



IBM Service Provider Delivery Environment:
Accelerate delivery of solutions across the service life cycle





Keep pace with an industry in transition

The communications industry is in a state of continuing flux and increasing competition, prompting communications service providers (CSPs) to seek new and better ways to differentiate themselves and tap into a rapidly expanding market for advanced products and services. With the growth in online players such as Google, Yahoo!, Skype and others, and the steady decline in existing voice service revenues, CSPs can count on one thing: CHANGE. Subscribers are demanding new personalized services and productivity-enhancing applications at an unprecedented pace.

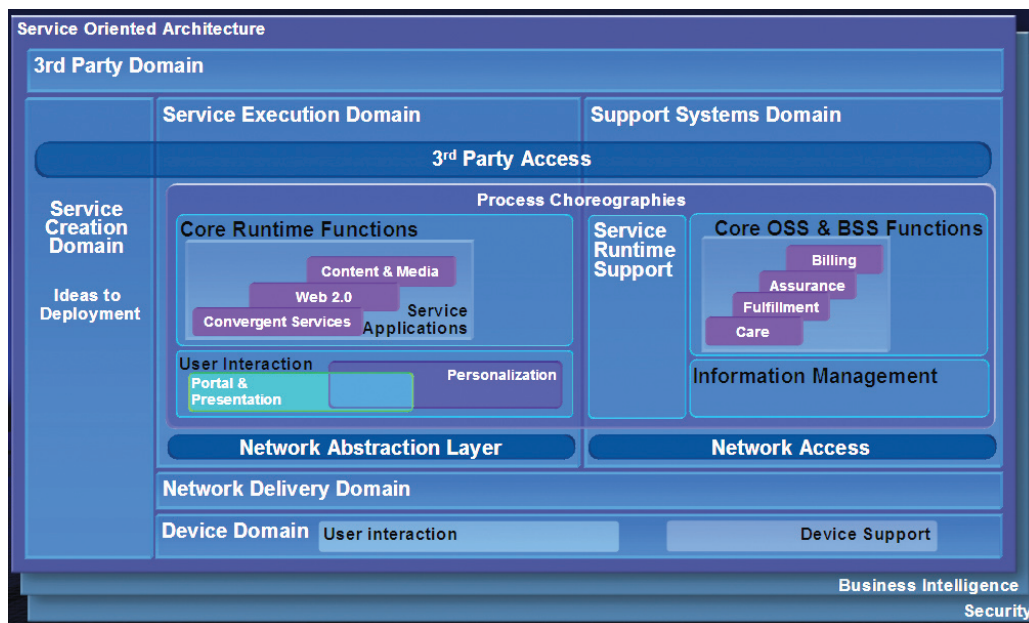
To remain competitive, CSPs need to reexamine their business models, explore ways of reducing their operating expenses and devise a means to rapidly create, deliver and manage innovative new services. These services include customized, rich-media, composite services, and short-term specialty and promotional services. CSPs need to move to new business models to address the fast-moving market environment that rewards agile, responsive companies.

All too often, CSPs cannot deliver services quickly to meet business imperatives. The deployment of new services can be time consuming, due to the complexity associated with integrating the service into existing, inflexible business support system (BSS) and operational support system (OSS) business process infrastructures. Heterogeneous environments, rigid established systems, proprietary applications or technology and siloed information across the enterprise — all of these can prevent you from fully aligning business objectives with the IT systems that support them.

So the question is: How do you manage change, use it to your advantage, and stay one step ahead of your competition? To succeed you need a flexible approach that enables you to:

- *Bring value-added services to market more quickly*
- *Deliver innovative services with greater speed and quality*
- *Integrate new services with fulfillment, assurance, billing and care systems (BSS or OSS)*
- *Leverage online communities to foster innovation for new services*
- *Manage, optimize and utilize the explosion of information*
- *Prevent and respond to security threats*
- *Improve service quality and customer satisfaction*

Now, you can deploy a technology blueprint to meet these needs: the IBM Service Provider Delivery Environment (SPDE) Framework.



Bridging the gap between business requirements and IT capabilities

The IBM Service Provider Delivery Environment (SPDE) Framework helps you solve key industry imperatives. SPDE accelerates the delivery of revenue-generating services, supports evolving business models with partners and integrates the management of services with a CSP's business processes. This open, scalable and flexible industry framework, based on service oriented architecture (SOA), is horizontally integrated and accelerates the end-to-end service life cycle: creation and delivery of a service, quality assurance, security for the service, and ongoing management and maintenance of the service. The framework includes communications-specific extensions that can significantly accelerate your time to value.

SPDE includes best practices that identify and document proven architectural patterns and design guidelines, gleaned from successful projects within the communications industry.

