



# Market Opportunity Service Delivery Platforms (SDP)



## Overview

Service Delivery Platform (SDP) can be loosely defined as a standards based framework that facilitates the design, development, implementation and management of services required to run the operations of network services providers. The services could range from the basic voice connectivity to the state-of-the-art rich multimedia services.

SDP systems represent a cost effective, efficient choice for implementation and operation of telecom grade applications. SDP enables operators to go to market faster with new niche services, deliver services across multiple network types, reduce service deployment complexity, simplify service interaction, and ease service management - positively impacting revenues and reducing costs. SDP systems also serve as a bridge to Next Generation Network (NGN) frameworks including the IP Multimedia Subsystem (IMS).

This publication will help the reader understand the market opportunity for deploying applications on SDP systems including market forecast, potential applications, vendor review and more.

### Vendors discussed in report include:

- Accenture
- BEA
- Ericsson
- Fiorano
- IBM
- Microsoft
- Motorola
- Nokia Siemens
- Software AG
- Tibco
- Vitria

### Audience:

- Wireless, wireline and cable network operators will gain insights into the value provided by SDPs
- Telecom network infrastructure vendors will assess the importance of establishing their presence among SDP stakeholders
- Vendors seeking to better understand the opportunities to deploy applications via SDP systems to network operators



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