

Understanding How To Develop A Cost-Effective, Scalable And Flexible SDP That Optimises Your ROI

Per Lindblad
CEO

Mobile Cohesion

per.lindblad@mobilecohesion.com

www.mobilecohesion.com



Presenting **TheSDPAlliance**
Service Delivery Platform



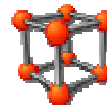
Developing an SDP framework



Product based SDP



Minimizing cost of integration



Flexibility, Performance and Scalability



Conclusions

New directions for the SDP*



Using emerging industry-standard interfaces



Best-of-breed SOA integration



Off-the-shelf productized instances



Carrier-grade performance and reliability







Control over service interaction on devices



Supporting an industry-standard applications framework

**) Source: Light Reading's Services Software Insider, November 2006*

Mobile Operators 2007-2010		
Operator Role	Tactics	Risks/Issues
Content Innovator 	<ul style="list-style-type: none"> Own content creation <i>music, movies, ...</i> Service innovators 	<ul style="list-style-type: none"> High risk Uncertain strategy Does content ownership drive network use?
Aggregator 	<ul style="list-style-type: none"> Trend towards flat rate pricing Declining voice income Facilitate access to content <i>rendering, billing, customer care ...</i> 	<ul style="list-style-type: none"> Internet alliances Eventually (technically and commercially) the Web wins
Bit pipe 	<ul style="list-style-type: none"> Manage to minimize cost Maximize efficiency Avoid content and services 	<ul style="list-style-type: none"> Making the right technology investments is critical It's not bad to be a bit pipe
Emerging market operator 	<ul style="list-style-type: none"> High subscriber growth Low ARPU "Traditional" revenue sources, voice, messaging, ring tones 	<ul style="list-style-type: none"> Emerging market operators may have international aspirations Saturation happens quickly

Gartner.

A collaboration of category leading telecoms software product companies with a common goal:

Market a pre-integrated, product and SOA-based, Service Delivery Platform (SDP) to System Integrators, Mobile & Fixed Line Operators

