

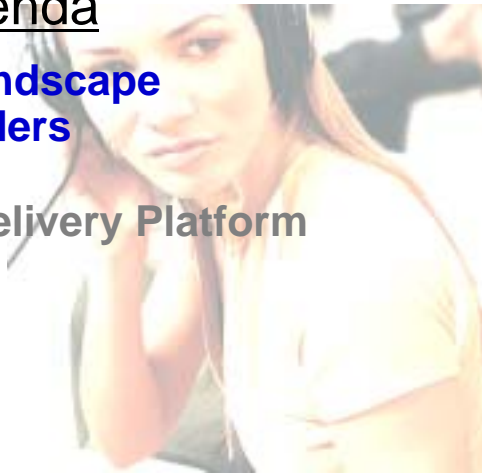
Alcatel Service Delivery Platform

Helping SPs Deliver Profitable Services

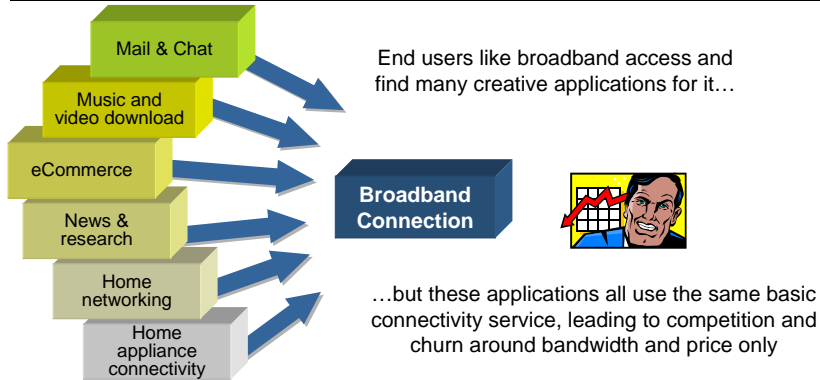
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Agenda

- **The Changing Landscape for Service Providers**
- Alcatel Service Delivery Platform
- Roadmaps
- Conclusion



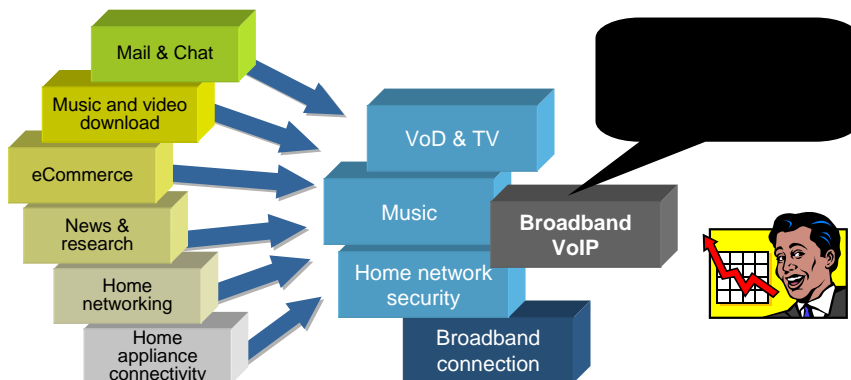
Fixed: What's Missing in Broadband Today?



An example:
46% of ADSL users intended to change their Access Provider,
in 49% of cases the main reason was to get a lower price

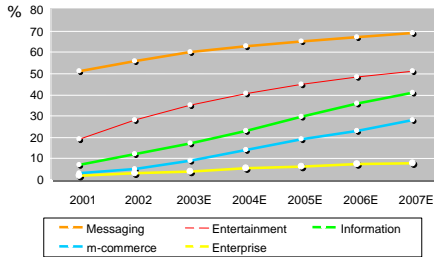
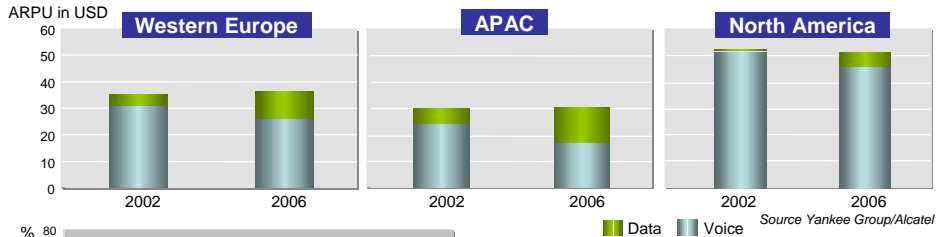
Source: Survey in France by "Journal Du Net" – end 2003

Service Provider Differentiation!



