

Creating the multimedia marketplace with Ericsson Service Delivery Platform

The world of multimedia moves fast and changes continuously – in multiple dimensions. Implications are many, ranging from consumer behavior to industry convergence of telecom, media and internet – all fuelled by rapid technology shifts to a world of “all-IP”. To be successful in the emerging multimedia marketplace, whose main objective is to catalyze the ecosystem and make multimedia services prosper, operators and service providers must act quickly and manage complexity. The heart and brain to realize the multimedia marketplace vision is a Service Delivery Platform (SDP).

An SDP enables a service provider (be it a telecom operator, media company or Internet company) to effectively and efficiently create, sell, and manage multimedia services over the three screens. It achieves this primarily by means of:

- Providing business process support functionality that automates recurring tasks relating to multimedia services, such as the product management process, the partner management process, the content management process, and more. This aims to improve user experience consistency, speed up time to market of new offerings, and lower the product life-cycle OPEX
- Tools for presentation & management of offerings: commercial product packaging (bundling, campaigns, subscriptions, pricing), management of a rapidly changing product portfolio and a large partner ecosystem, product presentation driving customer awareness and easy purchase. This aims to drive service uptake and user spend per service
- Introducing a horizontal Service Layer network architecture that simplifies and speeds up creation and integration of new multimedia services on top of reusable telecom network capabilities. The architecture aims to eliminate duplication of such capabilities (to save CAPEX)

The extremes of how an SDP is initially built are either as a small core SDP catering for a few selected services with limited functionality, or as a complete customized SDP solution catering for current and future service provider' needs. The reality is somewhere in between, but experience has shown the benefits of starting small and incrementally grow from there.

The multimedia marketplace

The multimedia marketplace is a metaphor to describe the world where consumers engage in social networking and consume multimedia services. This is also where mobile and fixed network operators meet, partner, and collaborate with internet media companies, advertisers and service providers. The multimedia marketplace allows its participants to assume different roles – as consumers, producers and / or partners to other participants – irrespective if the participant is an end user or organization.

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Ericsson in the multimedia marketplace

Ericsson's offering cover all aspects of retail business-to-consumer (B2C) and wholesale business-to-business (B2B) services. Ericsson solutions, products and professional services capabilities deliver competitive advantage to our customers by creating the most efficient multimedia marketplace for each customer's specific needs.

The core of Ericsson's offering in the multimedia marketplace is the Ericsson Service Delivery Platform solution which includes Ericsson state of the art products and global Systems Integration services. Within the SDP portfolio, Ericsson has a complete solution offering consisting of Common Provisioning, Device Management, Location Based Services, Service Creation, Mobile Media Management, Networked Advertising and Service Exposure – where an operator's network capabilities are opened up to third parties. In addition, the Service Delivery Platform integrates seamlessly with adjacent Ericsson offerings, e.g. Convergent Charging.

With the evolution to all-IP telecom networks with IMS, investments in the multimedia marketplace need to be re-usable for IMS-based multimedia services. From an IMS perspective, the presence of an SDP is desirable as an easy way for IMS applications to interact with legacy infrastructure (e.g. OSS & BSS) as well as external partners. The IMS can also interact with the SDP's service creation and execution capabilities for legacy services, such as SMS, MMS, and LBS.

Ericsson Service Delivery Platform and Ericsson Drutt MSDP

The starting point for building the Ericsson Service Delivery Platform is the Ericsson Drutt MSDP, other starting points can of course also be chosen based on customers' unique requirements.

The Ericsson Drutt MSDP is a complete business support system providing an SDP center for customer storefront commerce, relations and delivery. It supports both on- and off-portal business and enables advertisement and commerce of a wide range of different products facilitated by the SDP, e.g. music and mobile TV/video on demand services distributed over a multitude of channels – connected browsers, On device portals, streaming and messaging to name a few.

Ericsson has more than 30 commercial deployments of the systems integration driven Ericsson SDP solution. With the Ericsson Drutt MSDP another 60+ commercial contracts are added to the already impressive reference list.

Annually, Ericsson delivers more than 1000 systems integration projects in multi-vendor and multi-technology environments to operators, enterprises and national security and public safety organizations.

Ericsson is the market leader for GSM/WCDMA provisioning with the multi activation product family, supporting over 430 million subscribers in more than 160 different networks spread in over 90 countries worldwide. About 80 customers have chosen Ericsson for device management solutions, supporting more than 300 million subscribers in 66 countries worldwide. For Location Based Services Ericsson is the market leader with more than 70 contracts signed for the Mobile Positioning System (MPS).

Ericsson is the world's leading provider of technology and services to telecom operators. The market leader in 2G and 3G mobile technologies, Ericsson supplies communications services and manages networks that serve more than 185 million subscribers. The company's portfolio comprises mobile and fixed network infrastructure, and broadband and multimedia solutions for operators, enterprises and developers. The Sony Ericsson joint venture provides consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of 'communication for all' through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 70,000 employees generated revenue of USD 27.9 billion (SEK 189 billion) in 2007. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on the Stockholm, London and NASDAQ stock exchanges.

For more information, visit www.ericsson.com or www.ericsson.mobi

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