

## Content services for telecommunications



### Highlights

- Maximize profitability by efficiently offering a wide array of innovative products and services — and by personalizing and simplifying customer experiences
- Facilitate the continuous expansion and life-cycle management of service-provider and third-party content — whether hosted within the service provider or externally
- Minimize the cost and complexity of managing content catalogs and digital rights by automating content management across disparate media types
- Respond rapidly to changing market requirements by deploying a flexible, open, standards-based solution that enables you to quickly modify business processes — including billing models — without rebuilding underlying applications

### Overcome the challenges of rapidly delivering new content to customers

As new subscriber growth slows and basic connectivity has become commoditized, your business is constantly looking for new revenue-generating opportunities. Regularly updated content like downloads, games, ring tones, streaming video and more can help differentiate you from your competitors — and improve your profitability. Furthermore, customers are demanding and even expecting rich media to be part of their overall mobile device experience.

The keys to delivering innovative content are speed and flexibility. Your business needs to be able to respond to market opportunities — and exceed the new services of your competitors — rapidly and without overhauling your IT infrastructure every time. In other words, you need to become an On Demand Business: an enterprise whose business processes — integrated end-to-end across the company and with key partners, suppliers and customers — can

*IBM storefront portal and content delivery capabilities enable streaming digital music and video. IBM content services offerings support both on demand streaming to single users (unicasting) and live streaming of content to many subscribers simultaneously (multicasting).*

respond with speed to any customer demand, market opportunity or external threat.

But many service providers and Mobile Virtual Network Operators (MVNOs) lack a stable IT platform that can grow to meet their ever-increasing needs. They:

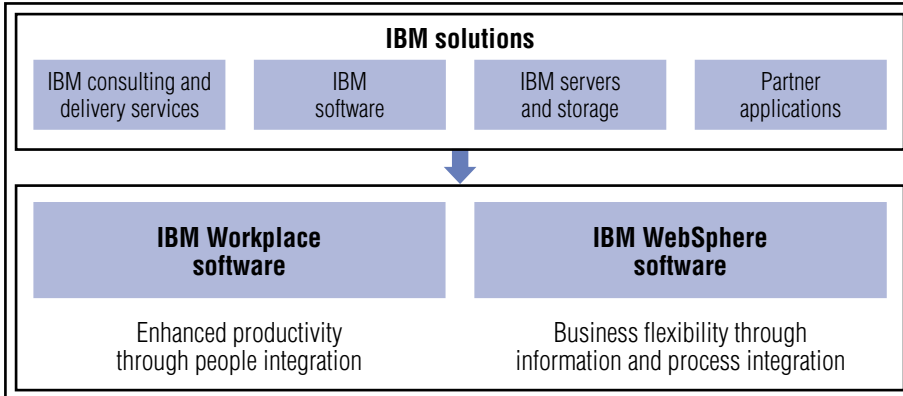
- Cannot keep up with the growing amount of content and increasing number of content providers.
- Are unable to rapidly launch compelling content and services that take advantage of the short window of opportunity for popular content.
- Have difficulty understanding their customers and validating the business model for new offerings.
- Rely on inconsistent, inefficient content workflow processes — from licensing and content protection through publishing, protection and storage to royalty payment and tracking.

To help your business implement a reliable, scalable IT platform that facilitates these revenue-generating initiatives, you can deploy IBM content services for the telecommunications industry.

### **Leverage the integrated IBM approach to solving telecommunications industry challenges**

IBM solutions for telecommunications bring together IBM's extensive portfolio of hardware, software and high-value services — and its wide network of partners — to address the most prevalent challenges for clients in the industry. IBM solutions and telecommunications industry experience help our clients accelerate their progress in becoming an On Demand Business — so they can respond with flexibility and speed to virtually any customer demand, market opportunity or external threat.

IBM Workplace™ and WebSphere® are key software building blocks of the IBM solutions for telecommunications. IBM Workplace helps transform the way businesses work — making people more productive by enabling them to make well-informed decisions and take targeted actions, rapidly. IBM WebSphere delivers business flexibility through information and process integration, and IT infrastructure optimization.



IBM software is a key building block of IBM solutions.

IBM content services for the telecommunications industry is part of IBM Workplace and WebSphere for telecommunications. IBM content services help you flexibly and securely manage, market, charge for and deliver telecommunications media services — enabling you and your partners to rapidly generate and maximize profit opportunities.

#### Address the full range of content services

Because the complexity of your content ecosystem — the business processes, business partners and customers that interact with your content initiatives — is extensive and constantly growing, you need a solution that helps you maximize the effectiveness and efficiency of all content-related areas. IBM content services address four main areas:

#### ***Leverage storefront portal to deliver consistent user experiences***

One key to value-creating differentiation is creating customer experiences that attract and retain high-value customers. Delivering these experiences requires that you integrate multiple processes and systems throughout your organization to create consistent experiences for your users — across all the ways that they interact with your company and across your range of products and services.