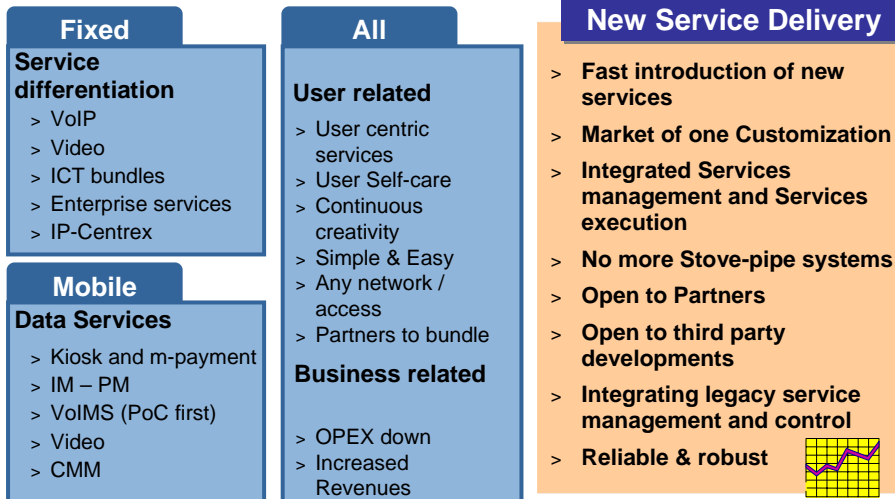
End users are prepared to pay a premium to have service bundles offered by a Service Provider, guaranteeing content renewal, legality, filtering and protection

Mobile: Data/MM Services to Drive ARPU Growth

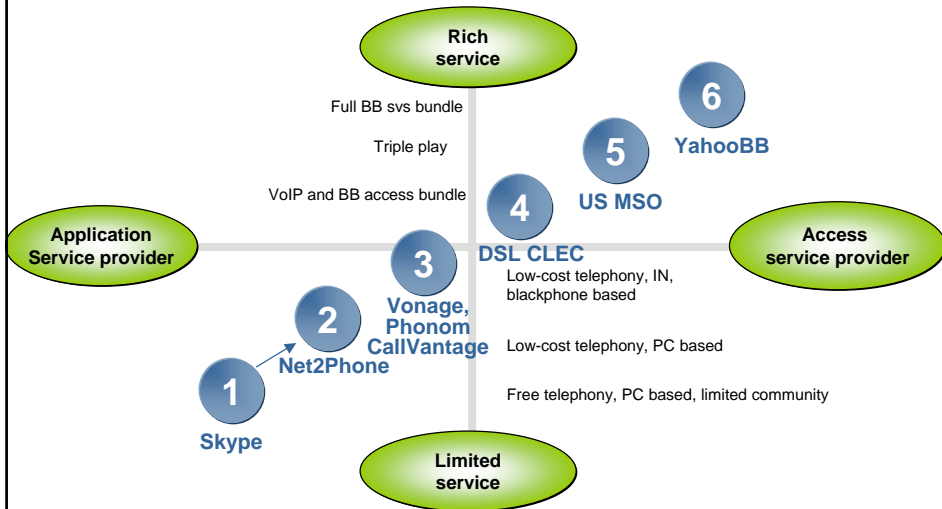


- > Data Services almost exclusively SMS in 2002
- > Evolving into a broad portfolio of multimedia services
- > Leading to the need for a SDP allowing combination and reuse

Service Providers Path to Growth



Competitive Landscape (VoIP)

