



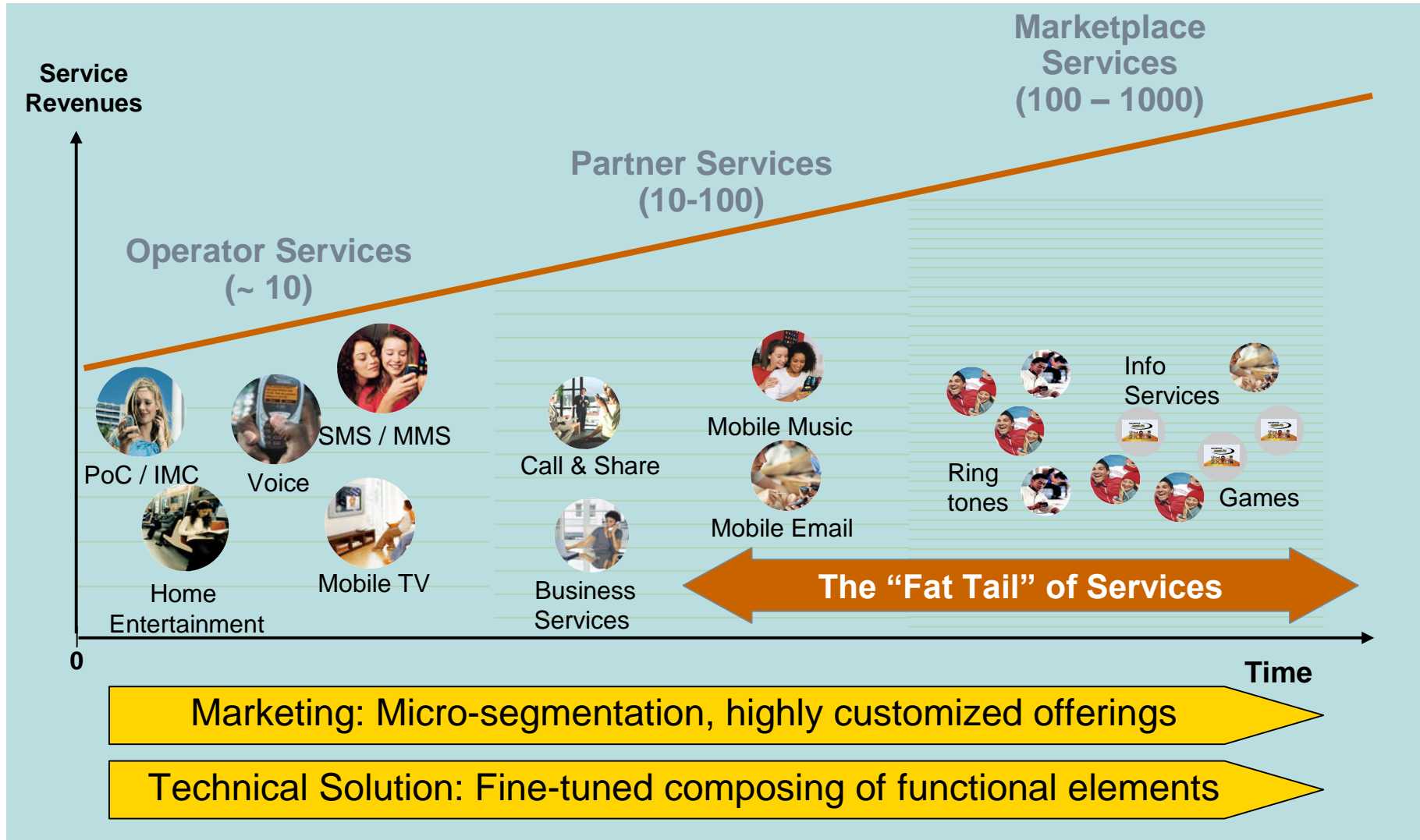
# Service Delivery Framework – A Vehicle to Reduce Risk for Carriers and Suppliers

