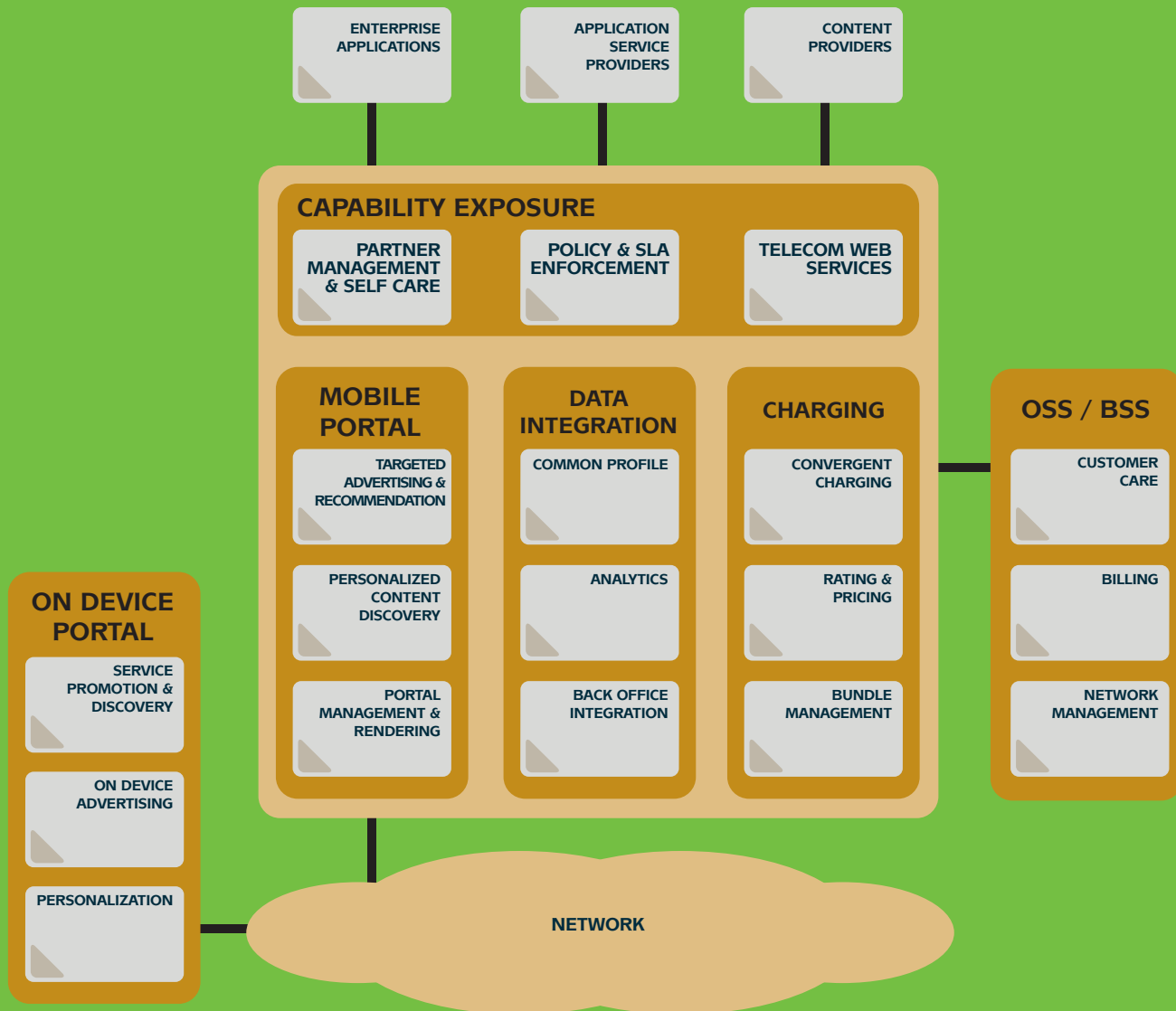
- Optimum price/performance
- Lower CAPEX and OPEX
- Enables immediate ROI from 'ready-to-go' applications & services
- Future proof architecture
- Unrivalled Total Cost of Ownership



The SDP Alliance End-to-End Solution

Depth through specialization, breadth through integration

The diagram below is a logical view of The SDP Alliance end-to-end solution. It identifies the key enablers necessary to support the rapid and efficient rollout, operation and retirement of innovative, revenue generating services. The SDP Alliance has pre-integrated these enablers within a flexible Service Oriented Architecture that can be easily tailored to meet individual Operator requirements.



Benefits of The SDP Alliance Solution

- Combines category-leading products within a single integrated framework
- Reduces custom integration, allowing faster, less costly SDP deployment
- Delivers carrier-grade scalability, performance and proven reliability
- Supports the evolving SDP through a flexible Service Oriented Architecture
- Integrates with existing enablers through open standard interfaces
- Enables the discovery and delivery of innovative, personalized services
- Supports flexible business models through integrated charging and rating
- Securely exposes capabilities to 3rd party service and content providers
- Leverages deep vendor knowledge of carrier infrastructure

The SDP Alliance Pre-Integrated Products

The SDP Alliance provides an end-to-end SDP solution that supports the complete service lifecycle including partner management, capability exposure, service discovery, intelligent personalization, content promotion, unified data access, convergent charging, rating and mediation.

By providing all these capabilities within one integrated platform, The SDP Alliance solution enables the rapid rollout of innovative, personalized and profitable new services across mobile and fixed line networks.

The SDP Alliance platform is an integrated end-to-end solution consisting of the following category-defining products:

Aepona Universal Service Platform

Based on standards such as Telecom Web Services, SIP and OSA/Parlay, Aepona's Universal Service Platform (USP) allows service creation and implementation to be carried out within the Service Network, independent from underlying network resources.