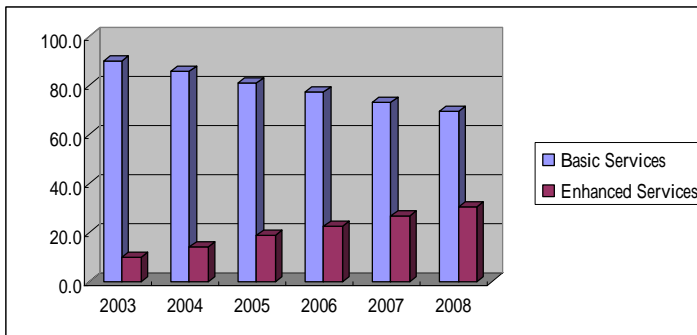


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Hosted VoIP Revenue Share(%) - IDC 2004



	2003	2004	2005	2006	2007	2008
Basic Services	90.0	85.5	81.2	77.2	73.3	69.6
Enhanced Services	10.0	14.5	18.8	22.8	26.7	30.4

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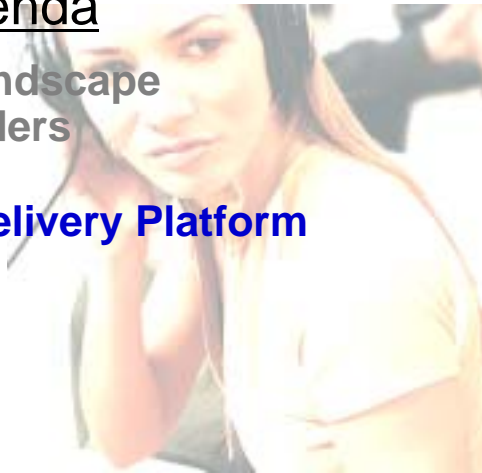
Services & Applications



Keeping the intelligence in the network
No competition between suppliers and operators

Agenda

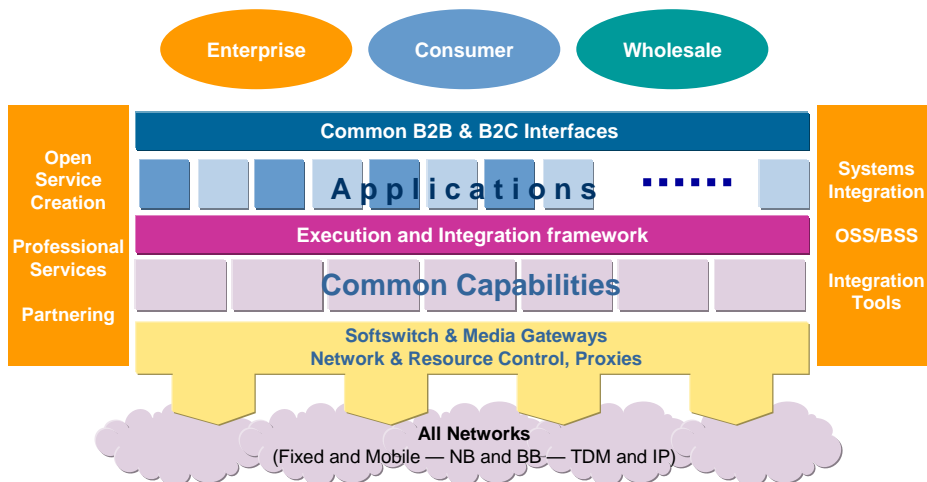
- The Changing Landscape for Service Providers
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- Conclusion



