

Mobile Service Delivery Platform (MSDP) 2.3 Training Programs

Package Description



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1 Introduction

Ericsson has developed a comprehensive competence Training Programs service to satisfy our customers' need for expertise, which varies from the skills and knowledge required to operate a network to the expertise required to develop new end-user services.

The Training Programs service is delineated into packages that have been developed to offer clearly defined, yet flexible, training to target system and technology areas. Each package is divided into flows, to target specific functional areas within your organization for optimal benefits.

2 Why invest in Mobile Service Delivery Platform (MSDP) 2.3 Package?

Ericsson Drutt Mobile Service Delivery Platform (MSDP) is a complete business support system providing an SDP center for both on- and off-portal business that includes support for the retail, advertising and wholesale of a wide range of different products and services. MSDP is available in three configurations which also can be combined in the same installation: Storefront, Rich Media and Open Surf.

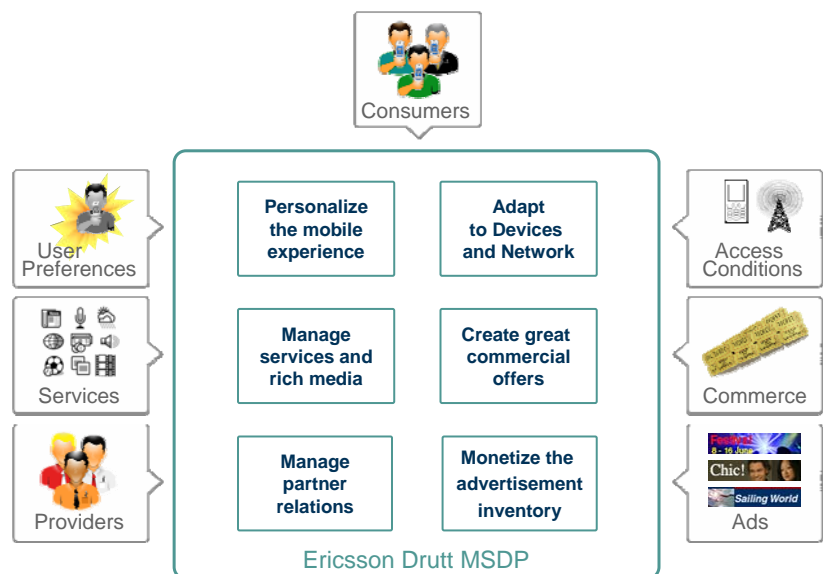


Figure 1. Overview of Ericsson Drutt Mobile Service Delivery Platform.

This training package has been designed to provide the background knowledge and practical hands-on skills in MSDP to create and manage attractive mobile portals that provide high-quality personalized and commercial services.

Using the latest equipment and training methods gives your staff the chance to learn first-hand from the experts and leads to enhanced performance and cost effective operations. The MSDP Training Package offers quality training that enables participants to:

- **Introduce new service offerings quickly and cheaply to open up new revenue streams**
Participants will be able to develop and maintain high quality mobile portals, provide content and device adaption (rendering) and provision service related data to rapidly deploy attractive and targeted service offerings, thus enabling the operator to keep up with the constant change in the mobile marketplace and to tap into new revenue streams resulting from commercial services (merchandising, subscriptions and advertising).
- **Manage partner relations and flexible revenue sharing models efficiently**
Participants will be able to manage the partner and content lifecycle, from provider registration to making services available to the end user, and also including the definition of agreed revenue sharing models and subsequent revenue settlement between the operator and provider.
- **Understand consumer behavior to improve commercial offerings**
By generating summary reports (based on usage statistics) participants will be able to better understand user behavior which will help them make the right decisions when adjusting promotional offers to target different consumer groups. This ability to personalize helps to open new revenue streams through on- or off-portal targeted commercial offerings and advertising.
- **Operate your mobile portal solution effectively and efficiently using best practices to achieve operational excellence**
Participants will be able to use relevant supervision and maintenance tools to perform essential administration tasks and basic troubleshooting for end-users (customer care) and internal system users in order to provide a high-quality and cost-efficient operation.



3 What are the target audiences for the MSDP 2.3 package?

The following section describes each of the flows in detail. Each flow states the prerequisite knowledge. The course flows focus on the following job categories.



4 All Target Audiences

Operating and maintaining the MSDP product involves two main job areas which are reflected in the following two sub-packages:

- The Operations sub-package is for staff responsible for operating MSDP and developing the mobile web-portal, its services, structure and branding.
- The Administration sub-package is for staff responsible for performing administration and maintenance tasks on the system, that is, the product and underlying platform.

The allocation of MSDP tasks to the specific target audiences will depend on local job role definitions.

4.1 MSDP 2.3 Operations (FAB 102 2308)

MSDP provides a number of functions essential for creating and managing mobile portals, including: portal development, device and content adaptation (rendering), content and provider lifecycle management, customer care provision and consumer behavior monitoring. Staff responsible for the service (or operational) aspects of MSDP must be able to perform these tasks effectively.

4.1.1 What is achieved by attending the Flow

Participants will understand the structure of MSDP, its components and basic features. They will be able to use MSDP tools to create and deploy well designed web portals including: products and offerings (Portal Composer tool), portal rendering (Design and Profile tools) and will understand the



use of the Portal Commerce Engine to provide flexible product and rating models.