SDP Alliance members



Best-of-breed product components

intelligent wireless portal
and personalized content
discovery

content management,
content marketing, content
promotion

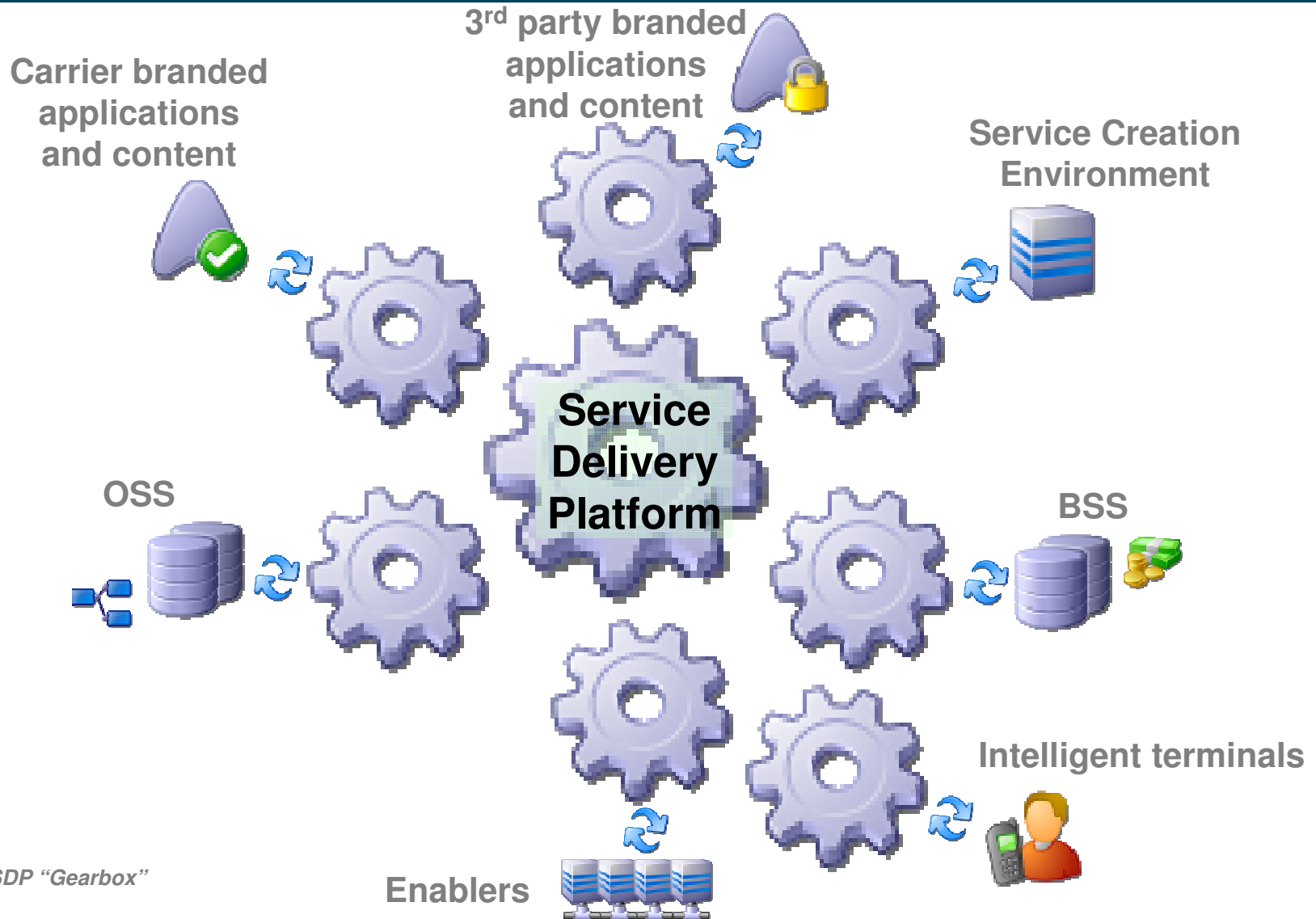
on-device portal for
discovery and usability of
content and services