SDP Benefits: Focus on Helping SP Creativity

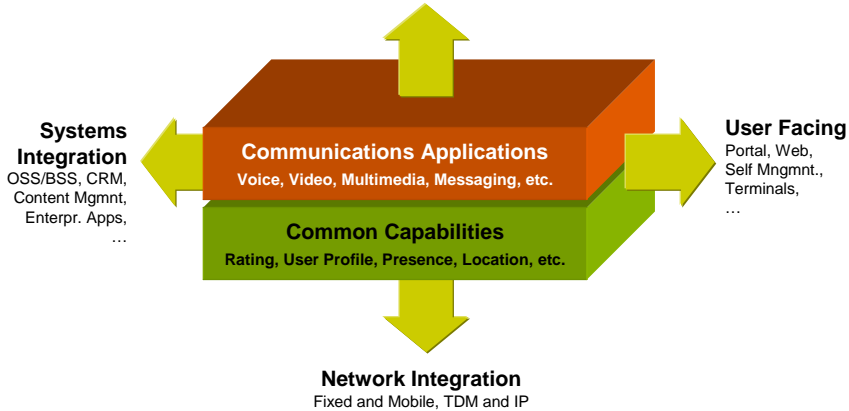
- **Flexibility and Reuse**
 - Flexible combination and reuse of service building blocks
 - Based on open standards (OMA Service Environment, Web Services)
 - Modular, interoperable
- **Virtualization**
 - End-user centric service definition
 - Any type of access network, compliant with IMS model
 - Service evolution and tailoring with no platform change
- **Business Agility**
 - Fast integration with business logic of the operator (Web Services)
 - Allowing easy parameterization by both operator and end-user

Alcatel's OPEN Service Delivery Platform



Application Architecture: An *OPEN* Service-Oriented Architecture

Third-Party Application Development and Delivery
Java, OSA/Parlay, SOAP/XML, Web Services, etc.



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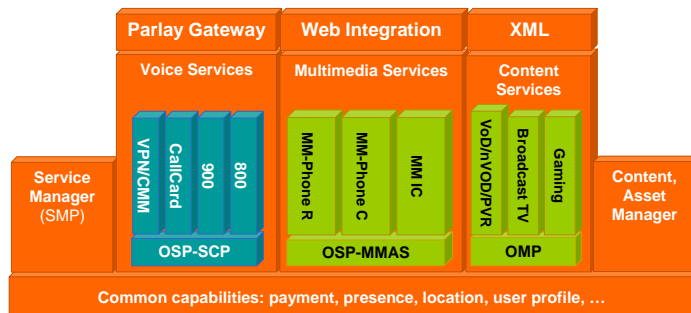


Application Layer



3rd Party communications applications

3rd Party business/content applications
BEA, Websphere, .NET



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Common Capabilities

- **Common capabilities are Re-Usable Functions (SOA)**

- Integrate once, use many times
- Deploy once, use for all services
- Guaranteed consistency for payment and user profile management
- Third party capabilities integrated in OPEN platform

Common Capabilities

- > Authentication
- > Real-time rating, accounting and payment
- > Presence, user based and network based
- > Location (with HLR/HSS interworking)
- > Media server for voice and multi-media
- > IVR, ASR and TTS through VxML
- > Terminal handler

Multi-Application Platform

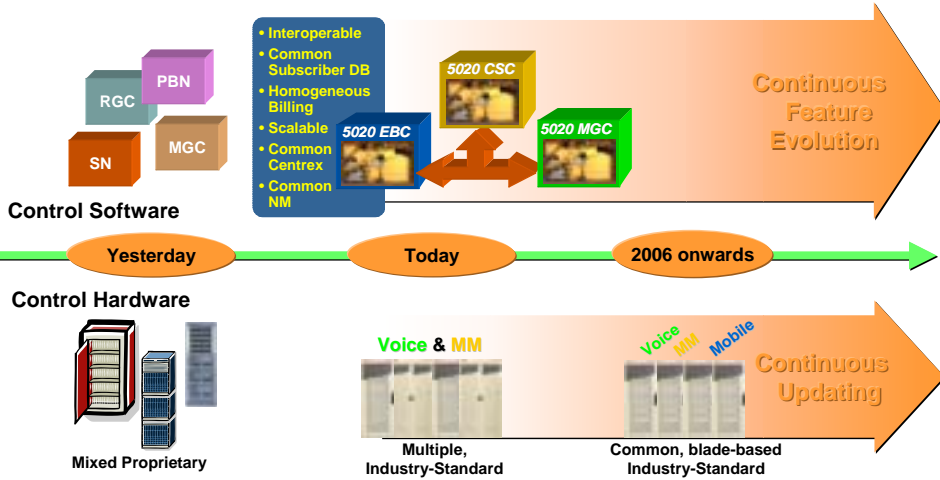
- Both Java and C/C++ Environments, for Support of New Developments and Legacy SW
- “5 Nines” Reliability
- Telecom Response Time
- Scalability From 1 to 100+ Servers