45th FITCE Congress

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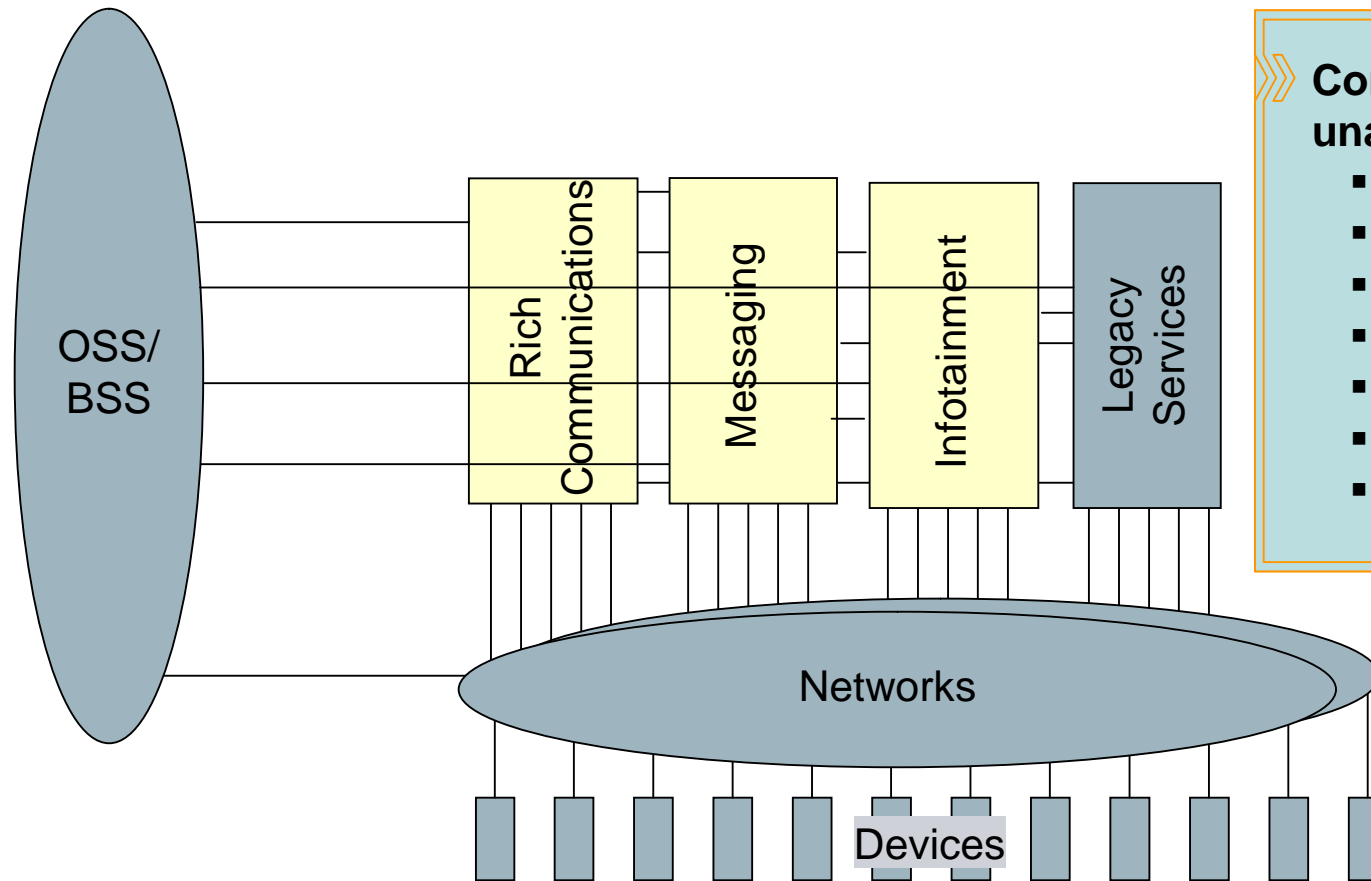


