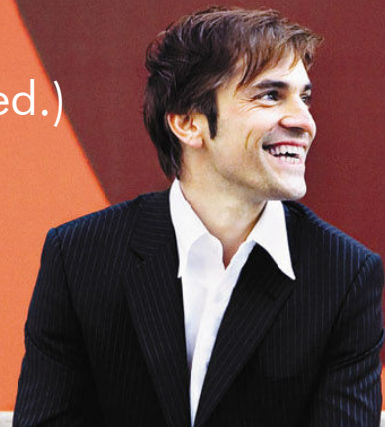


Next Generation Service Delivery Platform

Date: Sep. 19 (Wed.)

정상수/부장

Hp C&I CME



HP Solution World 2007

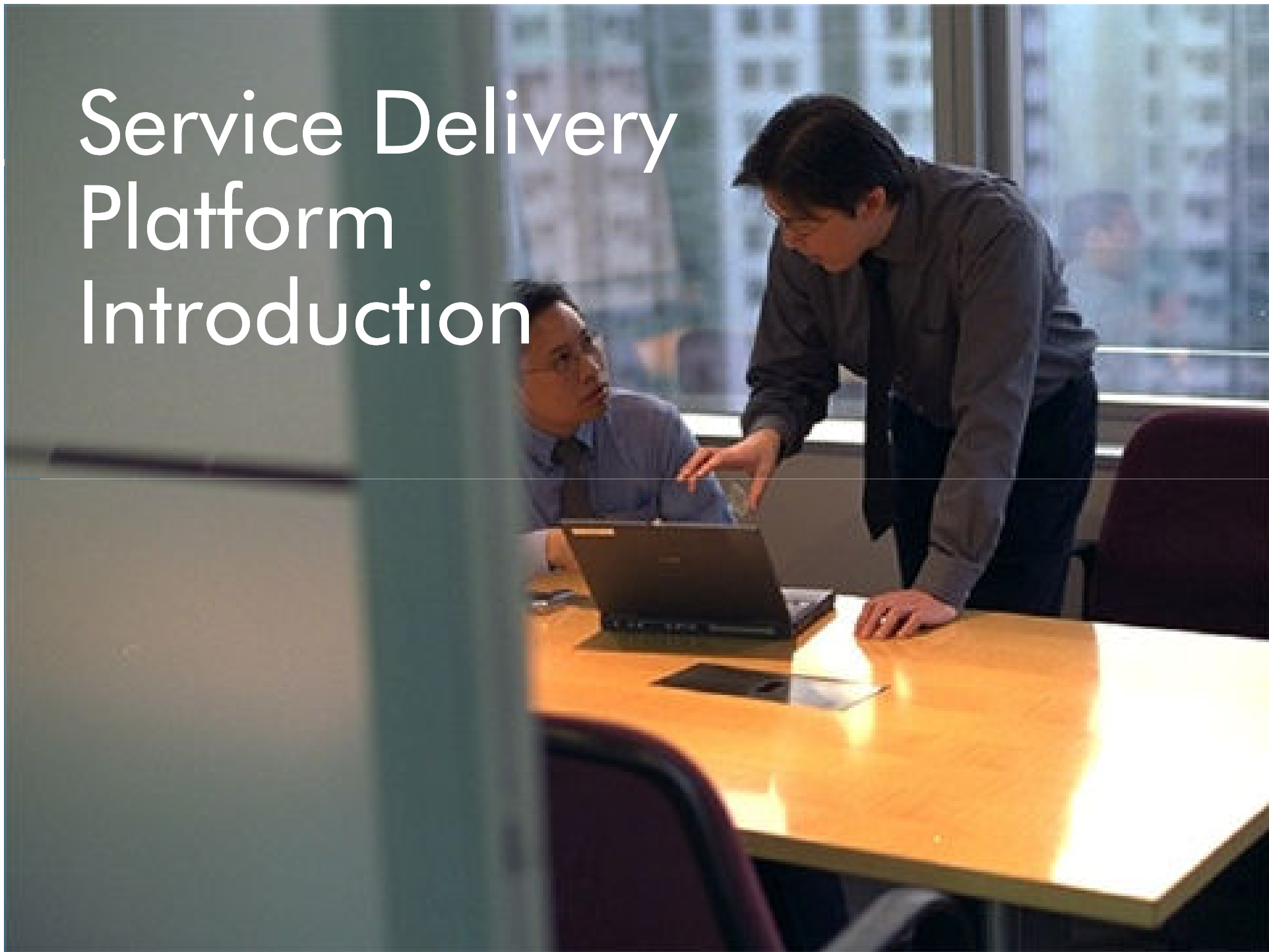
IT transformation to BT



Agenda

- SDP Introduction
- How to deliver services?
- SDP as a Solution
- Future SDP in the Telecom

Service Delivery Platform Introduction



Service Delivery Platforms.

Definitions

Wikipedia tells us about Service Delivery Platforms:

The term Service Delivery Platform (SDP) refers to a recently embraced architectural style applied to telecommunications infrastructure problems.

It is intended to enable rapid development and deployment of new converged multimedia services, from basic POTS phone services to complex audio/video conferencing for multiplayer games (MPGs). SDPs typically provide a service control environment, a service creation environment, a service orchestration and execution environment, and abstractions for media control, presence/location, integration, and other low level communications capabilities.

Often, they will feature a unified directory of customers which provide a metadata architecture for all existing customer databases, including business, consumer, broadband or mobile. SDPs are applied to both consumer and business applications, with the latter set often focused on the integration of telecom and IT capabilities.

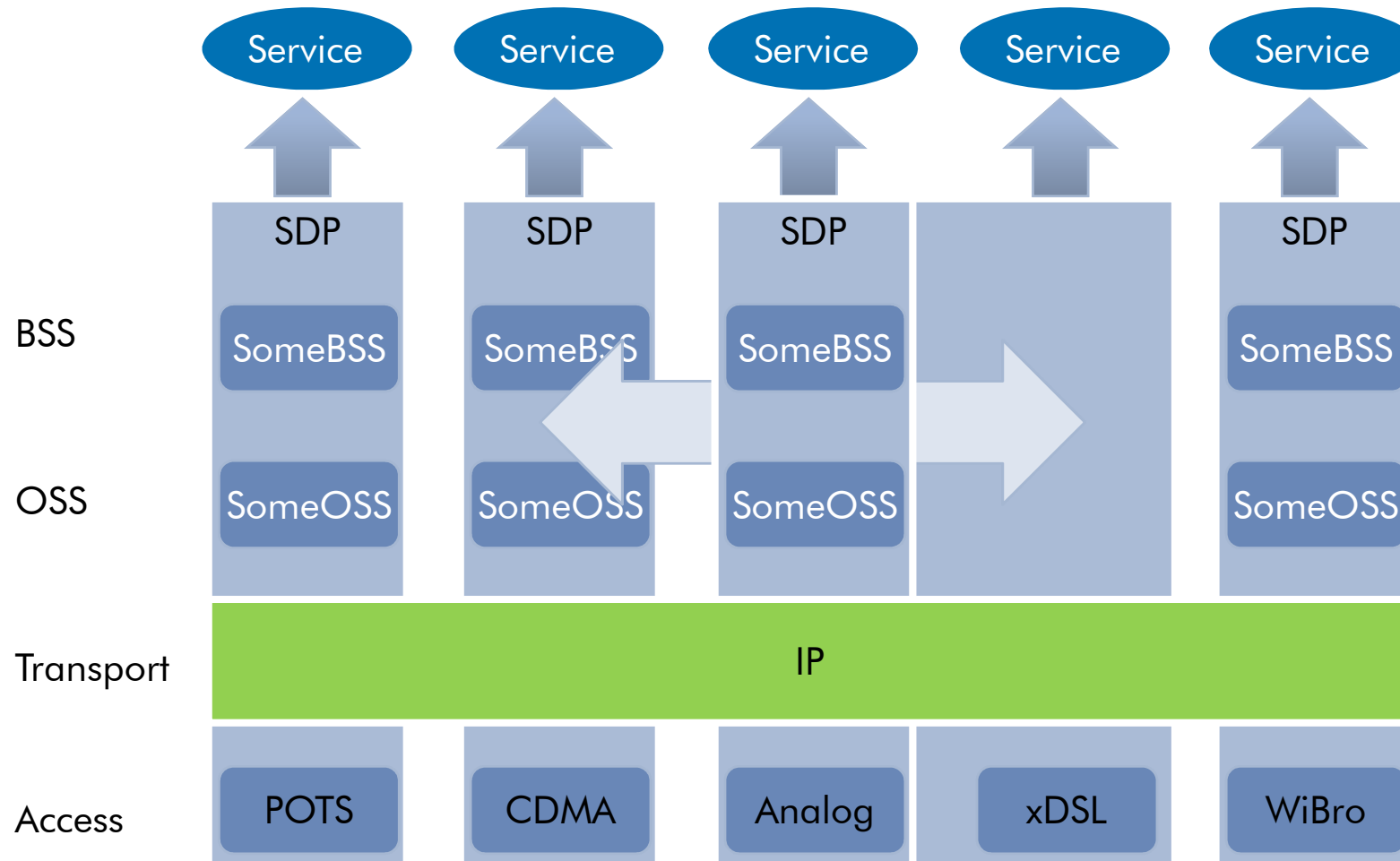
Elements of an SDP

- Service Creation Environment
- Execution Environment
- Network asset Control
- Presence/Location
- Integration