New Platform - 2005 For SDP and Softswitch

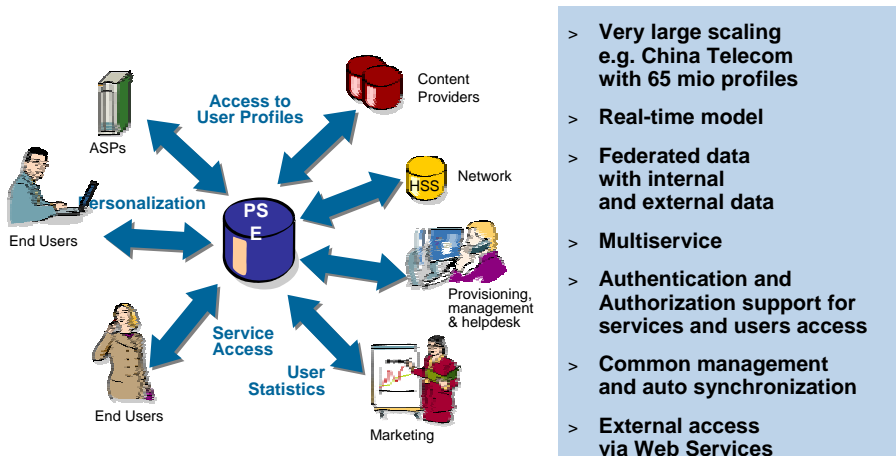
- > IT based
- > Commercial ATCA based HW
- > Linux and telecom middleware
- > Built-in redundancy
- > Improved performance
- > Ultra-density e.g. 3.2 Million subscribers in a rack for a mobile softswitch
- > All networks interfaces



Control Layer Evolution



User Profile and Personalization (PSE)



VoIP : a Real Multimedia Application

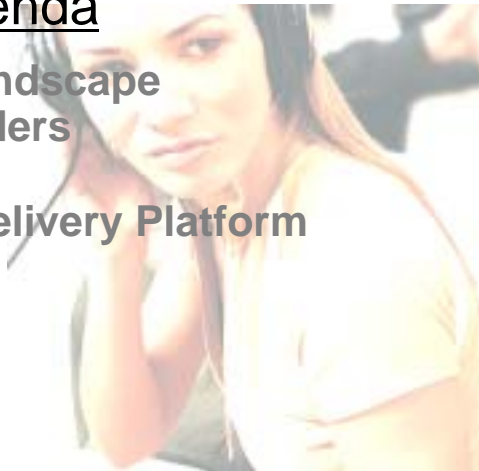
- **Web GUI** Supporting
 - hard- and soft-phones, voice, video, IM
- **Address Book** Integration
 - LDAP, Outlook, Notes
- **Click-to-call**
- **Presence** Integration
- Screen Pop-ups with **Enhanced CLI**
- Customizable **Banner**
- **Self-management**
- **Implicit Routing**
- **Flexible Payment**



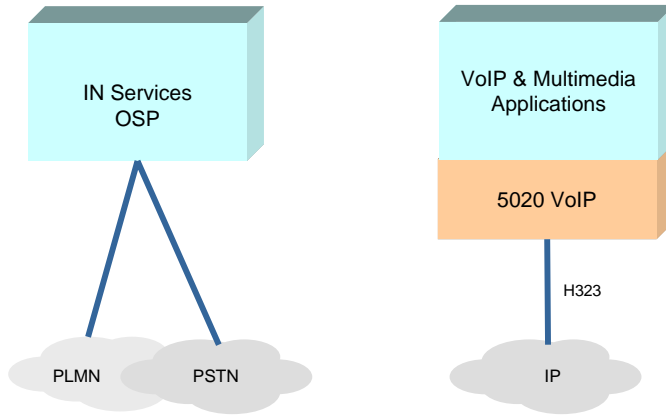
**Combining VoIP and Internet into a “Best of Both Worlds”
Business Communication Service**