# Application Markets: From Killer Apps to Killer Bundles





## Complexity of Independent Solutions



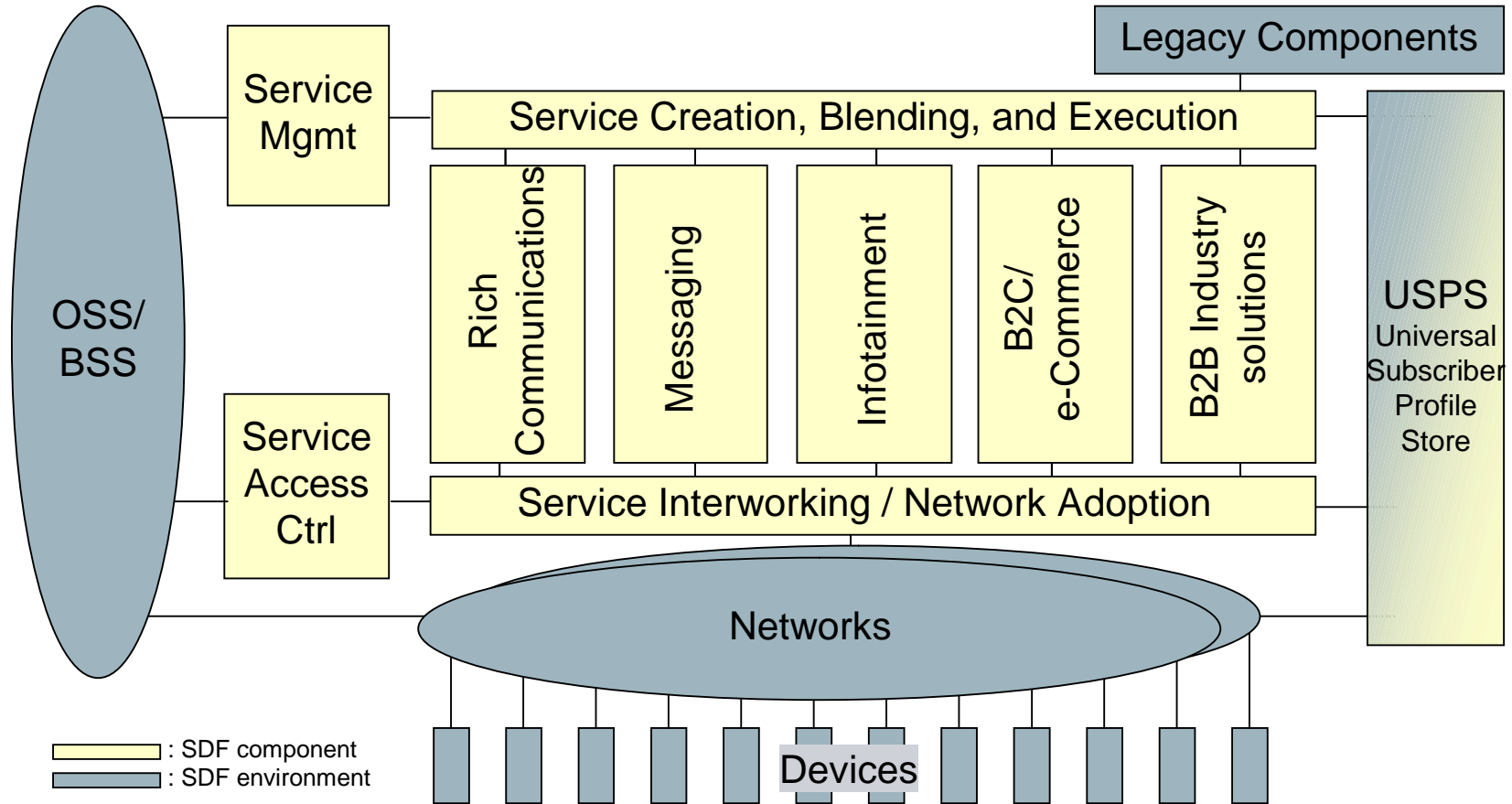
Complexity becomes unacceptable, e.g.,

- Interaction
- User interface
- Deployment
- Data consistency
- Redundancy
- Operations
- Security

The complexity of new solutions can rapidly destroy the benefit of new revenue streams - specific measures are needed.



# Service Delivery Framework – Contention of Complexity



» The SDF embeds solution platforms into a consistent framework. It absorbs network re-engineering and ties solutions into OSS/BSS.