With IBM content services, you can present content to consumers in ways that align with their specific preferences and that are customized to the capabilities of their devices (mobile phones, personal computers, handhelds and

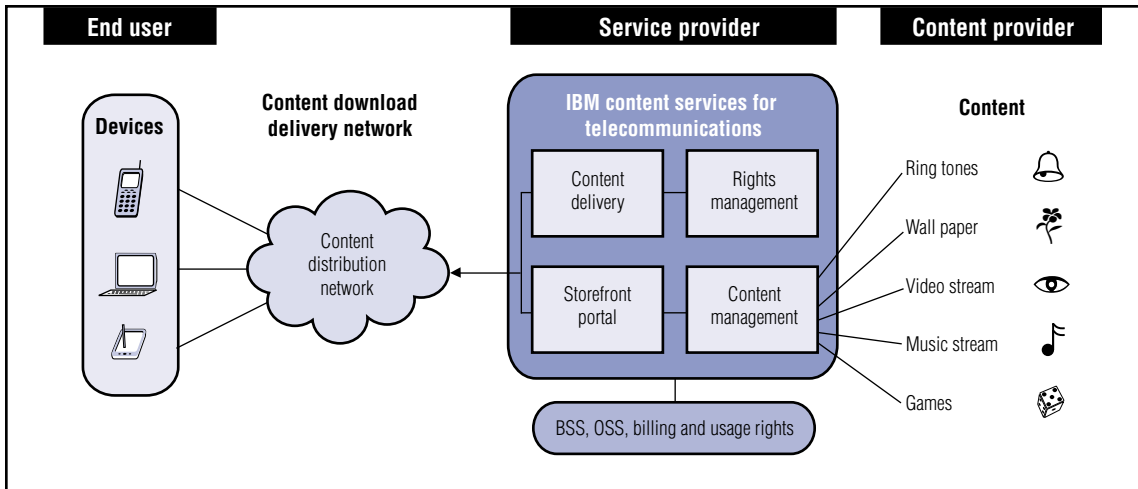
more). Key enabling software such as IBM WebSphere Everyplace® Mobile Portal — which includes IBM WebSphere Portal Server — helps you:

- Develop content independently of the device to minimize the complexity of integration.
- Dynamically optimize the presentation of content based on the graphics capabilities, screen size and navigation capabilities of each consumer's device.

As a result, you can offer a unified, personalized user experience — independent of the device — across all the services you offer. You can even rebrand content according to your specific brand (by adding thumbnails or logos, for example) to build user confidence and customer loyalty. IBM content services also help you minimize ongoing development and maintenance costs because you only need to write one version of any presentation despite the differences among devices.

#### ***Optimize content delivery to customers***

The way that your customers experience your services is not only about the way things look — they also expect accurate, timely delivery of content. IBM content services leverage IBM WebSphere Application Server (part



Architecture of IBM content services for the telecommunications industry

of WebSphere Everyplace Mobile Portal) to help you streamline your content delivery processes. The software enables you to build, manage and deploy dynamic applications that can handle large amounts of rich digital content, such as audio and video, and deliver that content over a variety of download protocols, such as Wireless Access Protocol (WAP), Short Message Service (SMS), HTTP, FTP, Java™ Mobile Information Device Profile (MIDP), Open Mobile Alliance (OMA) and more.

The content delivery capabilities in IBM content services also help you manage content usage terms and enable end users to discover content

based on device capabilities and subscription preferences.

**Facilitate business partnerships with content management capabilities**

IBM content services draw on the capabilities of IBM WebSphere Business Integration to give you a scalable IT platform for efficiently managing an increasing number of content partners across the wide variety of mechanisms by which you collaborate. From the level of overall business relationships down to individual pieces of metadata, you can optimize management of every aspect of your value chain. And enable your business to rapidly bring new service offerings to market.

IBM content management includes automating capabilities such as:

- Content provider setup and management tools.
- Storage and cataloging of both content and metadata from third-party digital content providers.
- Facilities for aggregating digital content and managing content versioning, licenses and usage terms.
- Validation and testing of the content for supported devices.
- Validation and confirmation of pricing and business terms, including the assignment of “digital rights” as necessary.

### ***Implement consistent rights management***

You can deploy IBM content services to protect, monetize and control the rights to digital content. The offerings allow operators to implement flexible security levels, such as light protection for low-value content and robust protection for premium offerings. It allows for superdistribution (peer-to-peer sharing) of content, but ensures that licenses (rights) are obtained before the “shared” content can be played.

### **Leverage IBM expertise to implement complete telecommunications solutions**

IBM content services offerings are part of a larger suite of IBM business solutions specifically designed for the telecommunications industry. By choosing IBM, you take advantage of IBM's experience as a leader in

both enabling the delivery of digital media content and providing complete solutions for telecommunications companies around the world. IBM content services offerings:

- Are device- and network-independent, and open standards-based so that you have the flexibility to support tomorrow's evolving standards.
- Offer a single mobile portal and OSS/BSS integration point that together facilitate future integration with additional vendors, solutions and capabilities.
- Enable you to modify business processes in response to changing market requirements with minimal impact to underlying applications.
- Address workflow and business process design to facilitate overall solution management.
- Support many types of digital content — including emerging areas such as mobile gaming, streaming media and more — throughout content workflows.

### **For more information**

To help you rapidly launch revenue-generating content services, count on IBM. To learn more about IBM content services and other solutions for the telecommunications industry, call your IBM representative or IBM Business Partner, or visit [ibm.com/software/industries/telecom](http://ibm.com/software/industries/telecom)



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