Agenda

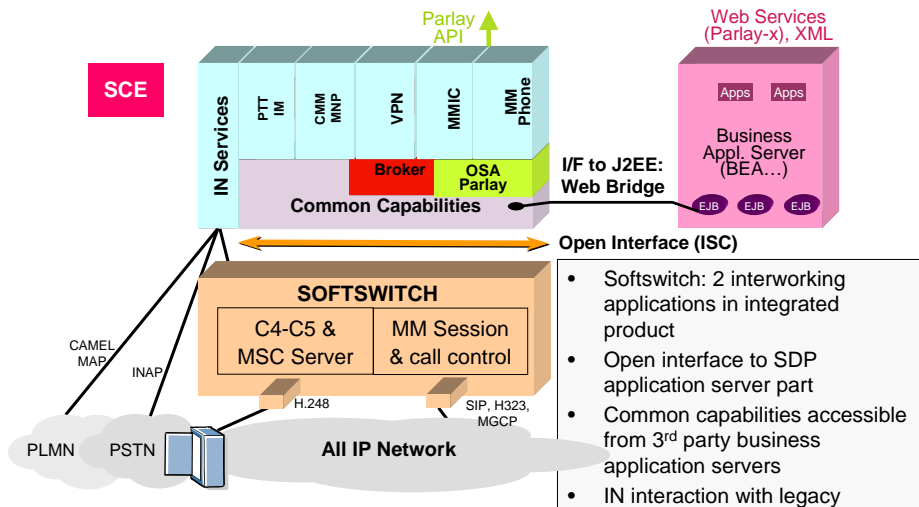
- **The Changing Landscape for Service Providers**
- **Alcatel Service Delivery Platform**
- **Roadmaps**
- **Conclusion**