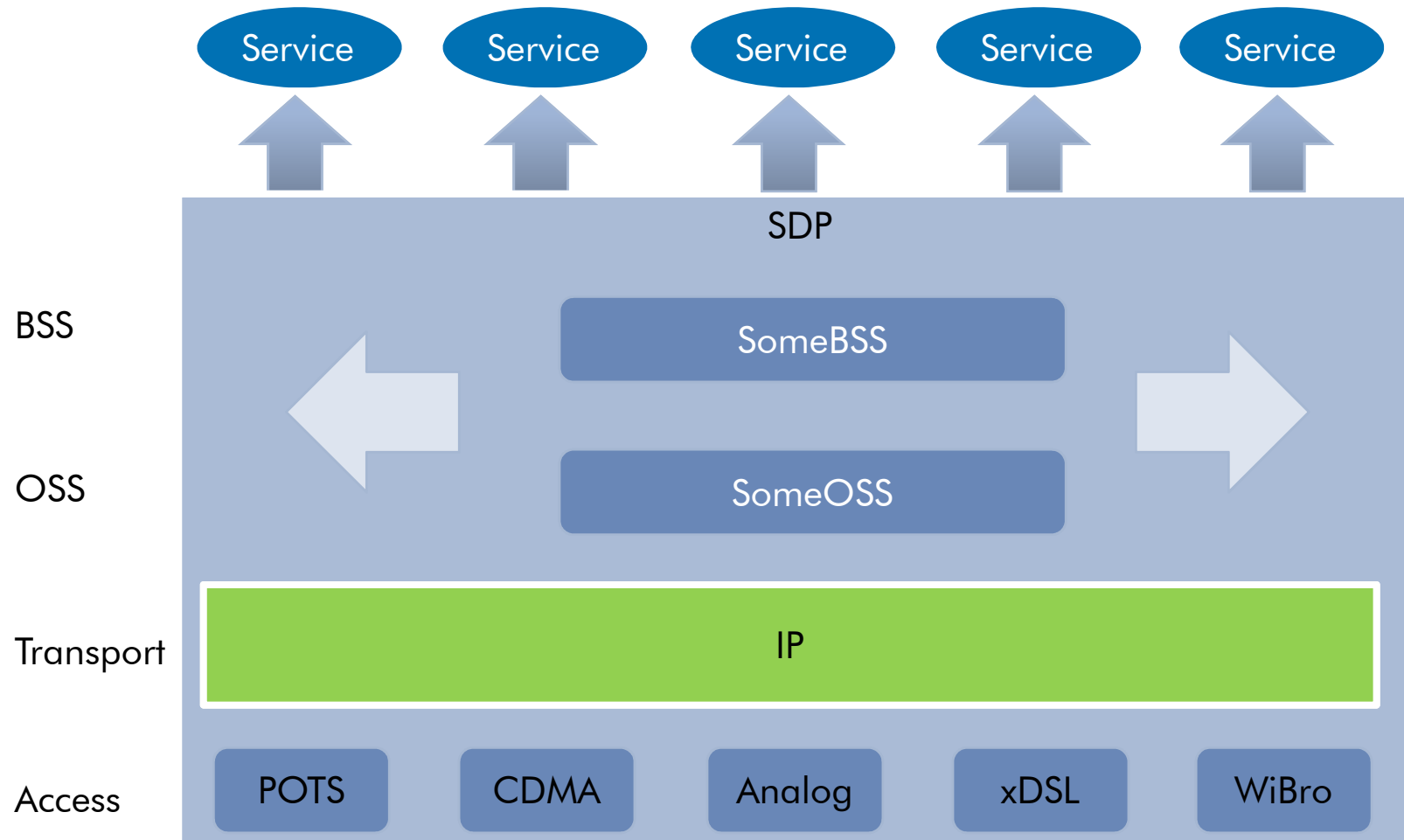
Service Delivery Platforms.

Generalized view on SDP



Service Delivery Platforms.

The Almighty SDP



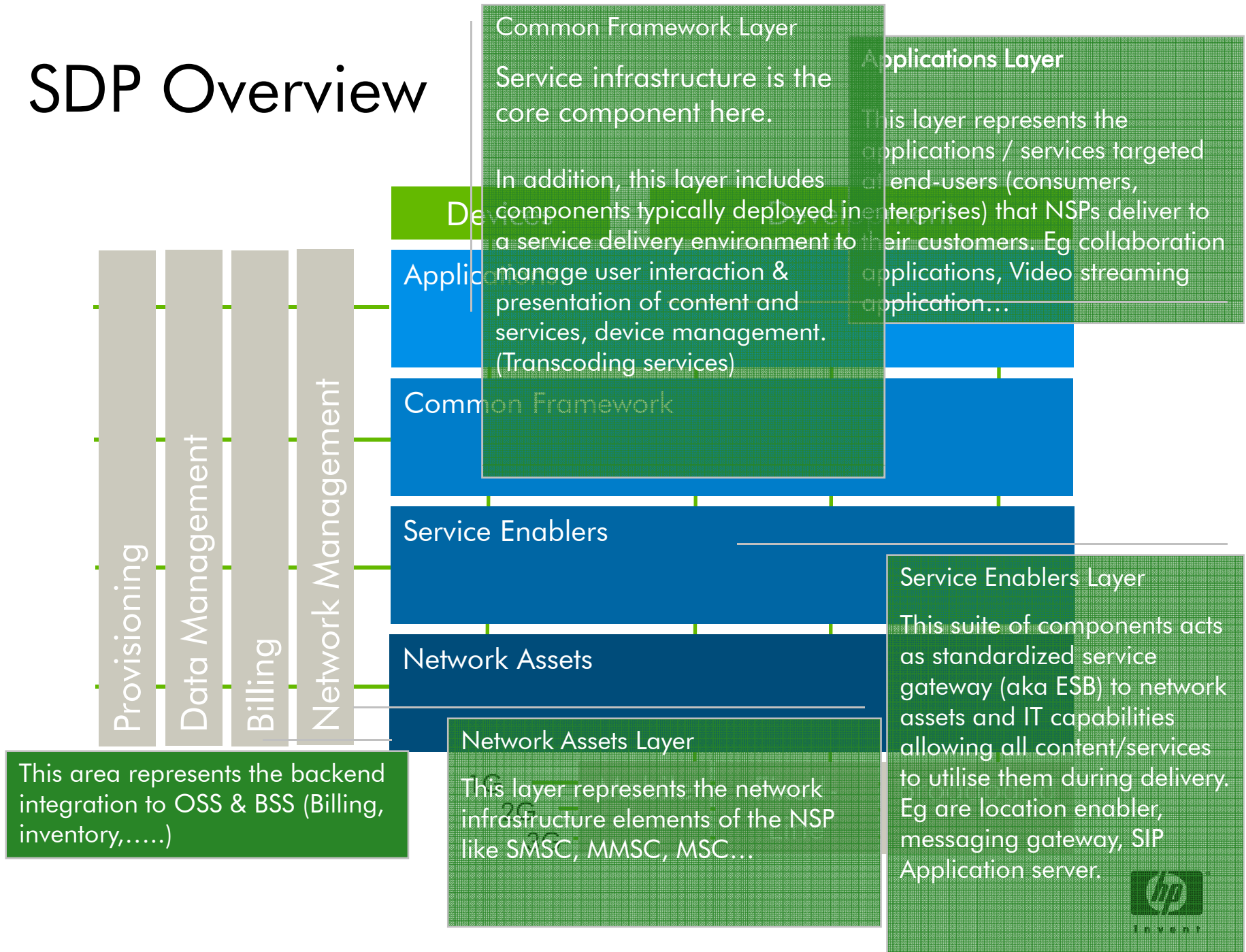
How to Deliver Services?



