



## **IBM Integrated Platform for Telecommunications Extended Offering Enables Rapid Deployment**

*An open infrastructure platform designed for rapid  
deployment of telecom solutions*

Do you need to bring your business to the next generation network to enhance your competitiveness and respond to your customers' needs? If so, you need to react quickly and effectively. Service providers are facing many challenges as the market is shifting from traditional circuit based telephone networks to value added packet based multiservice networks.

You are facing many challenges:

- You are challenged to increase subscriber loyalty and reduce subscriber turnover
- You are challenged to quickly create and launch new, innovative solutions to generate new revenue streams and capture new subscribers
- You are challenged to reduce the cost of your network infrastructure
- And finally, you are challenged to put in place an open integrated platform for telecom infrastructure that gets you up and running quickly, one that delivers the high availability and fast performance your customers demand. And that's not all. The infrastructure you put in place today must be capable of growing with your success in the future and give you the agility to adapt quickly to changing business needs and a rapidly evolving technology environment.

Building an infrastructure like that requires expertise that you may not have in-house. Even if you do, you may face long development cycles and resources that may be beyond your budget. IBM has a solution—the IBM Integrated Platform for Telecommunications Extended offering—a reference implementation offering of the Carrier Grade Open Framework (CGOF); it is a family of fully architected and tested carrier class configurations on which to deploy dynamic telecom solutions to build Next Generation Networks (NGN). Each configuration unites the components you need to get up and running quickly, including select IBM eServer xSeries® or BladeCenter®-T servers, running the SUSE and Red Hat Linux operating system, the market-leading IBM WebSphere® Application Server, WebSphere Telecom Application Server, the industry-leading DB2 Universal Database™ (UDB) (optional), IBM Directory Server (LDAP) and IBM Director for system management.

Because it is based on Linux, the IBM Integrated Platform for Telecommunications Extended offering is a very competitively priced and cost effective deployment platform. IBM engineers have tested and optimized all the components. So you can enjoy the reliability, performance, scalability and security of a system designed by experts, without the delays and costs typically associated with developing such a system in-house. This offering will enable you to minimize your risk and to reduce the total cost of ownership of your infrastructure.

The IBM Integrated Platform for Telecommunications Extended offering is available in a range of configurations optimized for popular telecom workloads. You can choose the configuration best suited to your environment. The IBM Integrated Platform for Telecommunications Extended offering is offered with IBM Business Partner solutions, and provides customers with a means of rapidly deploying Linux-based telecom solutions, initially on Intel®-based platforms. What's more, IBM and its Business Partners offer complete telecom solutions for the IBM Integrated Platform for Telecommunications Extended offering, enabling you to deploy solutions quickly and confidently and improve the time to market with your new products and services. Because this deployment platform is built on open and industry standards, you can throw off the shackles of proprietary solutions that lock you into a single vendor. You're free to implement the telecom solutions that best meet your organization's business needs, while at the same time positioning your organization for the future on demand era.

The fast track to on demand telecom



- Quickly deploy an innovative telecom infrastructure that has been architected, tested and optimized by the leader in innovation and on-demand solutions – IBM.
- Simplify the implementation and reduce complexity with an integrated offering, with a single point of support.
- Run your telecom applications with confidence in a reliable, high-performance, secure and cost-effective platform.
- Get to market fast with dynamic telecom solutions and COTs from IBM and its business partners (TEMs, NEPs and ISVs).
- Position your organization with NGN for the exciting new era of telecom on demand.

The IBM Integrated Platform for Telecommunications Extended offering unites the components you need for your telecom infrastructure.

**IBM eServer xSeries® and BladeCenter® -T** systems combine fast performance with rocksolid dependability. IBM eServer systems incorporate IBM autonomic computing technologies that offer self-healing, self-configuring, self-protecting, and self-optimizing. This can help to increase reliability and availability. In addition, you are backed by IBM hardware and software maintenance provided by IBM Global Services around the world.

**Carrier Grade Linux** features included such as SUSE Linux SLES 8.0 provides a robust and secure underlying operating system for the IBM Carrier Grade Open Framework reference implementation. Developed by an open community of developers, Linux has become the de facto standard for Web serving. Linux supports many microprocessors, servers and options, making it a flexible operating system.

**IBM WebSphere Application Server** is a high-performance and extremely scalable transaction engine for dynamic telecom applications. The open services infrastructure is designed to allow companies to deploy a core operating environment that works as a reliable foundation capable of handling high-volume, highly secure transactions and Web services.

**IBM WebSphere Telecom Application Server** supports the rapid creation and delivery of telecom services that integrate with telecom business applications, and creates new services using Internet technologies, open standards and APIs, such as servlets, EJBs, 3GPP, Open Service Architecture (OSA), and Parlay.

**IBM DB2 Universal Database** provides the foundation for new levels of information integration. DB2 includes innovative self-managing and self-tuning database technologies that help eliminate, automate, and simplify data management tasks, helping to reduce the cost and complexity of managing next-generation telecom applications.

**IBM Directory Server 5.1** provides a powerful Lightweight Directory Access Protocol (LDAP) identity infrastructure that is the foundation for deploying Web services.

**IBM Global Services** provides the robust services required to ensure rapid deployment, implementation and support needed for ongoing availability the IBM Carrier Grade Open Framework reference implementation. IBM's flexible service infrastructure can adapt to your unique business requirements such as Web-based solution procurement, technology rollout/implementation, maintenance, and advanced support options needed to maintain a high availability environment.

IBM Integrated Platform for Telecommunications Extended offering simplifies the deployment and management of dynamic telecom applications. That's why a growing number of business partners, NEPs (Network Equipment Providers), and ISVs (Independent Software Vendors) such as Lucent, Snowshore, and Ubiquity, to name a few of the early adopters, are endorsing the IBM Integrated Platform for Telecommunications Extended offering, to develop and take their solution to market. As a result, there will be a growing range of end-to-end telecom solutions available for the IBM Integrated Platform for Telecommunications Extended offering, to help you quickly build your Next Generation Network and your supporting systems as OSS and BSS.

The on demand era requires a scalable, reliable, and highly secure infrastructure--an on demand telecom operating environment--that enables you to respond dynamically to the needs of customers, employees, partners, and suppliers. Unlike traditional infrastructures built with a vertically oriented, stacked view of the world, the on demand telecom operating environment provides horizontal integration across and beyond the enterprise. It aggregates dynamically--on demand--the required distributed processes from both within and outside your enterprise, and presents them to users as a unified and cohesive whole. In addition, it permits on demand access by diverse devices--from the core network in the central offices to the demanding environment of the telecommunication back office.



In summary, the IBM Integrated Platform for Telecommunications Extended offering will help you face your business and IT challenges. Enabling you to react quickly to a changing marketplace by reducing the time to build and market your NGN services. IBM Integrated Platform for Telecommunications Extended offering will allow you to generate new revenue while reducing cost and increasing your competitiveness.