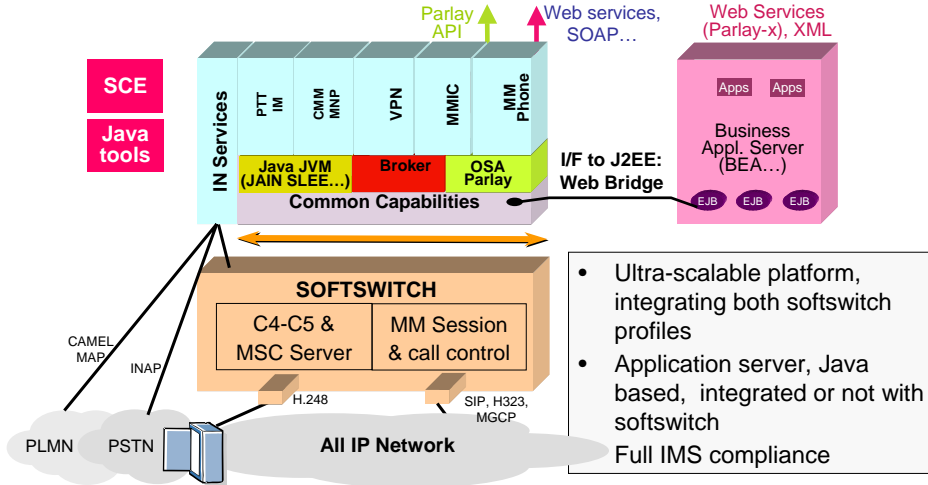
Products in the Field



2004: OPEN NGN Architecture



2005: Scalability & Development Efficiency

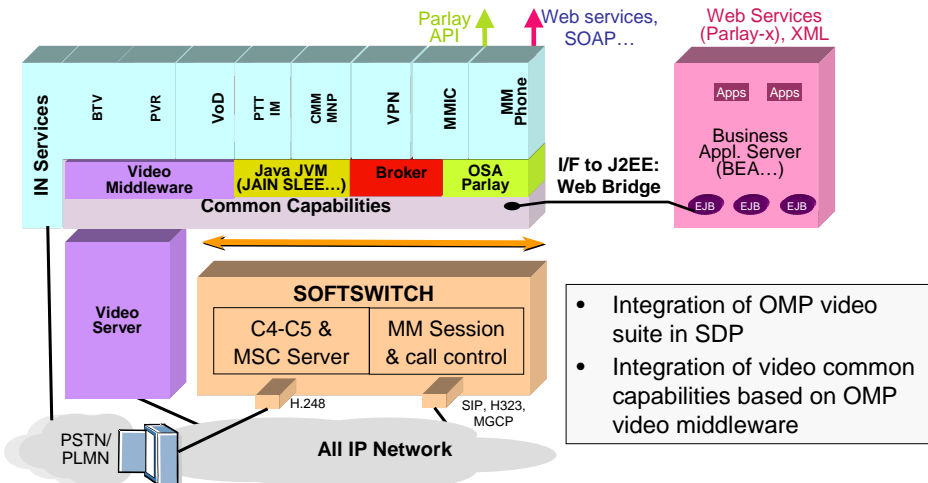


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2005/2006: Video for both Fixed and Mobile