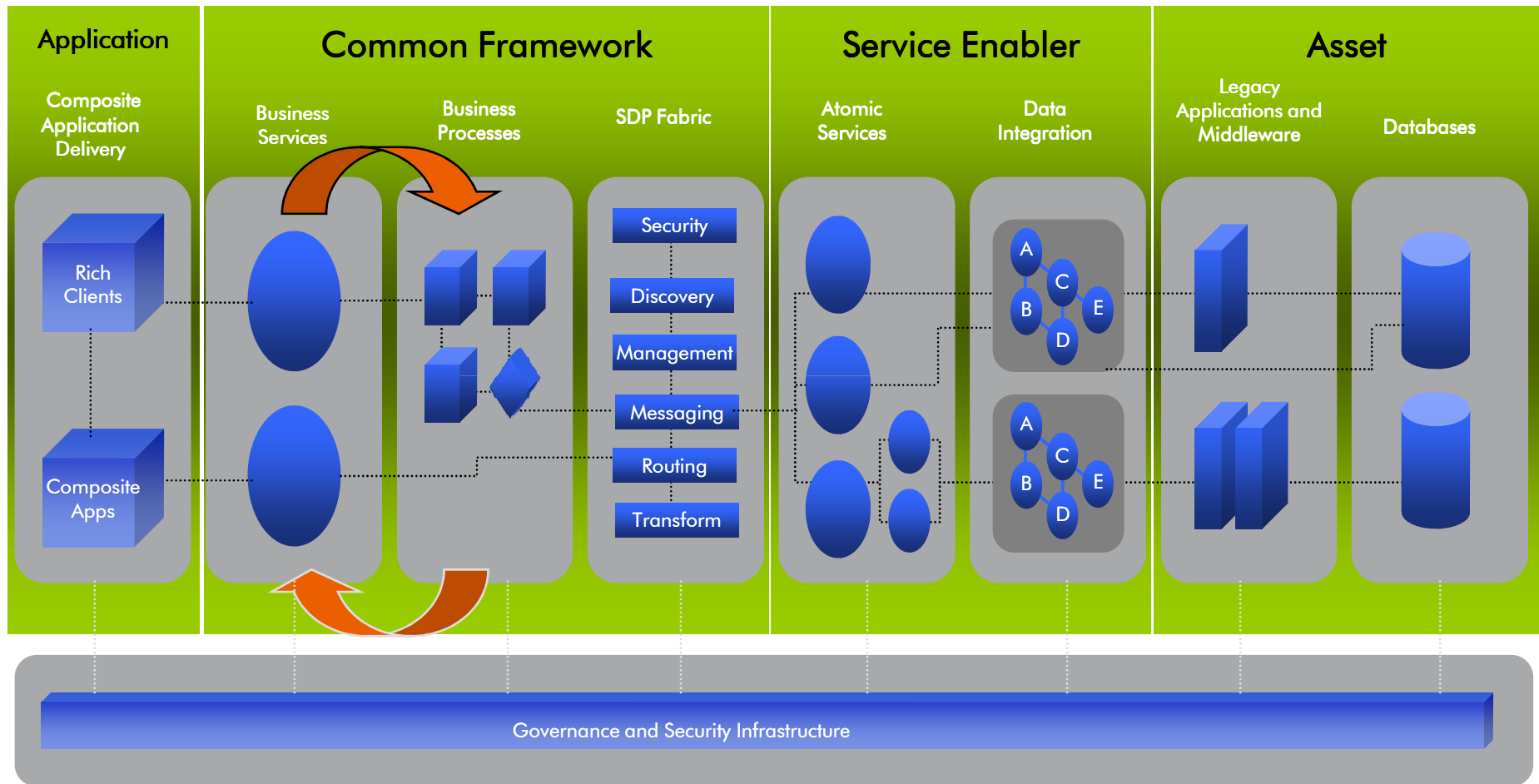
What is in fact an SDP?

- An SDP is the set of architectural principles (or best practices) that must be present when designing the Services Architecture for an operator
- Addresses the set of common patterns that can be extracted from disparate families of services (browsing, messaging, content download, alerts, basic services)
- HP SDP core principles are heavily based on exporting the ideas of SOA to a telco environment:
 - Buy, not build
 - Reuse, not rebuild
 - Horizontal layers, not vertical silos
 - Standard APIs, not proprietary interfaces
 - Workflow-compose, not hardcode

SDP Overview



SDP covers SOA Blueprint



Source: MW2 Consulting's SOA Blueprint

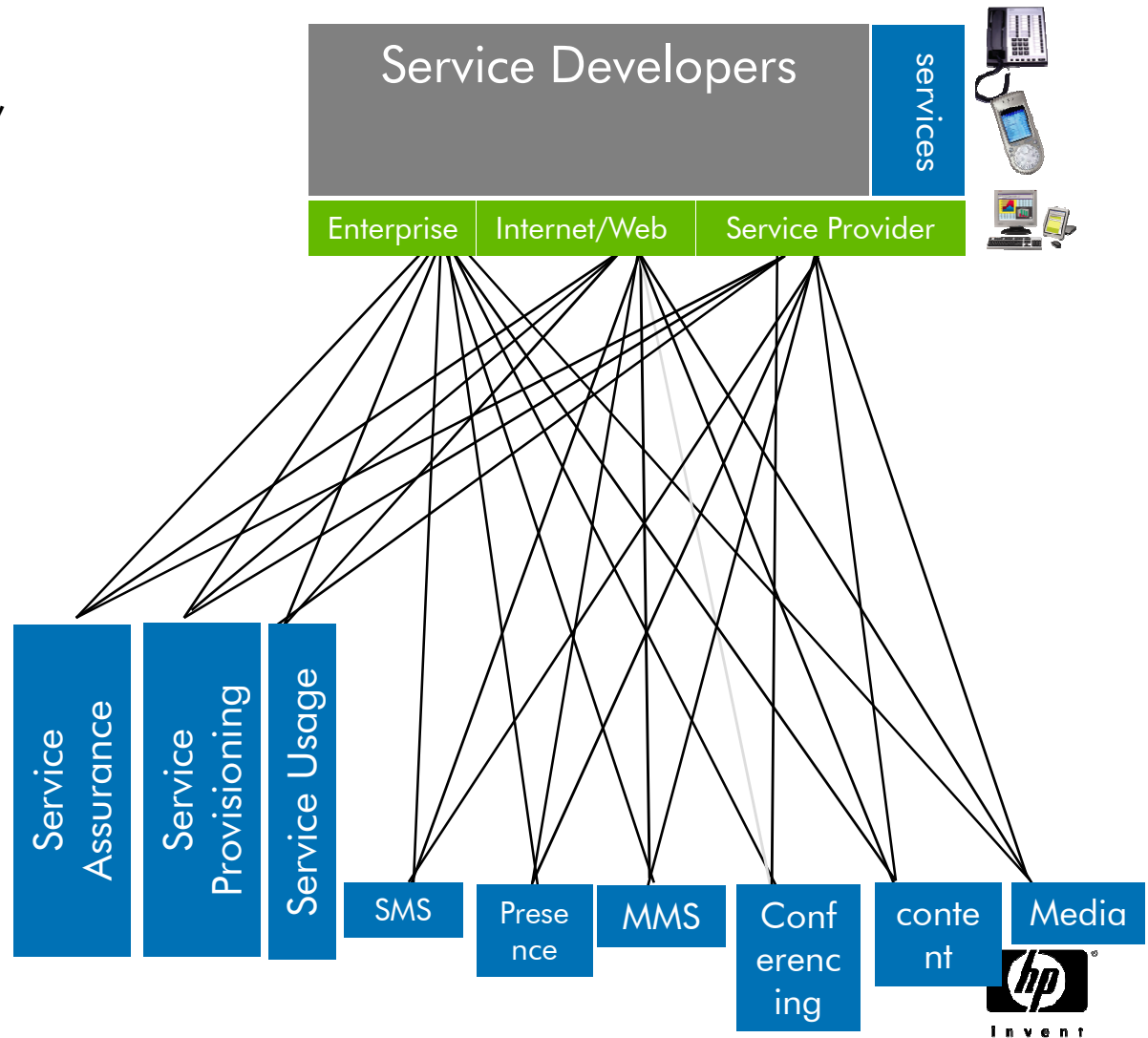
Service Creation & Delivery Issues

Developers

- Lots of developers with different needs (Internet/Web, Enterprise, NSP In-House)
- Complex – Too many interfaces
- No uniform development & certification environment
- Detailed telecom experience needed