## SDF Business Models: Revenue Generation/OPEX Reduction

Revenue driven

Opex driven

### Introduce revenue generating applications

- deploy new applications
- easily blend and fine-tune applications
- provide seamless inter-working

### Evolve services

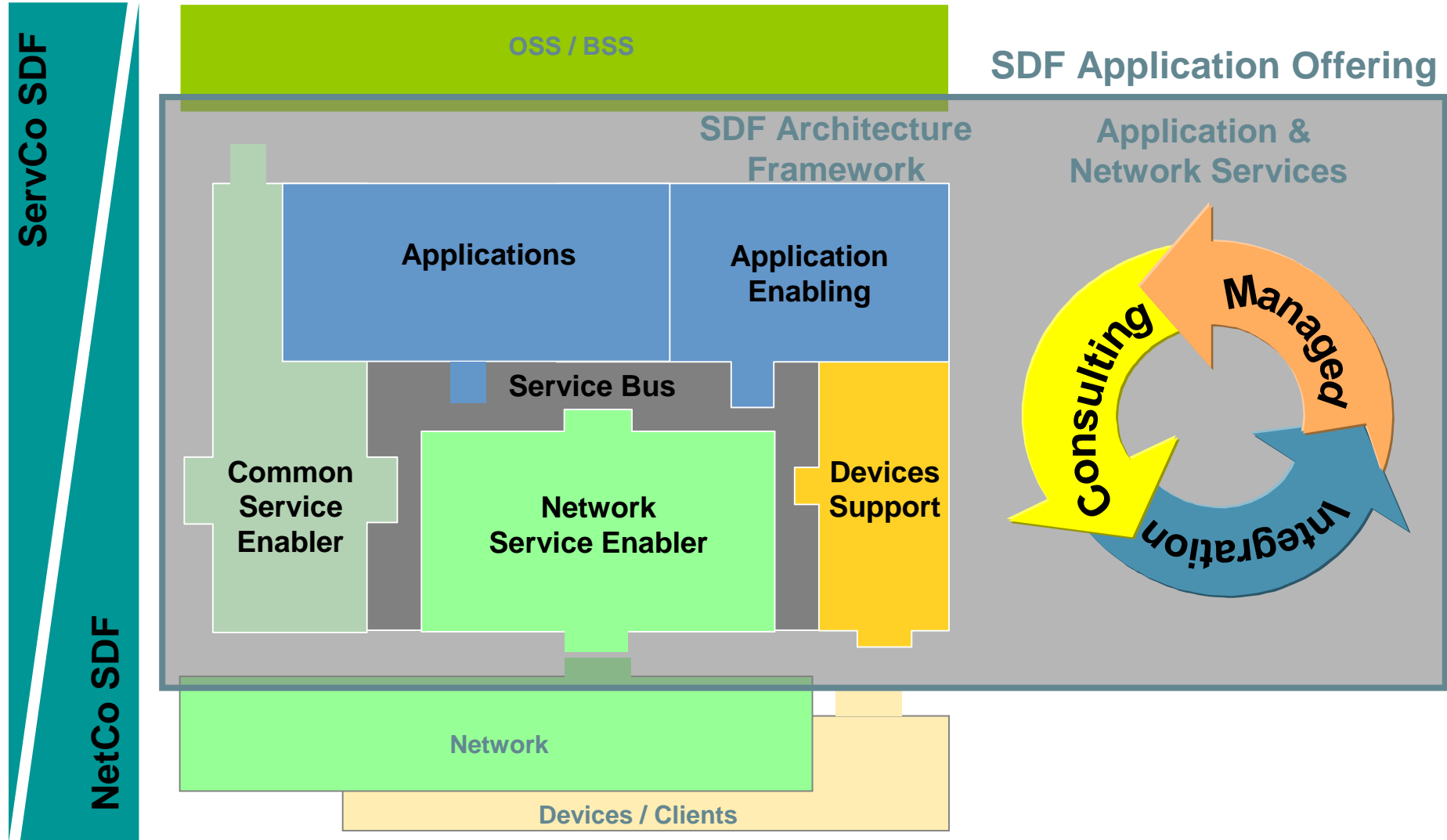
- enhance existing applications
- replace end-of-lifetime solutions
- tie-in existing platforms