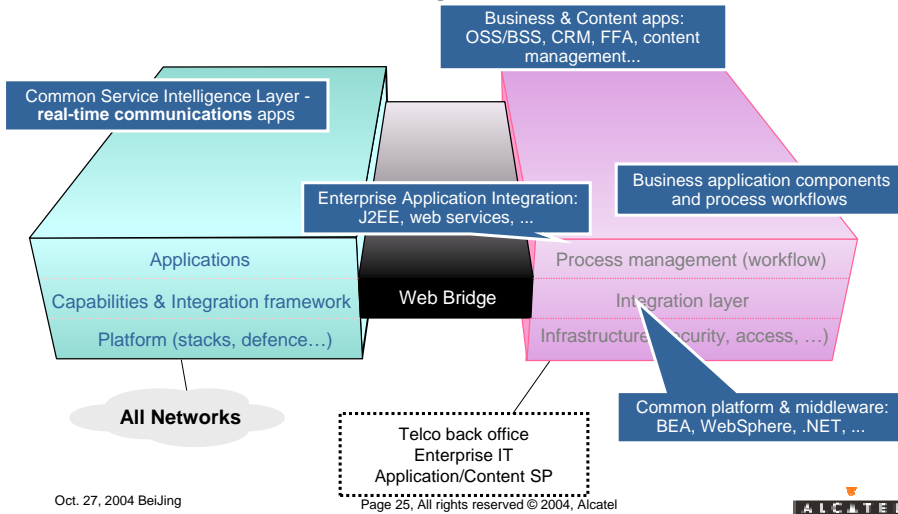


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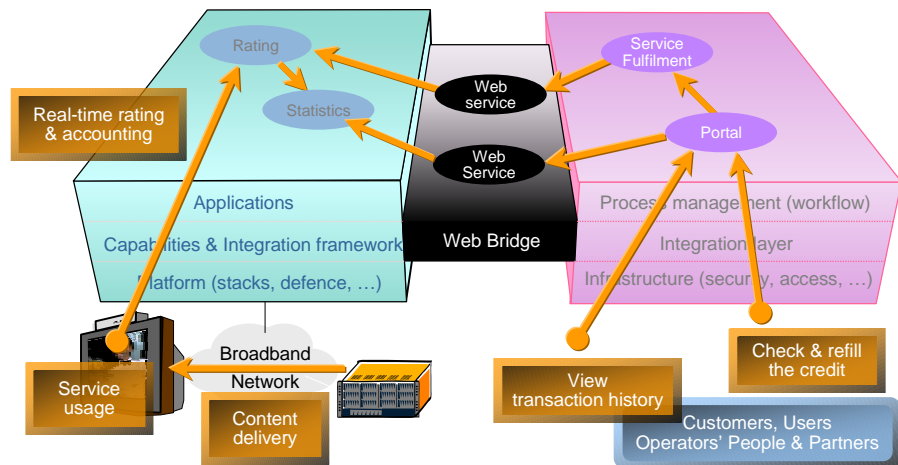
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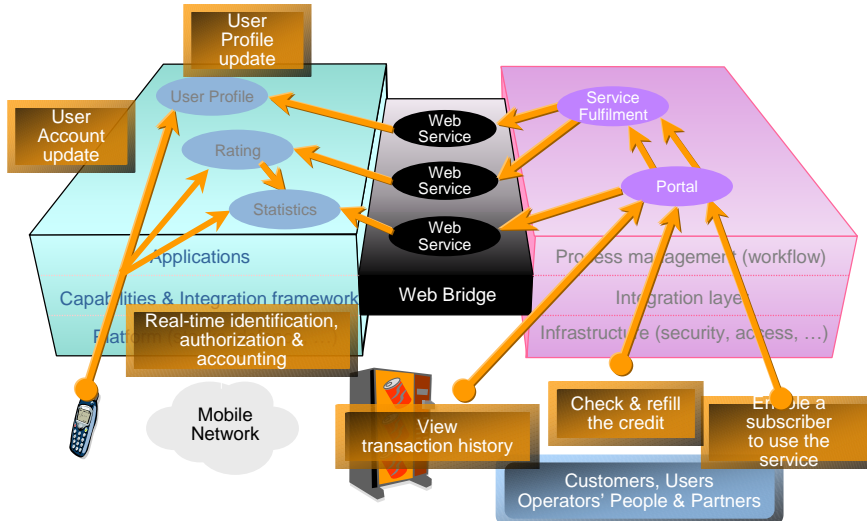
ICT Platform: Application & Integration Framework



Example: Video-on-Demand



Example: Micro-payment



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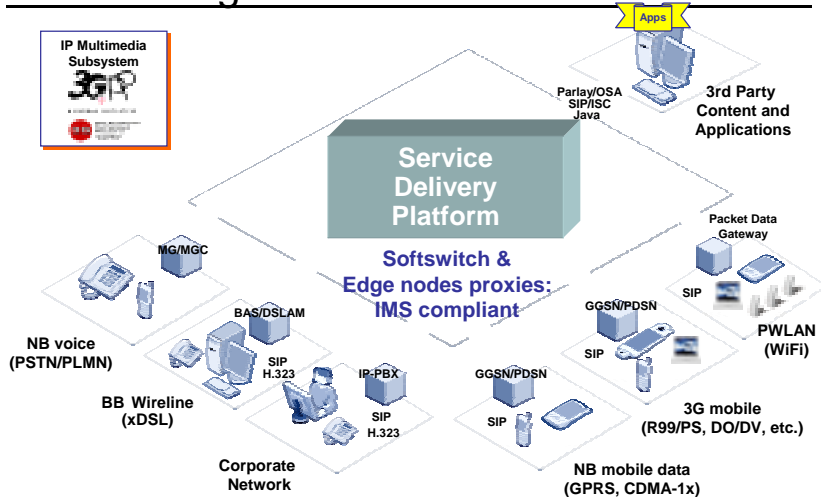
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Enabling our Customers to Become Leaders in Delivering Unified User-Centric Services



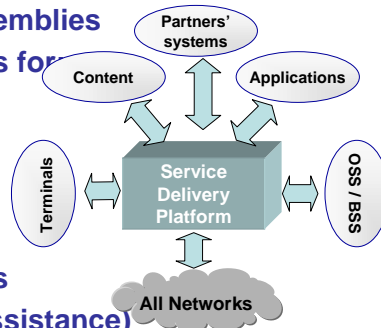
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Our Full Service Offer

- **A full Service Delivery Platform with Optimal Reuse of Components from Alcatel and Partners**
- **A Rich Set of Re-usable Components**
- **Consumers and Enterprises Assemblies**
- **Integration Tools and Connectors for**
 - Networks: legacy, IP and Broadband
 - Terminals
 - OSS / BSS functions and processes
 - Contents
 - Business Applications and IT
 - Partners' systems
- **Integration Projects with Partners**
- **Architecture design (Advice & Assistance)**
- **Full Support and Maintenance**



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中国第三届 **PICMG** 技术年会 ATCA/PXI
The 3rd China Annual PICMG Tech-forum

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