partner management, 3rd
party integration and policy
management

secure, open access to core
network capabilities

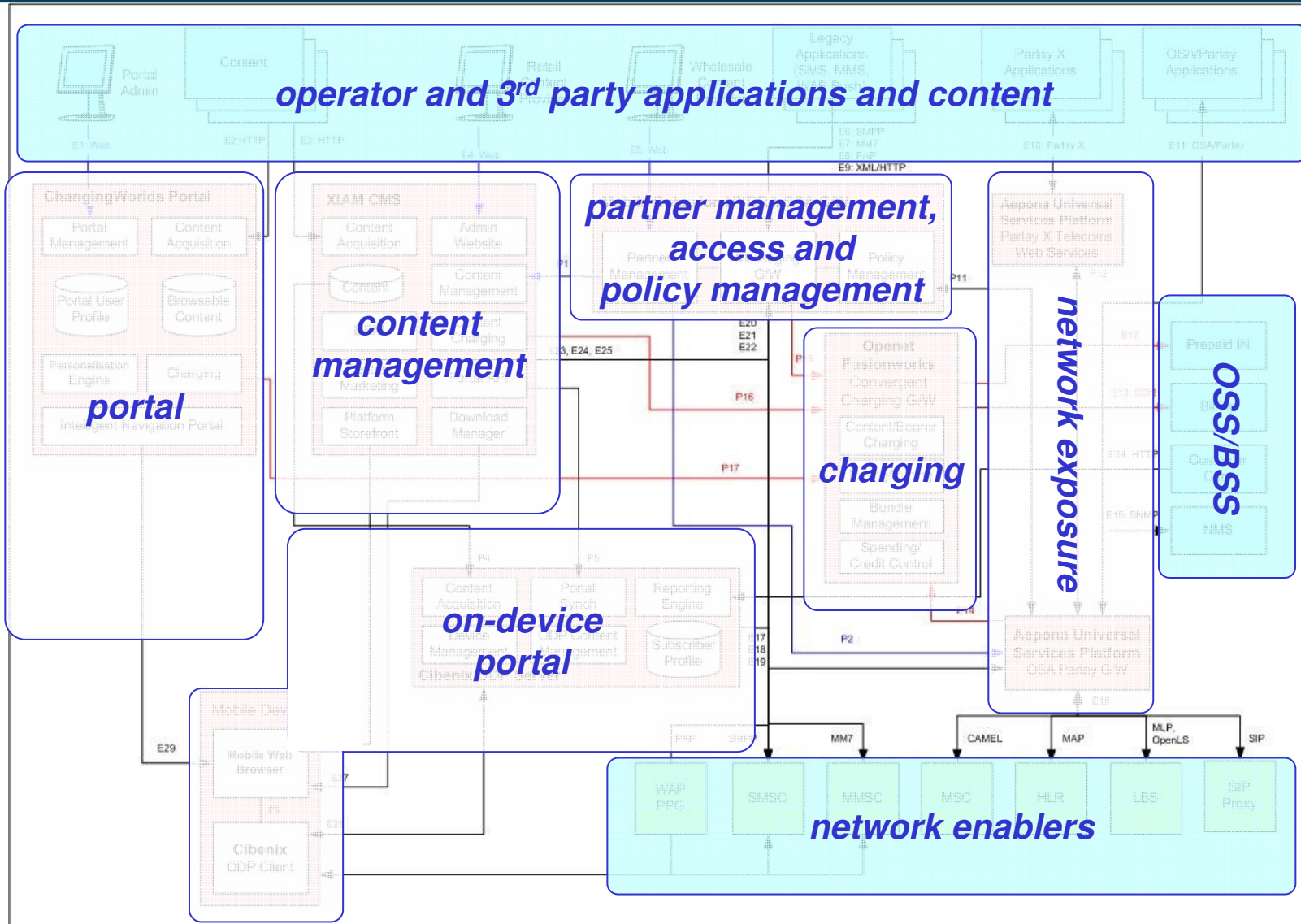
convergent mediation,
convergent charging,
real-time rating

SDP Framework



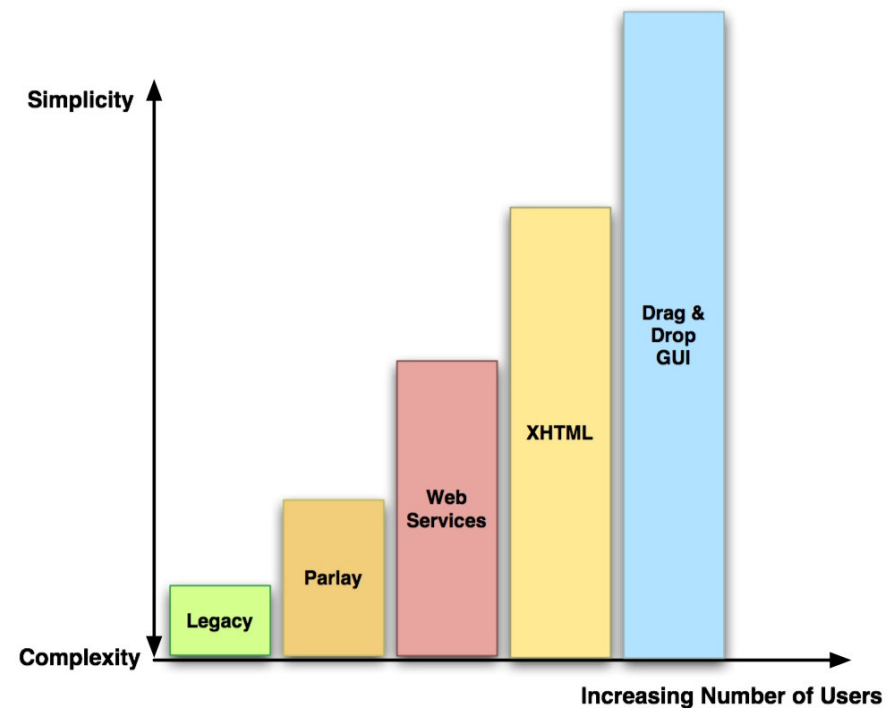
Ref: IBM's SDP "Gearbox"