### Consolidate platforms

- reduce solution complexity
- simplify platform architecture
- absorb instability of networks under reconstruction



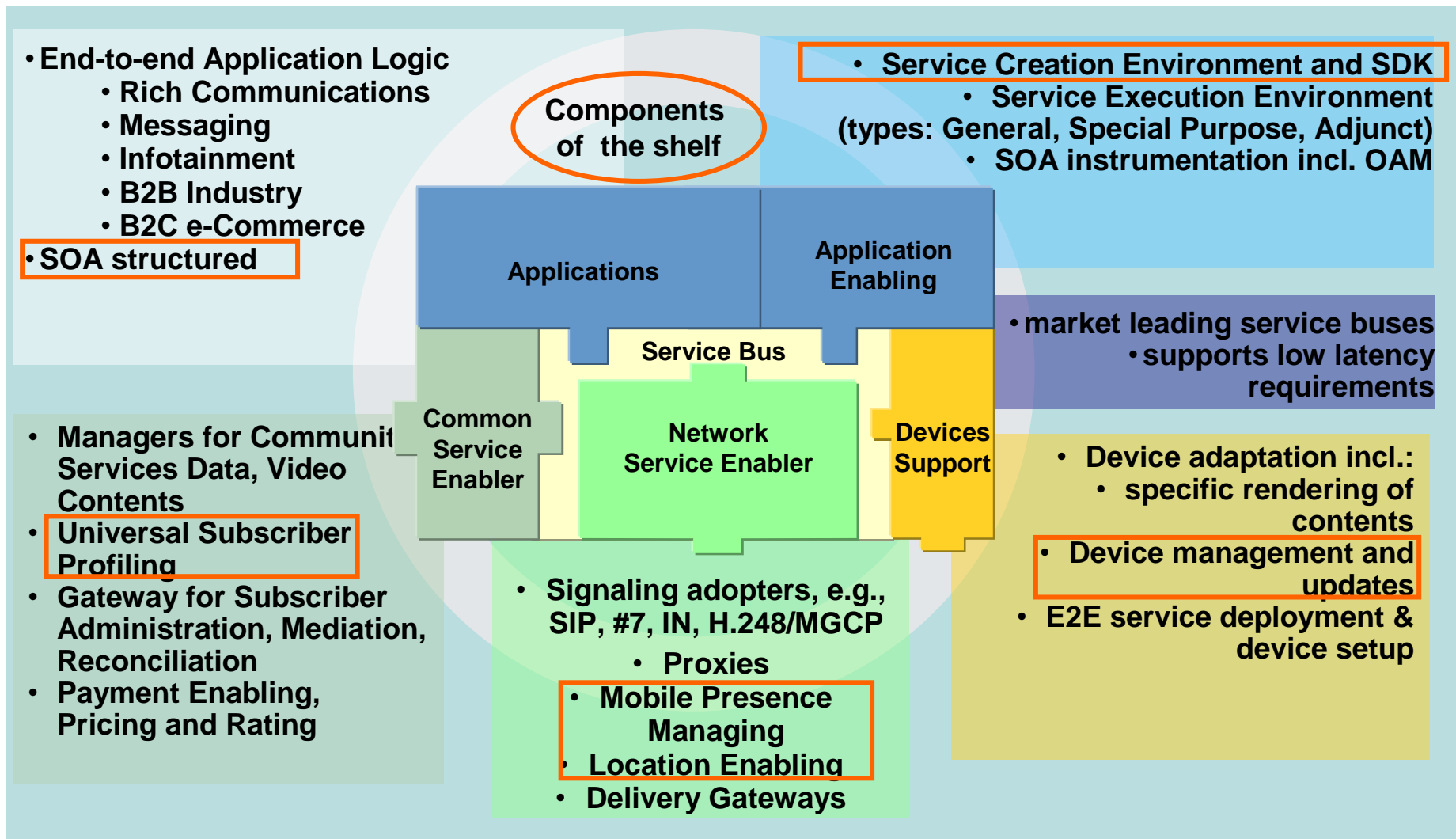
# Service Delivery Framework: An Overview





