



The SDP Alliance is made up of leading vendors of category-defining products.

Aepona

Leading provider of application-led products and expert services to telecoms operators, allowing them to rapidly deploy profitable new services across fixed-line, mobile and SIP/IMS networks.

www.aepona.com

ChangingWorlds

Leading provider of ClixSmart intelligent wireless portals and personalized content discovery solutions, that enhance the user experience of the wireless internet and drive up 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

Mobile Cohesion

Has set the standard for Partner Relationship Management (3PRM™) solutions for the mobile industry, helping operators build more effective and profitable partnerships with content and application providers.

www.mobilecohesion.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

Xiam

Xiam's MPOS solution enables Operators to manage, market and deliver intelligently targeted mobile content to individual subscribers and capitalize on cross- and up-selling opportunities.

www.xiam.com

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Pre-integrated, Product and SOA-based SDP

End-user focused end-to-end Service Delivery Platform offerings are key to achieving real market and revenue growth through effective partner and service lifecycle management. Rapid and efficient rollout, operation and retirement of services support true service innovation.

Adopting an end-to-end approach will allow operators to service-enable their subscribers with a killer service environment. Subscribers become empowered and they can dictate the evolution of their own services.

A solution based on product components that are pre-integrated with internal and external enablers is the key to the construction of an effective, customised end-to-end SDP. The SDP Alliance, a collaboration of telecoms software product companies, is therefore launching a pre-integrated, end-to-end solution that offers a:

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

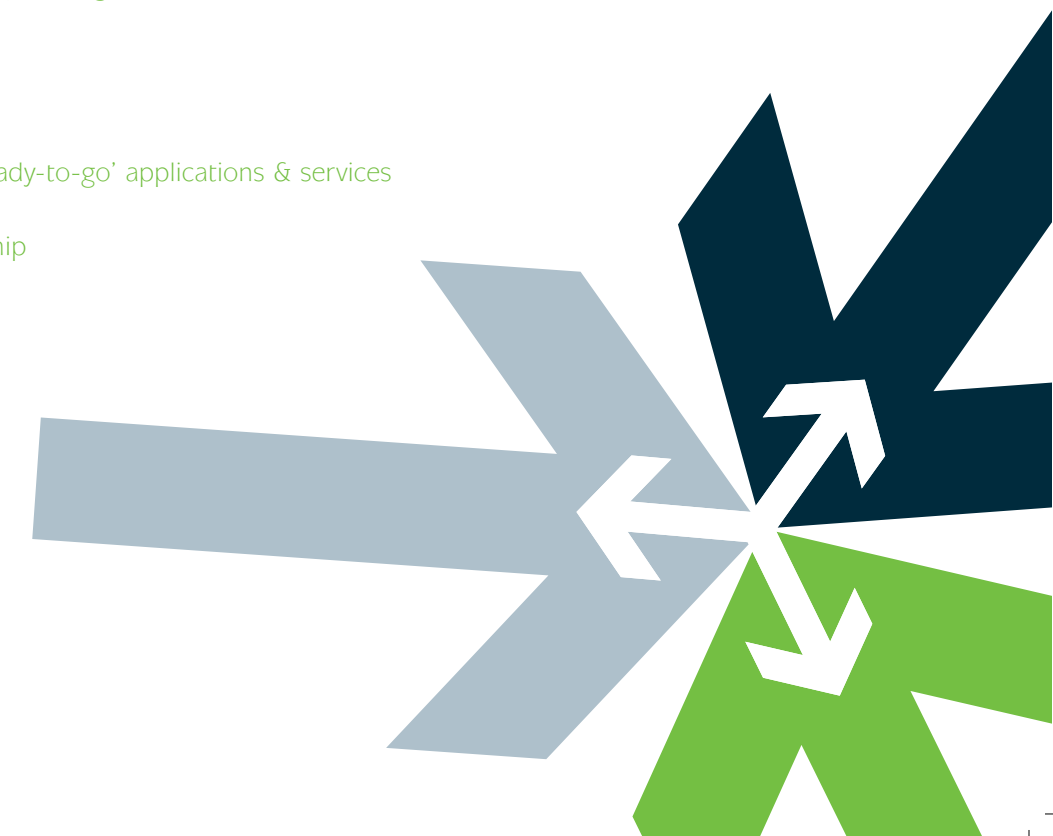
- Reduced deployment cycle
- Fast time-to-market
- Market proven components
- Supports emerging subscriber needs

Flexible architecture

- Pick and mix options to match with operator requirements
- Standard open interfaces for simple integration

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

Diagram explained

Wholesale and retail Content Providers (CPs) are provisioned through Mobile Cohesion's HYDRA Service Provider Access Gateway.

Wholesale CPs deliver services directly through HYDRA's access gateway, whereas retail content providers use XIAM's MPOS solution to manage

content and deliver targeted campaigns to subscribers.

The Cibenix On Device Portal (ODP) is synchronised with the Content Management System to provide a shop window of available services on the mobile device and drive subscribers to the mobile portal.