Operators

- Vulnerable – limited control
- Complex, fragmented vendor dependent APIs



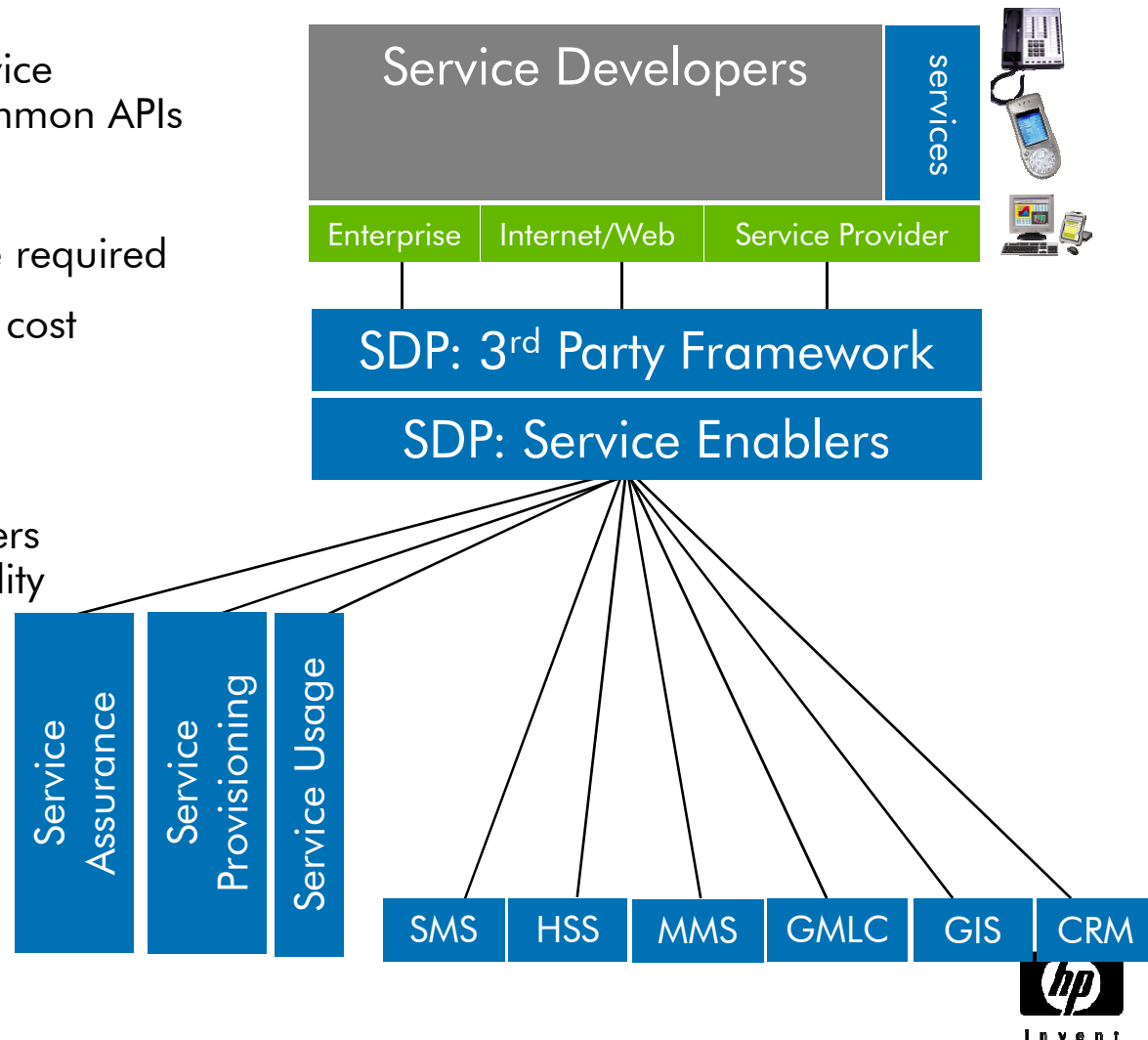
Solving the Problems with SDP

Developers

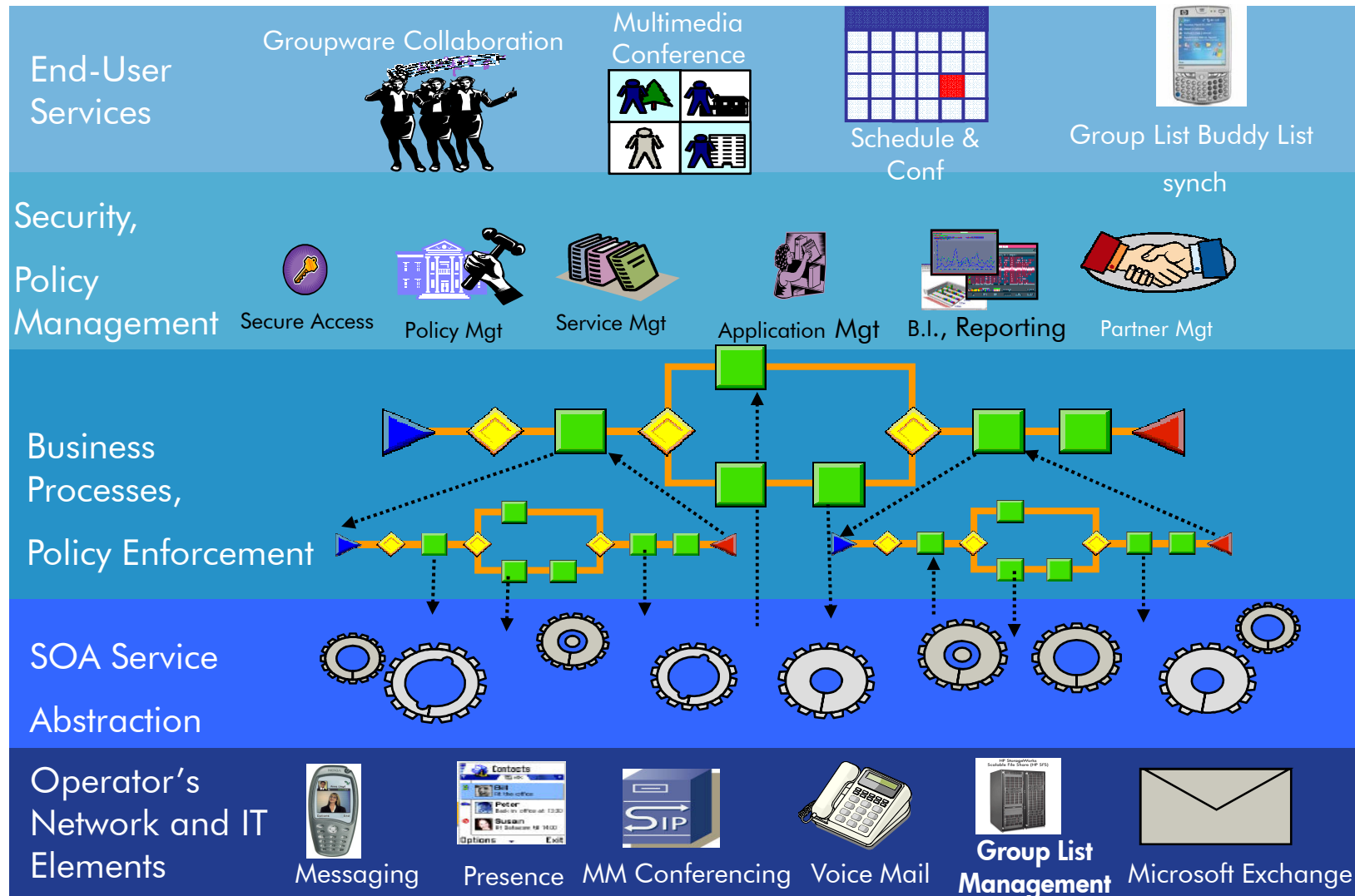
- Shorter time to market for service development through use of common APIs
- Easier & faster integration
- Little or no telecom experience required
- Revenue sharing with reduced cost

Operators

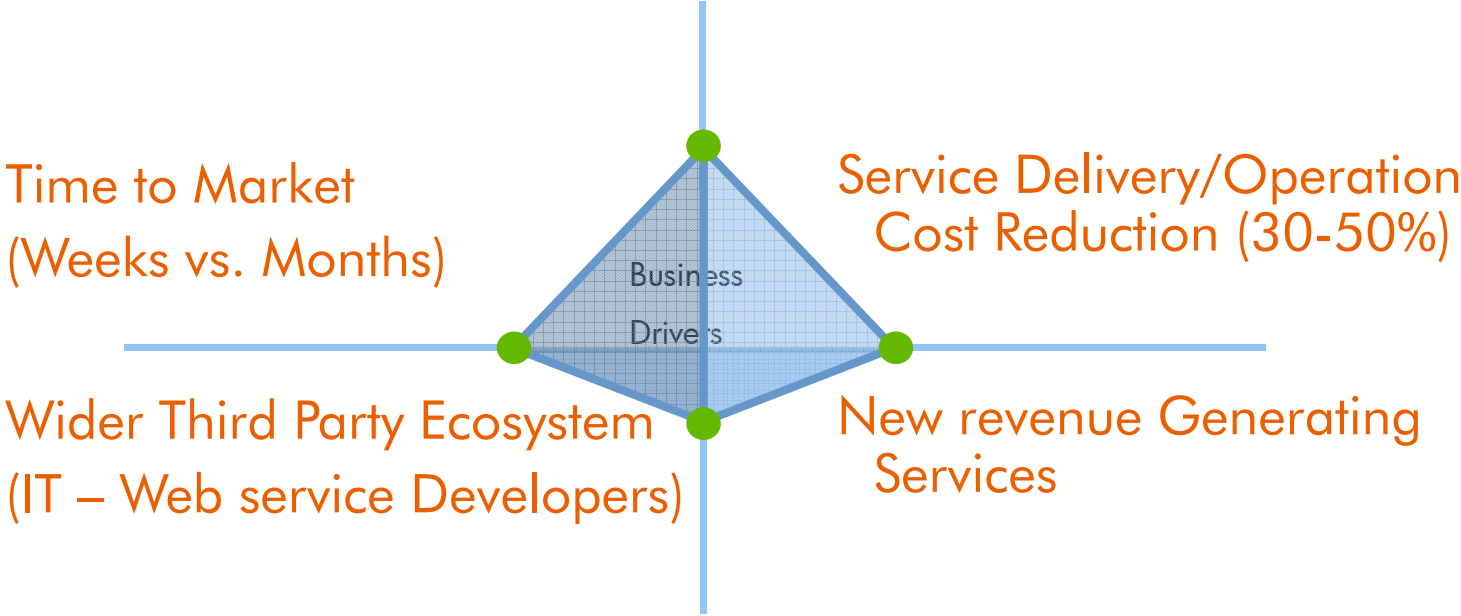
- Simple, central framework offers more control, security, & flexibility
- Increased revenues with lower development
- Enhanced customer satisfaction and loyalty