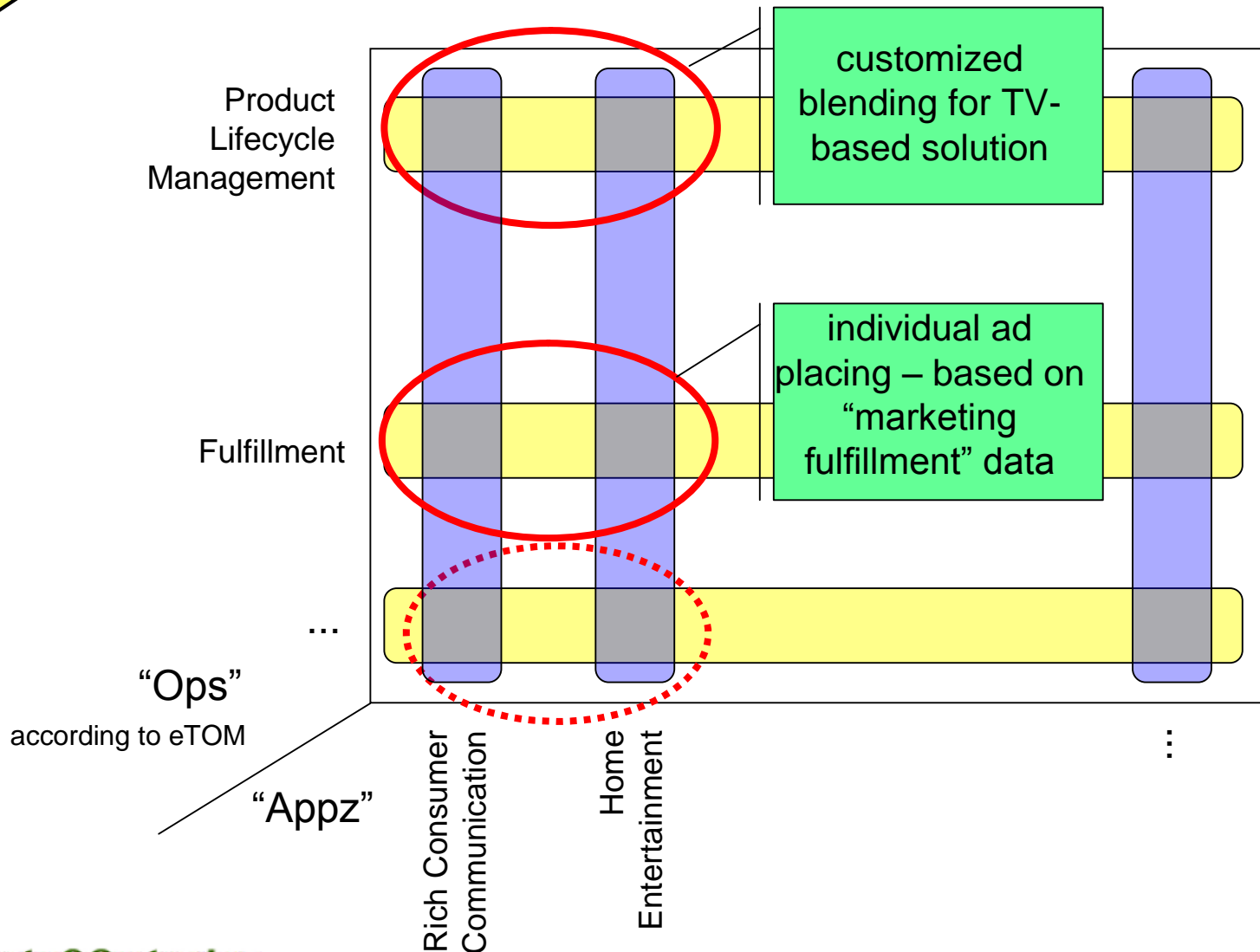


# SDF: Architecture and Components