ChangingWorlds' ClixSmart Intelligent Portal platform provides users with a personalized browsing experience that increases relevance and stimulates discovery of new content services.

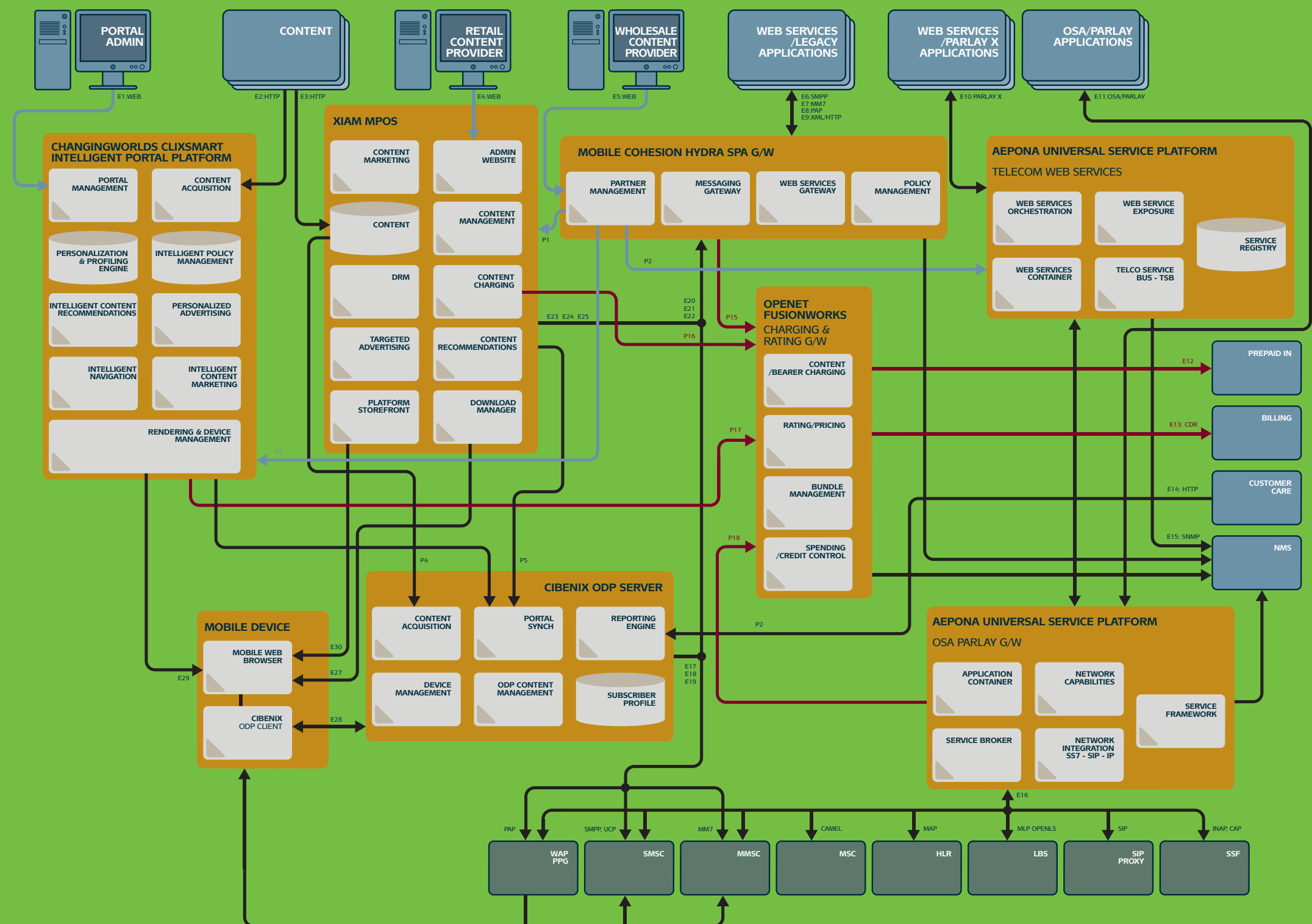
In addition to mobile content services, presence and location enabled voice services are enabled

through Aepona's Universal Services Platform telecom web services.

Real-time charging for all of these services is provided through Openet's FusionWorks ActiveCharge convergent charging gateway.

This solution:

- Promotes the deployment of an SDP based on product components
- Is built on a common SDP information model and repeatable best practice processes
- Incorporates best-of-breed SOA integration capability
- Delivers out-of-the-box with minimum custom integration, allowing faster service deployment and retirement
- Leverages deep knowledge of carrier infrastructure
- Provides carrier-grade levels of service delivery, performance and reliability
- Guarantees future proofing of service enabler frameworks
- Facilitates configurable plug-and-play enablers



This Diagram:

- represents one possible architecture supported by The SDP Alliance.
- illustrates how The SDP Alliance provides an end-to-end solution through the close integration of category defining products.
- identifies the open standard interfaces supported to the network layer, OSS and BSS systems and how rapid service creation and provisioning is enabled through telecoms web services and simple self-service interfaces.