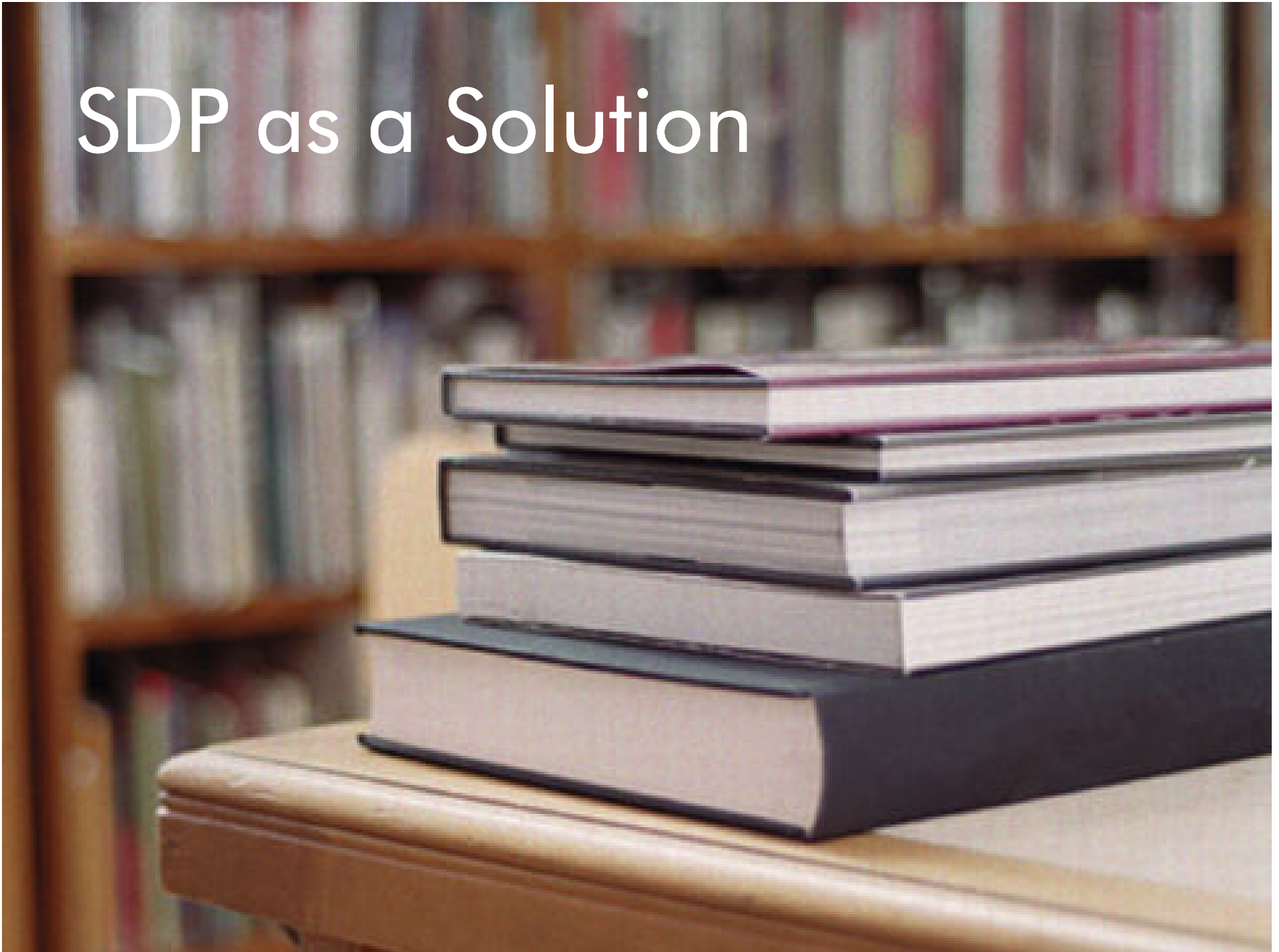
SDP – Service Delivery Transformation



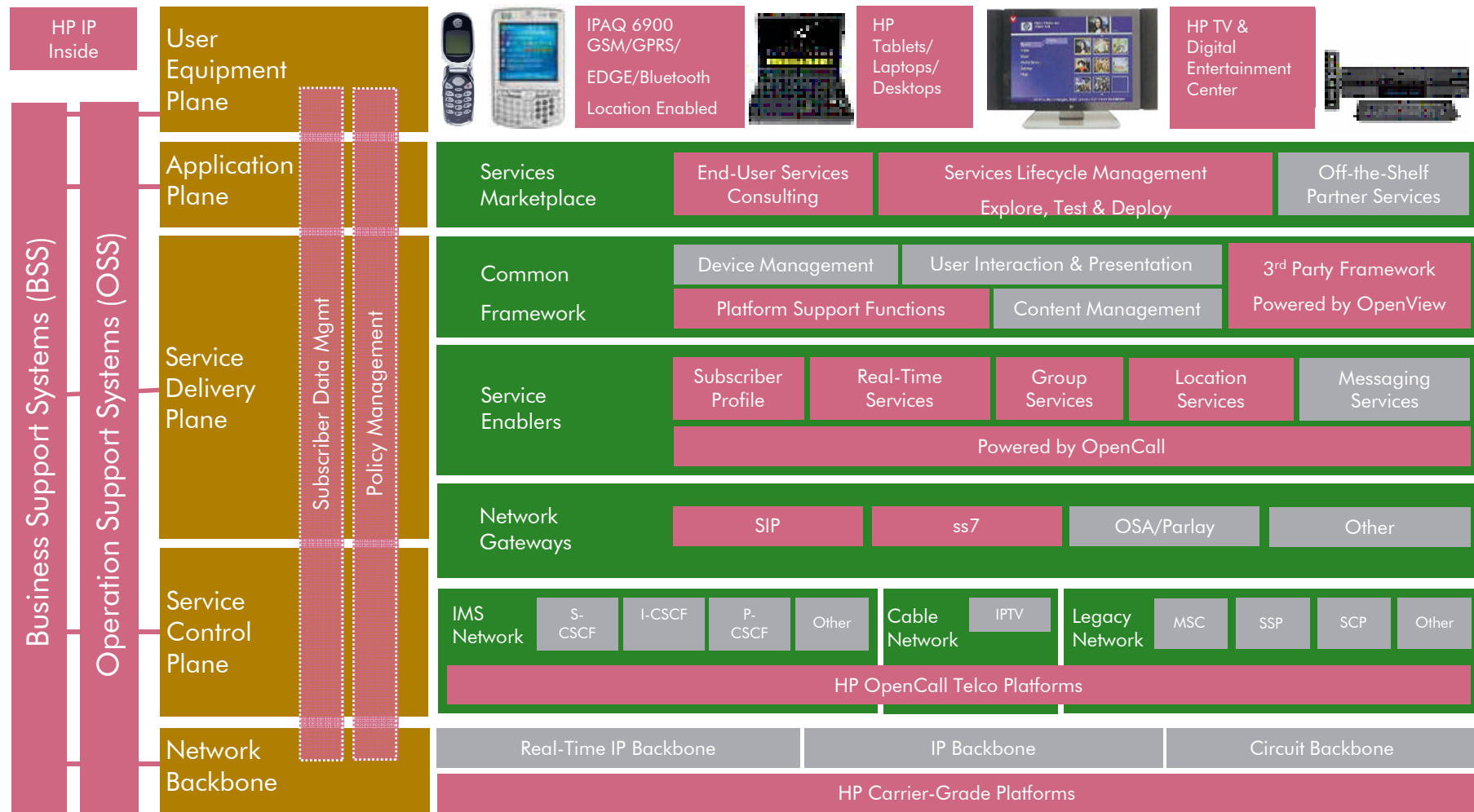
SDP Business Case Drivers



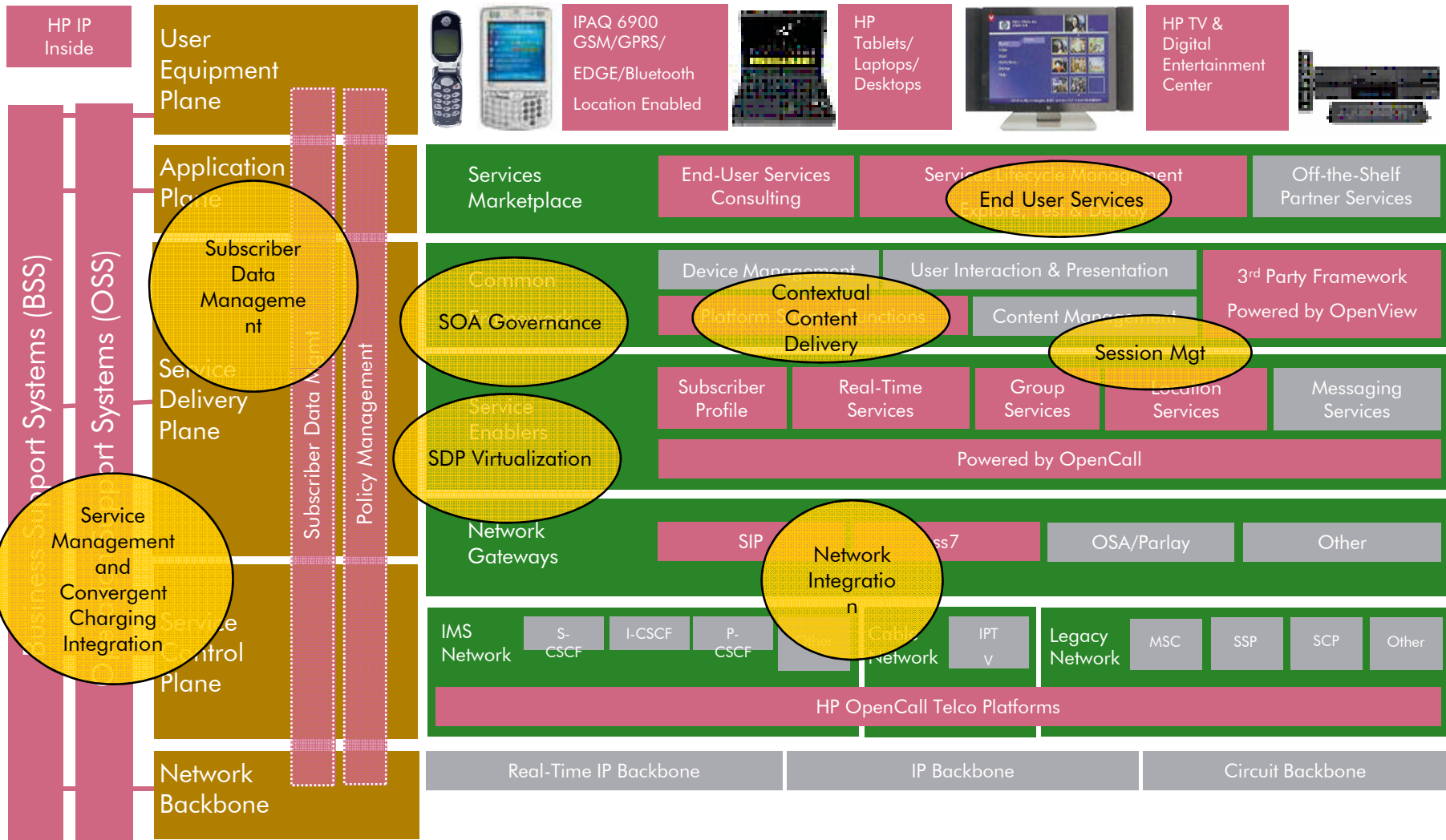
SDP as a Solution



SDP Reference Architecture



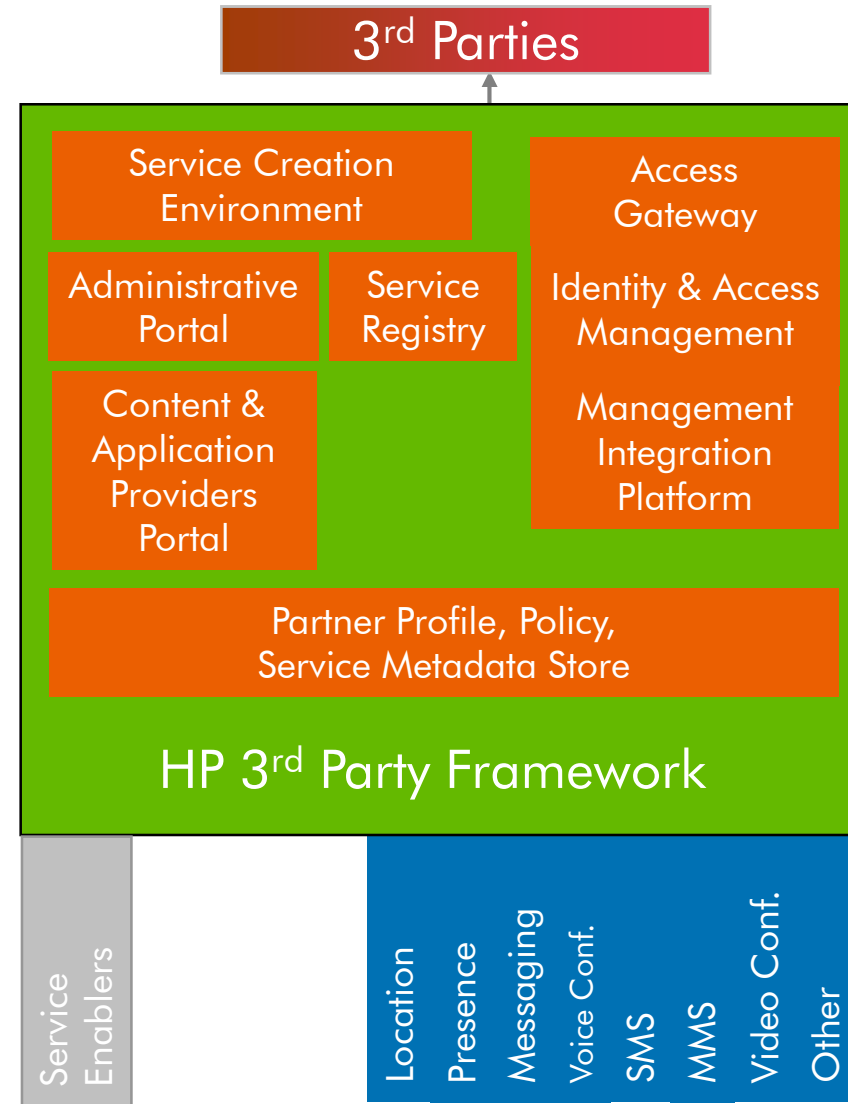
SDP Key Solution areas



SDP Key Solution 1/3

3rd Party Framework

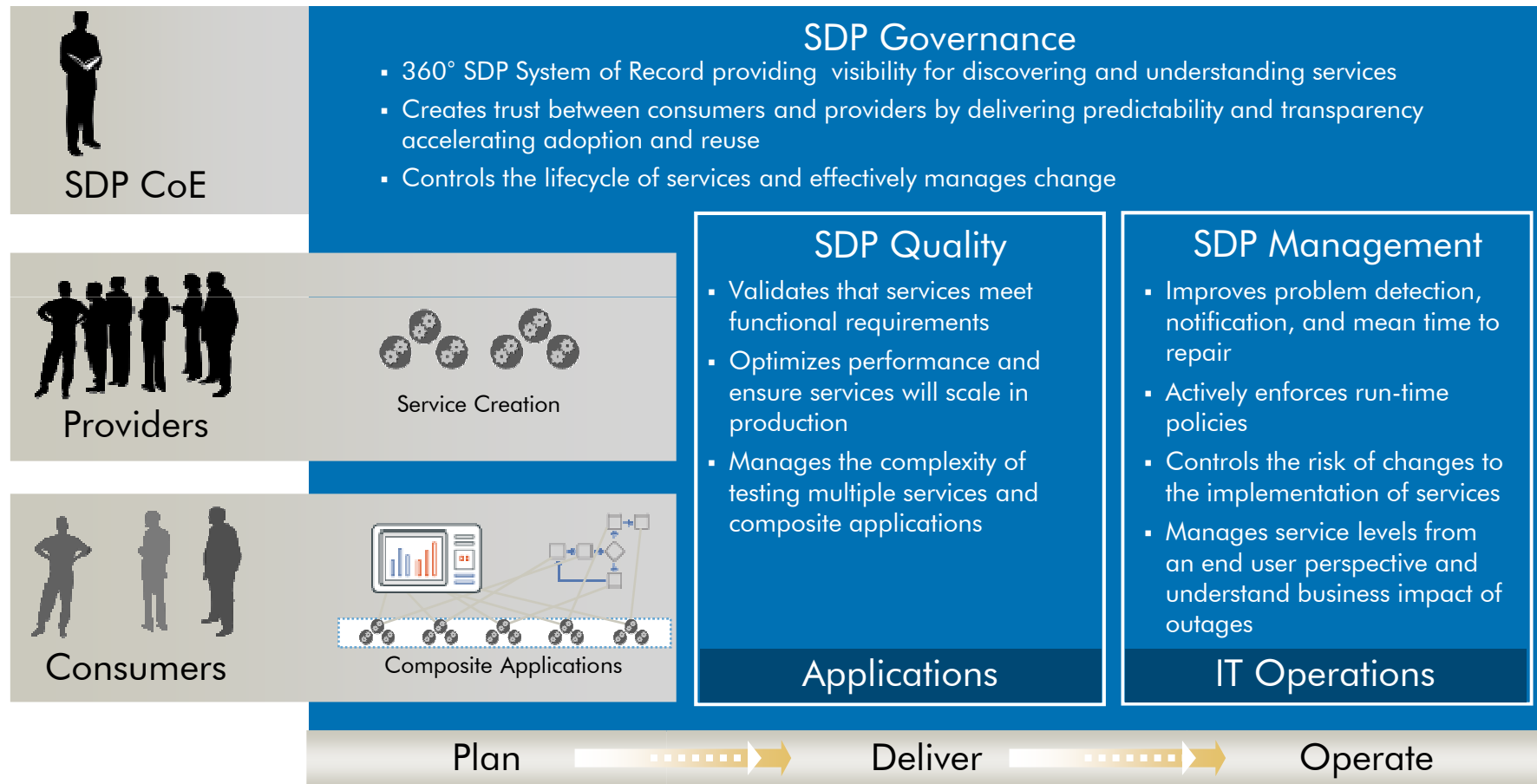
- Enables 3rd party business model for SPs
- Provides the secure and trusted, central interaction point for 3rd Party access to content and applications
- Full Partner Life Cycle Management for ASP, SP and CP
 - Centralized management platform
 - Self-Service Portal for Partners
- Simplifies service enablers integration
- Expose new capability to 3rd parties:
 - Secure exposure of API
 - Class of Service, SLA, Policy Management (subscriber and application)
 - Statistics & Reports
- Lowers the cost of managing 3rd Parties