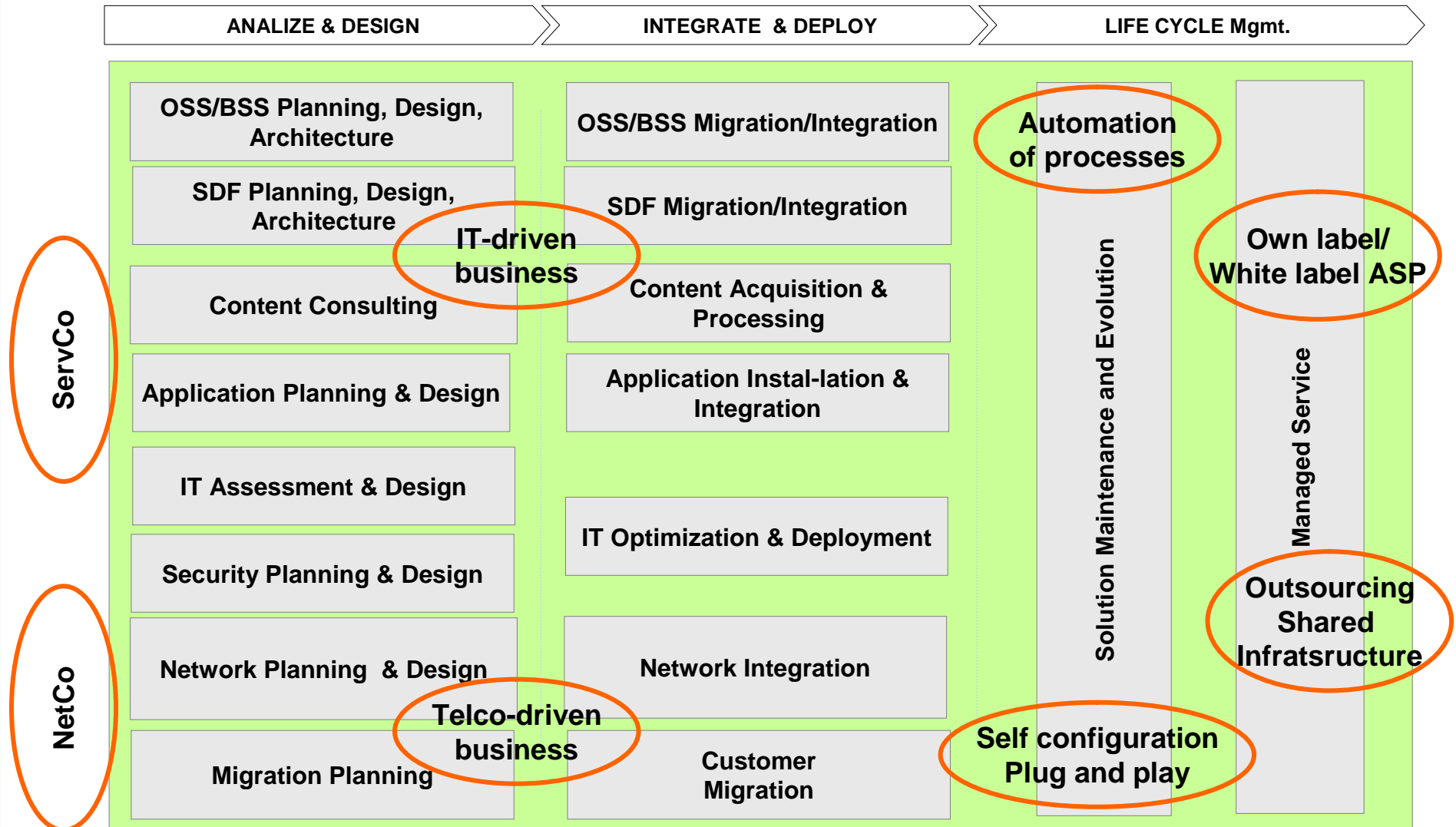
**Examples** Mapping of Applications and Customer Processes