SPDE includes components you need to establish a flexible, sustainable environment through:

- *Horizontal integration across business domains and functions*
- *A foundation based on standards for IT (SOA, Web 2.0, IT Infrastructure Library® [ITIL®] and others) and the communications industry (enhanced Telecom Operations Map [eTOM], Shared Information/Data [SID] Model, Next Generation Operations Support System and Software [NGOSS], 3GG IP Multimedia System [IMS] standards, Session Initiation Protocol [SIP])*
- *Common, consistent and network-neutral service platform*
- *Support of multiple service-execution environments*
- *Network abstraction and exposure through standards-based network application programming interfaces (APIs) and Web services*
- *Loosely coupled software components with telecommunications extensions to leading software products*
- *Adaptable and scalable functions to handle industry evolution and convergence*



Smart SOA: The proven IBM approach to a flexible, reusable IT infrastructure

By adopting the IBM SPDE strategy, you take advantage of an approach based on service oriented architecture (SOA). This SOA approach enables you to view your IT environment as linked, repeatable business tasks or services through the use of business process management (BPM). IBM has solidified best practices from our vast experience working with SOA in a set of guiding principles called the IBM Smart SOA™ approach.

With the Smart SOA approach, organizations like yours can update, reorchestrate or even incorporate new tasks to meet changing business conditions without rebuilding your systems. You make your IT environment more responsive to the needs of the business — and leverage that responsiveness for competitive advantage.

By implementing an SOA environment based on the SPDE Framework, you can also take advantage of IBM Information On Demand principles which enable you to unlock the business value of information by establishing and leveraging trusted information to optimize business performance. For example, through master data management capabilities you can propagate a consistent set of product, customer or network information that cuts across diverse silos to just about any system and application that needs it. What's more, you can gain valuable insights from your data and content to meet your business initiatives.

Getting started

The SPDE Framework helps you deploy solutions that can be built upon and extended for years to come, and as a result extend the business value of your systems.

As you begin your implementation, you'll need to define your key business needs, along with any dependencies or sequencing imperatives. Consider beginning your framework adoption with starter projects. These might be small in scope, but deliver immediate business value and help establish buy-in from the rest of the company. For example, you might launch a project to speed the provisioning time of products to your customers and improve employee productivity. A project such as this can help highlight the practical benefits of SOA and a framework approach to your users by reducing complexity and delivering return on investment quickly.

IBM has been working jointly with CSPs since 1999 to define essential capabilities to help you address your most pressing business needs. This collaboration has resulted in eight key focus areas across the service life cycle, each of which forms an integral part of the IBM SPDE Framework. Each key area can help you begin your transformation journey:

Accelerate Service Innovation & Delivery:

- Service Innovation: Ideation and rapid refinement of new services
- Service Design/Creation: Rapid creation of revenue generating services
- Service Execution: Assemble and deliver value added services quickly
- Service Exposure: Provide reliable, controlled, third party access to core network resources

Evolve to Optimized Operations:

- Dynamic Process Integration: Streamline integration of OSS/BSS processes
- Information Management: Optimize business and operational information

Differentiate the Customer Experience:

- Security Solutions: Reduce security threats
- Service Quality and Management: Provide comprehensive and integrated management of services and infrastructure



Leverage the IBM SPDE Business Partner ecosystem

The IBM SPDE Business Partner ecosystem includes leading independent software vendors (ISVs) who provide business solutions in the communications industry. Their solutions integrate with the key IBM middleware software components included in the IBM SPDE Framework and are validated against the stringent IBM SPDE Framework criteria. These proven, integrated solutions are SOA-based and support communications-specific business and technology standards. The IBM SPDE Framework bridges the gap between general-purpose middleware and industry-specific business applications to help customers solve their most challenging business issues — while retaining the benefits of scalability, flexibility and agility for current needs and future growth.

IBM Business Partners with SPDE-validated solutions can help CSPs to:

- Create services with speed and quality
- Take advantage of new business models
- Deliver a high-performance, highly available execution environment
- Integrate composite services and connect with BSS and OSS systems
- Consolidate customer, product, network and billing information
- Assure service quality while reducing management complexity and costs

Selecting IBM SPDE Framework-validated applications can help you take advantage of the latest communications technology while meeting customer demand.


Combining virtually everything you need

The IBM Service Provider Delivery Environment Framework combines the industry knowledge, best practices, software and services you need to bridge the gap between your business and IT requirements. Its open-standards approach and flexible SOA architecture enable you to select best-in-class components from different solutions and vendors based on your business needs. And with the framework's inherent ability to create and consume SOA services, you can react quickly to changing business requirements. Instead of adding complexity to your infrastructure every time you deploy a new solution, with the SPDE Framework you can build a simplified enterprise architecture — one project at a time.

Take advantage of our expertise

IBM is a world leader in SOA for communication service providers. Communication companies around the world are experiencing the benefits that IBM Service Provider Delivery Environment Framework brings to their business. IBM can help you get on the path to SOA success whether you're just starting out, looking to optimize your existing SOA infrastructure or are somewhere in between. Contact your IBM representative today about conducting a Business Value Assessment to help identify ways to get started.

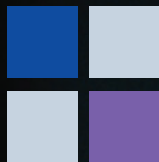




For more information

To learn more about the IBM Service Provider Delivery Environment Framework, contact your IBM representative or visit:

ibm.com/software/industry/frameworks/telecom.html





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