Participants will use 3PI tool to implement the provisioning workflow for managing content providers, service level agreements and services and will be able to use the Portal Report Viewer to generate summary reports to better understand end-user behavior.

Familiarity with the Customer Care application is necessary to resolve simple end-user queries and problems concerning subscriber profiles, subscriptions and purchasing issues.

4.1.2 Rationale for Flow design

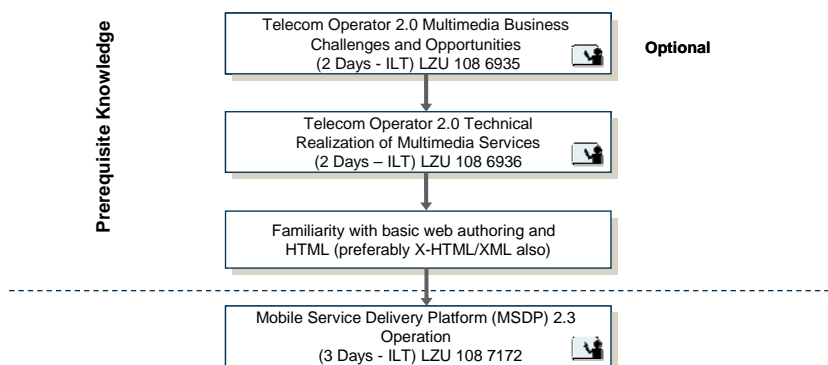
This flow provides the necessary background knowledge and skills for staff to develop and operate mobile portals using MSDP efficiently and effectively.

4.1.3 Prerequisites

MSDP interacts with many different products in the service network environment and a good understanding of this environment (and general mobile Internet) from a technical perspective and, optionally, from a business perspective will provide a solid background for MSDP training. The Telecom Operator 2.0 Technical Realization of Multimedia Services (LZU 108 6936) course is recommended as a pre-requisite since it provides a good overview of the Multimedia Services network environment in terms of enablers, standards and protocols, service delivery platforms and so on. The Telecom Operator 2.0 Multimedia Business Challenges and Opportunities (LZU 108 6935) course, while useful in providing a business perspective, is optional.

Since the Mobile Service Delivery Platform (MSDP) 2.3 Operation course involves some portal design, participants should be familiar with basic web authoring and have a basic understanding of HTML (Hypertext Mark-up Language). Some knowledge of XHTML (eXtensible Hypertext Mark-up Language) and XML (eXtensible Markup Language) would also be beneficial.

4.1.4 Training Flow



4.2 MSDP 2.3 Administration (FAB 102 2309)

The MSDP product resides on a Unix-based operating system and incorporates an application server (JBoss) and database (Oracle). The person responsible for administering MSDP from a system perspective needs to understand the MSDP components and product structure and how to: monitor, start and stop components; manage system users; implement and use the SNMP agent and perform basic troubleshooting.

4.2.1 What is achieved by attending the Flow

After attending this flow participants will have a good understanding of the MSDP deployment architecture and will be able to use maintenance and supervision tools - including Unix commands, scripts, SNMP management tool, Environment and Instance Monitors - to perform essential system administration tasks. Such tasks include: monitoring components for alarms and usage, starting and stopping components, viewing component configuration, configuring and using the SNMP runtime agent, checking network ports and managing users and roles to provide secure access.

Participants will also be able to perform basic troubleshooting on the product. They will be aware of the top support issues, their likely causes and will be able to follow a recommended approach for checking end-to-end components in order to determine the source of a problem.

4.2.2 Rationale for Flow design

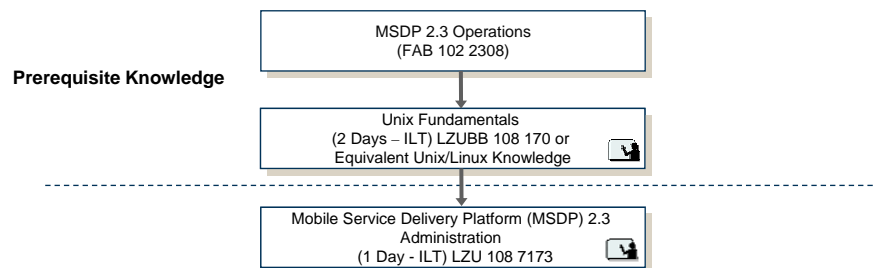
This flow provides the necessary background knowledge and skills to perform essential system administration tasks and basic troubleshooting on the MSDP efficiently and effectively.

4.2.3 Prerequisites

Participants should have attended the MSDP 2.3 Operations flow in order to have the necessary understanding of the purpose and use of the product.

As MSDP can be deployed on Red Hat Enterprise Linux 5 or Sun Solaris 10, an understanding of Unix/Linux is essential before attending this training.

4.2.4 Training Flow



5 Related training packages

The related training packages:

- Service Delivery Platform (SDP)
- Service Integration Gateway (SIG)
- Ericsson Multi Mediation (EMM)
- Mobile Internet Enabling Proxy (MIEP)

can be found at:

<http://www.ericsson.com/solutions/learning/>