SDP Key Solution 2/3

SDP Quality, Management & Governance

HP Business Technology Optimization for SDP

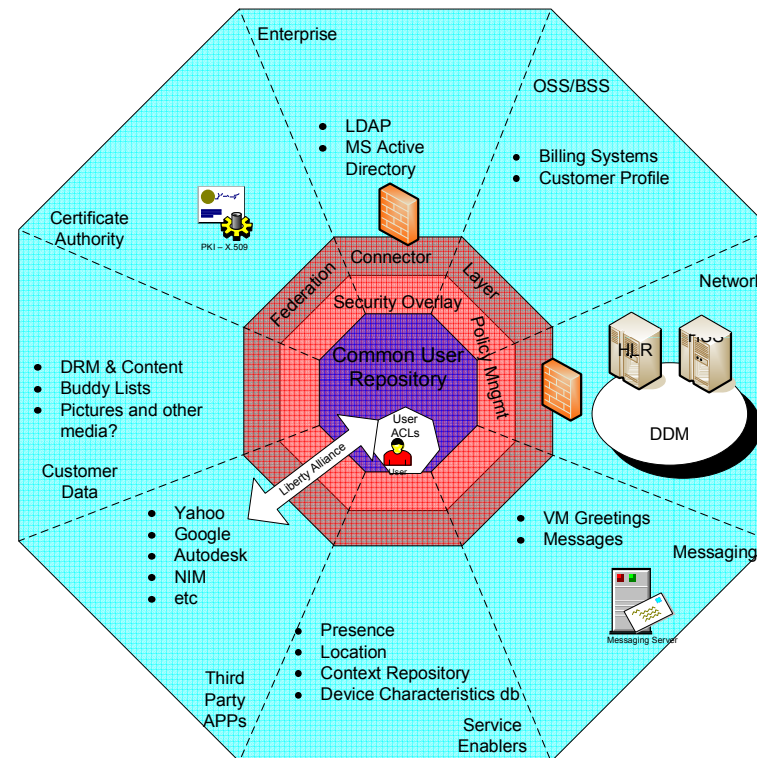


SDP Key Solution 3/3

SDP Data Management

HP Virtual Identity and Profile Broker (VIP)

- Single-source broker of dispersed user data
 - Virtual dynamic aggregation of back-end data sources
 - Protocol abstraction and independence
 - Web-service-friendly single-protocol interface (e.g., XML, LDAP, RSS, via URL)
 - Dynamic virtual “views” of underlying identity and profile data
 - Secure, controlled APIs
 - Fine-grained per-user, per-element access-policy overlay
 - “Query” and “publication / subscription” access models

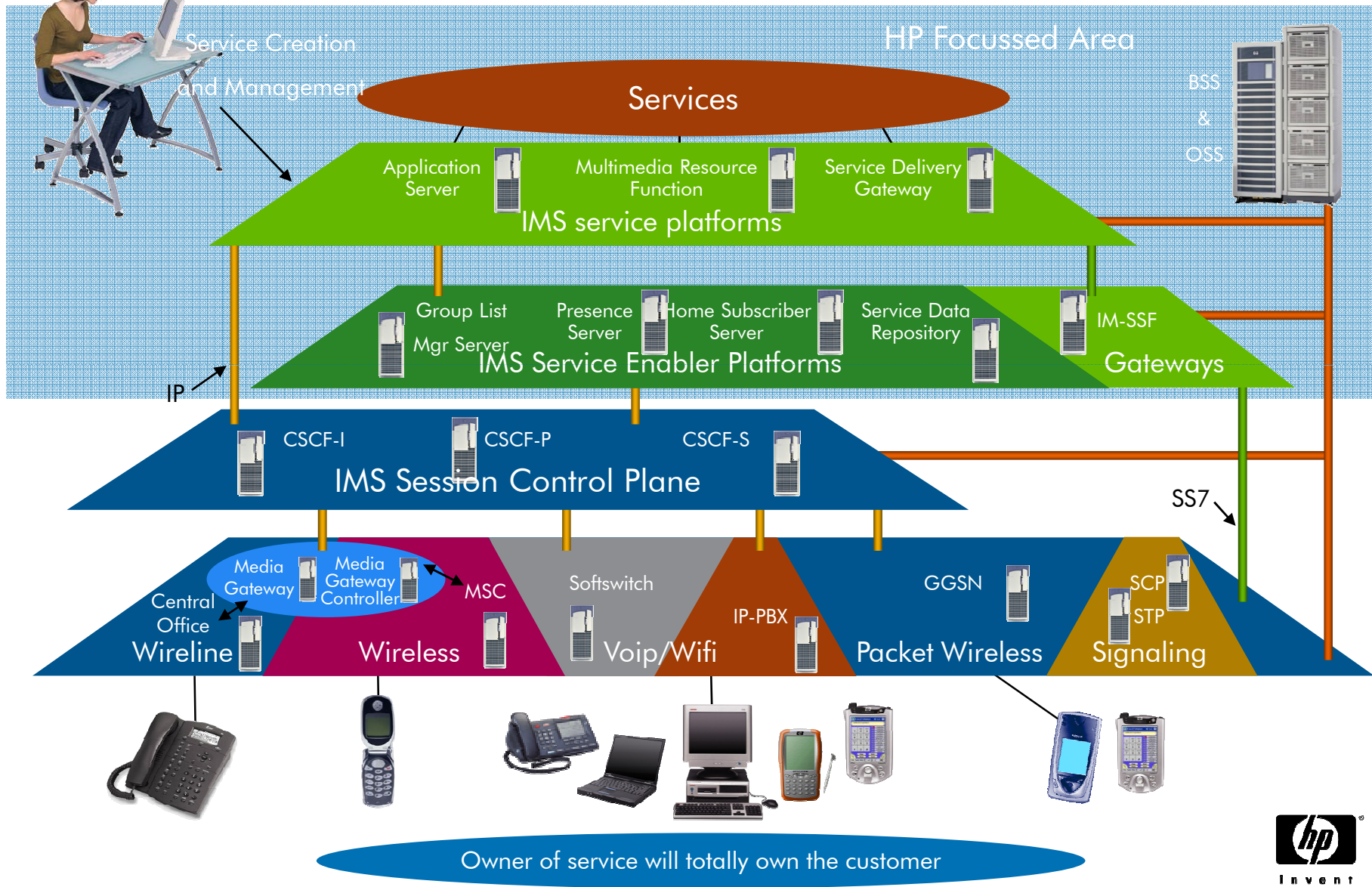


Future SDP in the Telecom



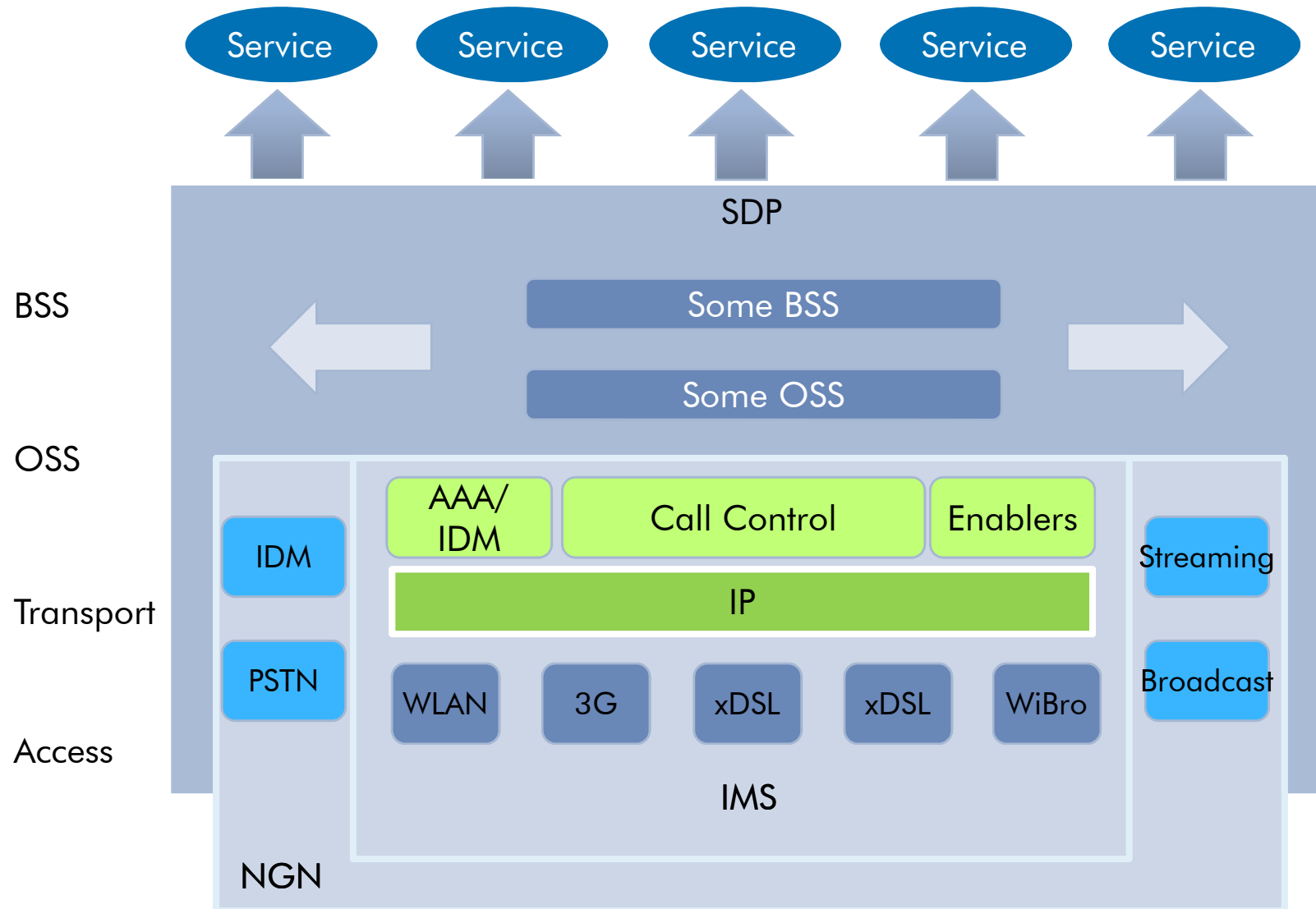
IMS (IP Multimedia Subsystem)

