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DEFINING THE MOBILE FUTURE

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Enabling 4G, legacy and converged services with **Service Delivery Platforms (SDP)**

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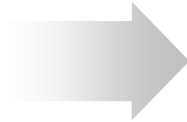


Agenda

- The Telco SP challenges
- SDP Landscape
- How to enable Services on Legacy and NGN
- Definition of SDP and Recommendations
- IMS and Convergence
- OSS/BSS/SDP Integration
- Conclusions

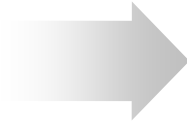
The Industry is Changing ... Fast!

Customer acquisition



Customer retention

Premium pricing



Declining voice revenue

Sparse competition



Cable, Virtual Operator, web and VoIP providers...

PSTN networks



Converged IP networks

Fixed or mobile



Fixed, mobile convergence

Voice services



Data and multimedia services, IMS

Accelerate creation & delivery of new services

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Telco Service Provider Top 10 Requirements

1. Shorter time to market for new services
2. Pre-integrated solution for reduced project risk
3. Proven technology with scalability and performance
4. Flexible, converged and open infrastructure
5. Support for new user services without vendor lock-in
6. Attractive new services that drive ARPU
7. Attractive end-user experience for new services
8. Support for new and evolving standards
9. Reduced training and ops overhead for new services
10. Integration with existing legacy OSS/BSS infrastructure



Goal: Telco Services at Internet Speed

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