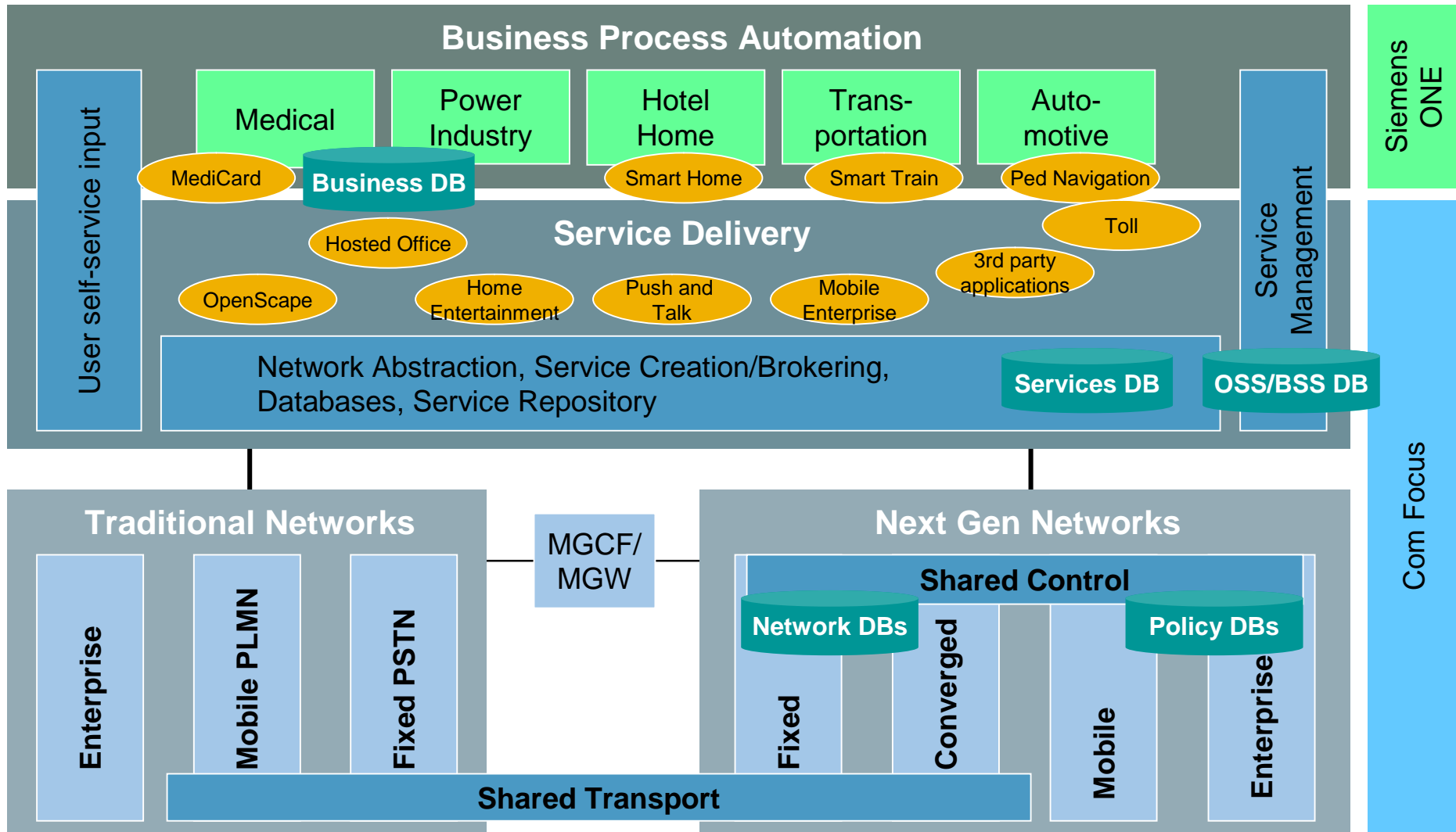


# SDF: Technology Service Components





# From Communication Solutions to Industry Solutions





## Service Delivery Framework – Summary

- A Service delivery frameworks allow fast and cost effective provisioning of applications. Innovation cycles of the network and of different applications will be decoupled. Different applications of the same kind may be bundled and be able to share resources.
- An SDF facilitates the linking between the application itself and the carrier business processes. Charging, mediation and billing are the prerequisites for application business. Network abstraction facilitates seamless services.
- Components may be delivered by several suppliers or open source based on an industry architecture. Key is system integration.
- The separation of data and applications facilitates the integration of applications of different vendors into one service delivery framework
- Centralized service access e.g. subscriber self service portals allow the users to adapt their applications to their specific needs
- Finally all processes have to be automated to reduce OPEX and increase quality and finally user confidence.