"Content and 3rd Party Access" SDP Instance

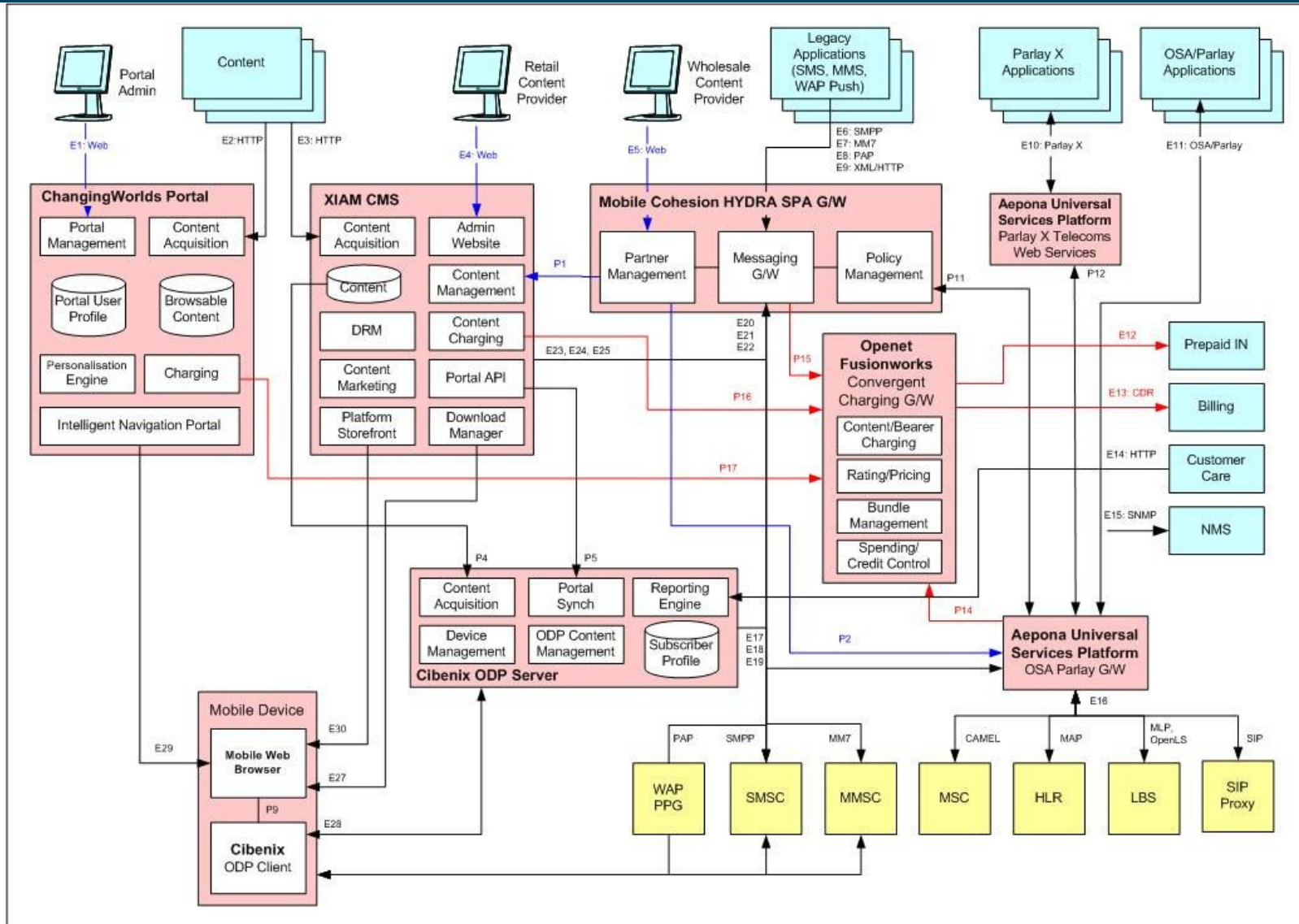


Content and Network Centric Enablers

- Partner Management
- Content Management
- Content Marketing
- Retail Capabilities
- Service Discovery
- Personalisation
- Device Identification
- Network Abstraction
- Policy Management



