



Understanding Service Delivery Platform

November 2009

Overview

Service providers are focused on increasing the ARPU for data services beyond the 15% to 20% threshold as this is the maximum rate they have achieved to date. Value-added Services (VAS) applications also provide 10% to 12% of the revenue and the remainder is still the revenue from basic voice related services. This is about launching new applications and services to end-user customers, however, they must also keep operating expenses in line as they roll out new VAS and data services. Thus the concept of service delivery platforms came into existence. SDP allow operators to install, integrate and then manage content based applications, OSS, BSS and VAS elements in a much easier way.

SDP enables operators to get 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. Service Delivery Platform (SDP) includes vital common functions that an operator needs to manage Service Layer in respect to the increasing number of applications and users.

This publication will help the reader understand the basics of SDP as well as more advanced areas such as workflow management, content publishing and management. It is a must read for anyone considering deployment of SDP-based applications and/or rationalizing the network to become more streamlined in terms of application development and service delivery.

Topic Areas

- Evolution and business drivers for SDP
- Implementation of SDP in existing networks
- Evaluation recommendations for SDP for Mobile Operators
- SDP architecture, workflow management, and content publishing and management

Target Audience

- Service Delivery Platforms equipment vendors, independent solution providers, content based application developers and CMS vendors, system integrators and related professional services companies
- Personnel responsible for content applications, SDP, messaging, VAS, sales and marketing
- IT / OSS engineers and business operations professionals
- Content providers and operators migrating towards IMS network architecture
- System architects, consultants and solution engineers of operators and vendors

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