The Universal Service Platform allows operators to realize the vision of a converged, horizontal service-oriented network architecture.

Key Features:

- **Telecom Web Services** – Secure exposure of telecom network resources, such as call control, location, charging and messaging, towards Enterprises and 3rd-party application developers.
- **3rd Party Management** for automated partner sign-on and policy control.
- **Telecoms-Grade Application Server**, providing a high-throughput service execution environment for real-time telecommunications services.
- **Applications** – A suite of ready-to-deploy, profitable applications that can either be network-resident, or externally hosted and accessed via a secure IP connection.
- **Network Abstraction** – Parlay APIs providing application developers a powerful interface to exploit the underlying network capabilities, while at the same time ensuring that the core network is protected.
- **Service Interaction** – Service interaction between pre- and post-paid platforms, fixed and mobile networks, home and roaming users, and legacy and next-generation networks.
- **Network Evolution to IP and IMS** – Enabling service continuity between current and next-generation networks.

MDS Agile Data Integration Framework

The MDS Agile Data Integration Framework enables the rapid integration of disparate heterogeneous data sources to enable convergent services such as personalization, profiling and targeted mobile advertising. The REST-based data federation toolkit provides simple unified data access to consolidated subscriber and service data sourced from common telecoms and back office data stores. This unique framework reduces the cost and complexity of integrating data within an SDP framework.

Key Features:

- **Real-time Data Federation** - to optimize queries across static and dynamic data stores, consolidate structured and unstructured data and manage virtual views onto the dynamic data model.
- **Consolidate Any Data Source** - out-of-the box adapters for common sources including relational databases, web services, presence servers, location servers, device capabilities. Extensible libraries for easy integration of legacy and future systems
- **Developer Friendly Interfaces** - leveraging open standard HTTP based universal cross-platform access, Graphical Developer Tool & Client SDK, and supporting multiple output data formats
- **Extensible Data Transformation & Cleansing** - includes custom data formatting capabilities and a scriptable transformation engine to cleanse, match and merge data
- **Flexible Metadata Management** - inbuilt support for dynamic metadata discovery and the ability to annotate and search the extensible metadata model
- **Highly Scalable Resource Oriented Architecture** - a natural complement to SOA architectures, the self-describing resources promote automation and support standard IP-based security & loadbalancing
- **Standards Based Remote Service Management** - the easy-to-use GUI and JMX-compliant management agent enable remote service and metadata management

ChangingWorlds ClixSmart

ClixSmart is a modular, portal platform solution that is proven to enhance on-portal and off-portal mobile internet usability and to significantly increase mobile internet ARPU. Using artificial intelligence and implicit personalization technologies, ClixSmart enables subscribers to quickly access relevant services by delivering a personalized mobile internet experience including: intelligent mobile internet navigation, relevant recommendations, personalized mobile advertising and targeted mobile marketing features.

Key Features:

- **Personalized Content Discovery** – Personalized on-portal and off-portal navigation and mobile marketing features that enhance service relevance and usability.
- **Advanced Business Intelligence** – provides invaluable KPIs and business intelligence into on-portal and off-portal mobile internet usage.
- **Intuitive Multi-Portal Management** – Rapid multi-portal creation and publishing solution that minimizes time to market with new services.
- **High Performance Content Delivery** - High performance rendering and transcoding that ensures optimal presentation on each user's handset.
- **Dynamic Content Collection** – Dynamic content importation to enhance content personalization and increase relevance.

Cibenix On Device Portal

The Cibenix ODP solution provides the vital link in the delivery value chain – the ability to bring the content offering direct to the subscriber's device. With such an approach, the mobile device itself becomes the storefront for mobile content and services.

The Cibenix ODP solution enables the mobile operator to make data services more visible to and more accessible by their subscribers, thereby increasing the usage of these services and driving ARPU and profitability for the operator.

Key Features:

- **Device Storefront and Download Client:** showcasing the latest content. downloads directly on the device with an intuitive UE driving high purchase conversion rates.
- **Offline Portal:** providing offline access to online content and services with a rich and fully operator-brandable UE.
- **Rich Media Clients:** combining rich multimedia content for a complete offline experience.
- **Application Manager:** providing quick and easy launch of all operator applications from one point on the device.
- **Personalized Content Feeds:** Rich presentation of multimedia content feeds. (RSS, video and Podcasting)
- **Operator HomeScreen:** supporting 'always-on' service discovery through tight integration with the device idle screen.
- **On-Device Widgets:** providing User Configured Access to Personalized Internet Services. And supporting seamless offline/online user experience.

Openet FusionWorks

Openet FusionWorks is a high performance, highly scalable event processing and transaction-management platform that provides convergent Charging, Rating, Mediation and Revenue Assurance. FusionWorks integrates across any network to support any service providing unmatched availability and processing speed.

FusionWorks enables Operators and Service Providers to decrease operating costs and increase profitability by consolidating infrastructure while ensuring that reliable service is maintained.

Key Features:

- **Convergent Mediation** - Consolidated billing mediation that reduces hardware costs, simplifies administration, and supports new data, content, and multimedia services.
- **Convergent Charging** – A real-time charging engine that provides the flexibility to deploy any service, any pricing plan, and any set of business rules
- **IMS Charging** - A 3GPP-compliant IMS online and offline charging solution that enables operators to gracefully migrate their legacy infrastructure.
- **Lawful Network Surveillance** - Efficiently capture, retain, and retrieve network usage information for accurate responses to government legal requests.
- **Revenue Assurance** - Detect rating, charging, and provisioning errors across the most diverse and disparate network elements.