Product Based SDP Instance

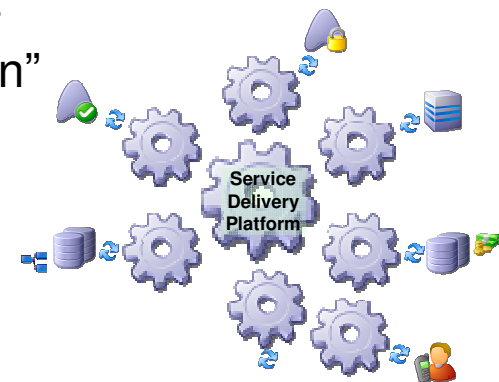


Minimising Cost of Integration

- **Flexible Service Oriented Architecture**
 - Component-based in a multilayer mode, with open APIs between the different layers.
- **Product components with standard open interfaces for simple integration**
- **Flexible choice of components and enablers to meet operator requirements**
- **Standard off-the-shelf hardware**
- **Individual product and SDP architecture roadmaps**
 - “Depth through specialisation, breadth through integration”

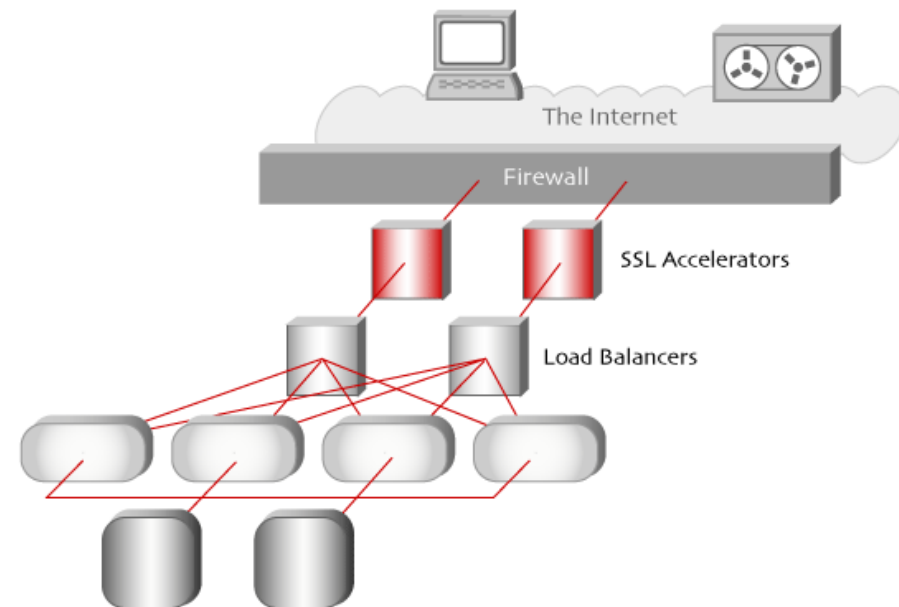
enabling minimized integration costs through

“Pre-integrated productized instances of SDPs”



Flexibility, Performance and Scalability

- **Flexible choice of components and enablers based on requirements**
- **Individual products with highly scalable architectures**
- **Pinpoint overloaded enablers and increase capacity by**
 - upgrading hardware only where needed
 - introducing simple IP based load balancing
- **Product-based solution ensures specialisation and continual product improvement**



Conclusion

Cost-effective, scalable and flexible SDP that optimises your ROI



SDP framework for Content and Network centric SDP



Best of breed products with industry-standard interfaces



Minimising cost of integration



Producing productized instances of the SDP



Increasing flexibility



Performance and scalability



Learn more at the Post-Conference Workshop on June 14:

***“Examining How To Achieve Efficient Service Lifecycle Management To Support
The Rapid Rollout, Operation And Retirement Of Services”***

Led by The SDP Alliance