IMS Architecture



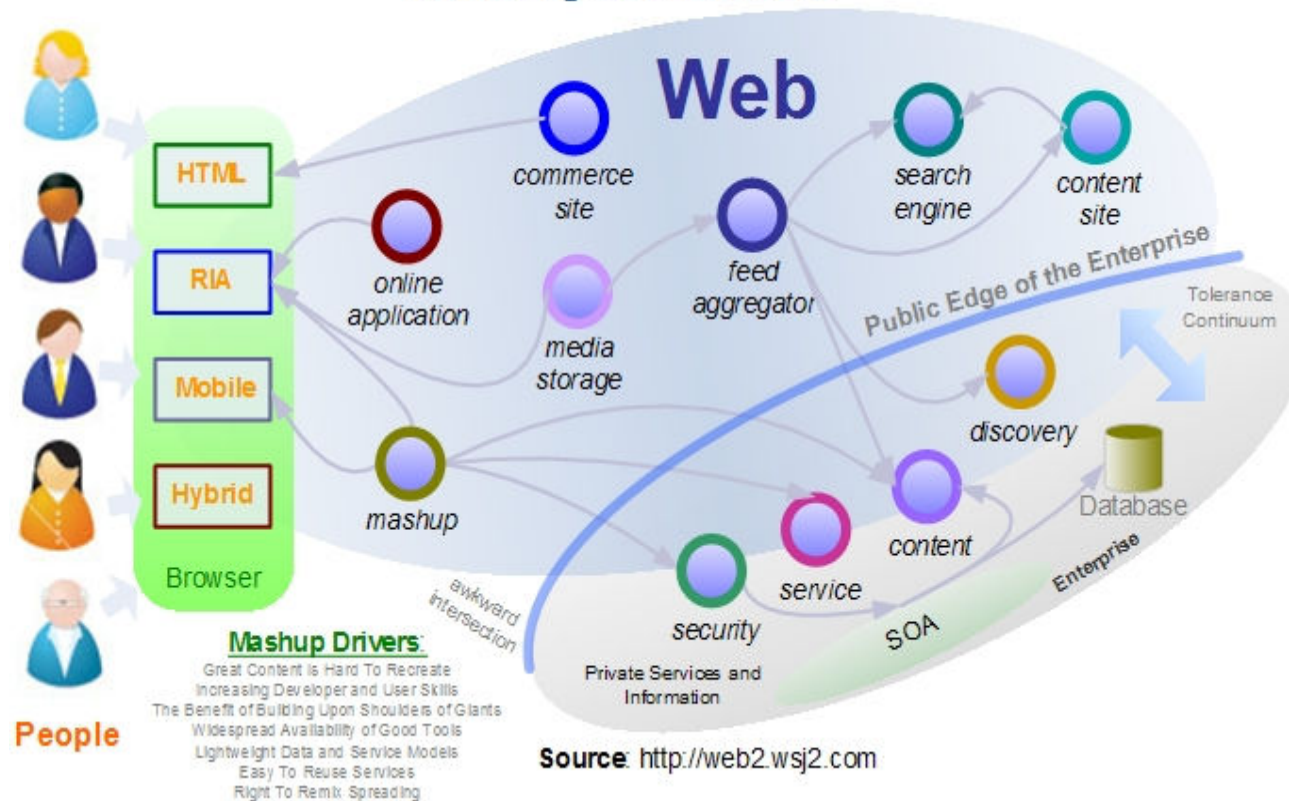
More Service Delivery Platforms.

Almighty DP = SDP + IMS



The Mashup and Open API

The Mashup Ecosystem: Flourishing In An Increasingly Nurturing Environment

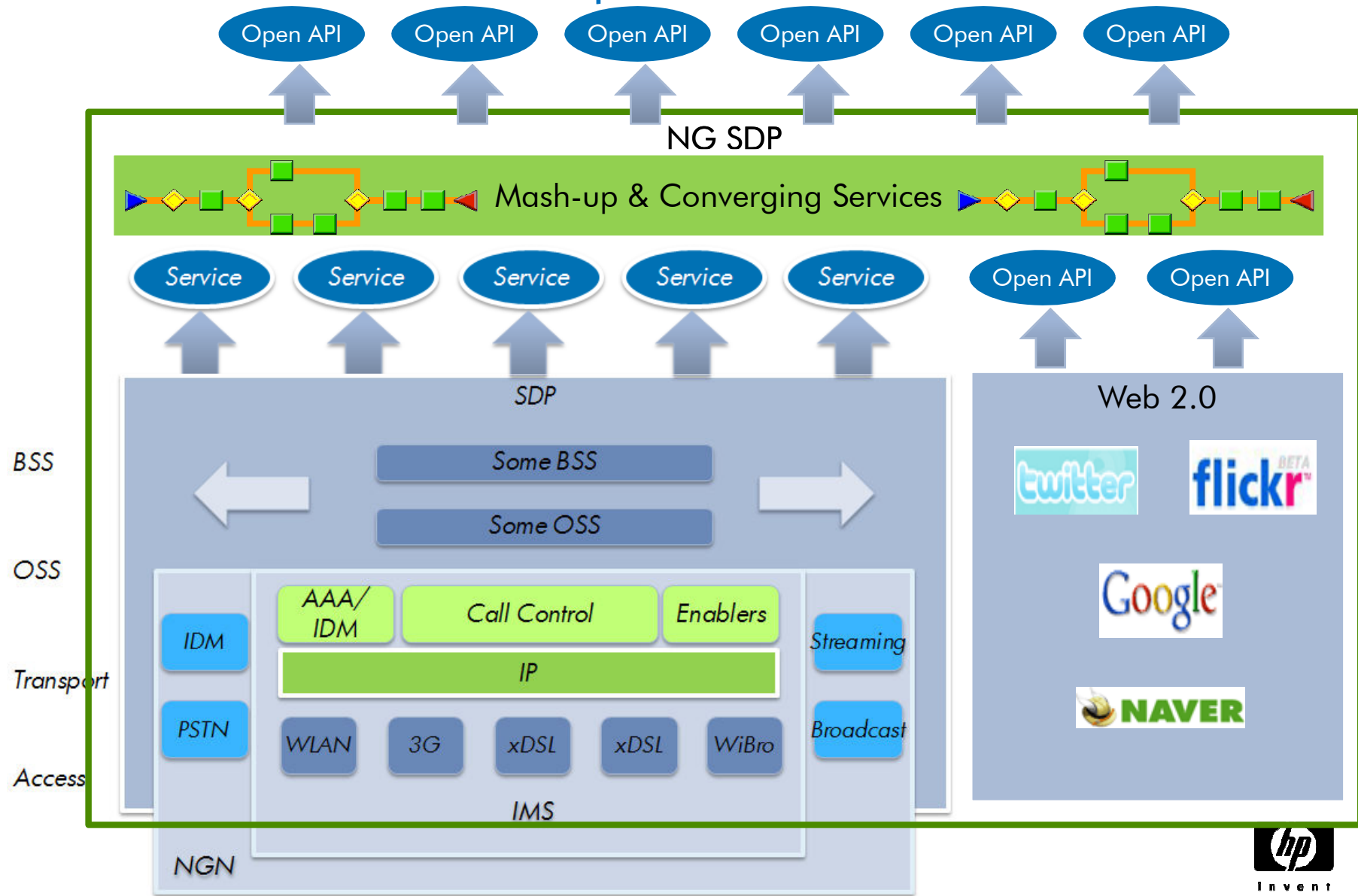


- Messaging
- Voice Call
- Conference Call
- Location
- Authentication
- Inbound SMS
- Contacts
- IAM(Information About Me)



NG Service Delivery Platforms.

$$SDP = SDP + IMS + Open API$$



Conclusion

- SDP가 Killer App을 만들어 매출을 창출할 수는 없지만 SOA에 따른 성공적인 비용절감, 효율적 운영이 가능합니다.
- SDP는 IMS와 함께 융화되어 차세대 텔레콤 서비스를 창출하는 환경을 제공하게 될 것입니다.
- Web 2.0시대에서의 차세대 SDP는 Mash-up이 가능하도록 Open API를 제공하는 것은 물론 이를 위한 환경도 제공하게 될 것입니다.

Thank you for your kind attention

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