



NGN Service Exposure: Web 2.0 Meets Telco

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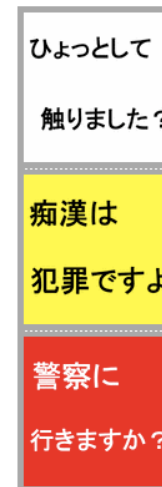


Killer Application versus Killer Environment



<http://www.widgetbox.com/widget/baby-ticker>

•Anti-Groping Appli



http://appget.com/im/pc/apview_027103.htm



Users of the Network Create Applications

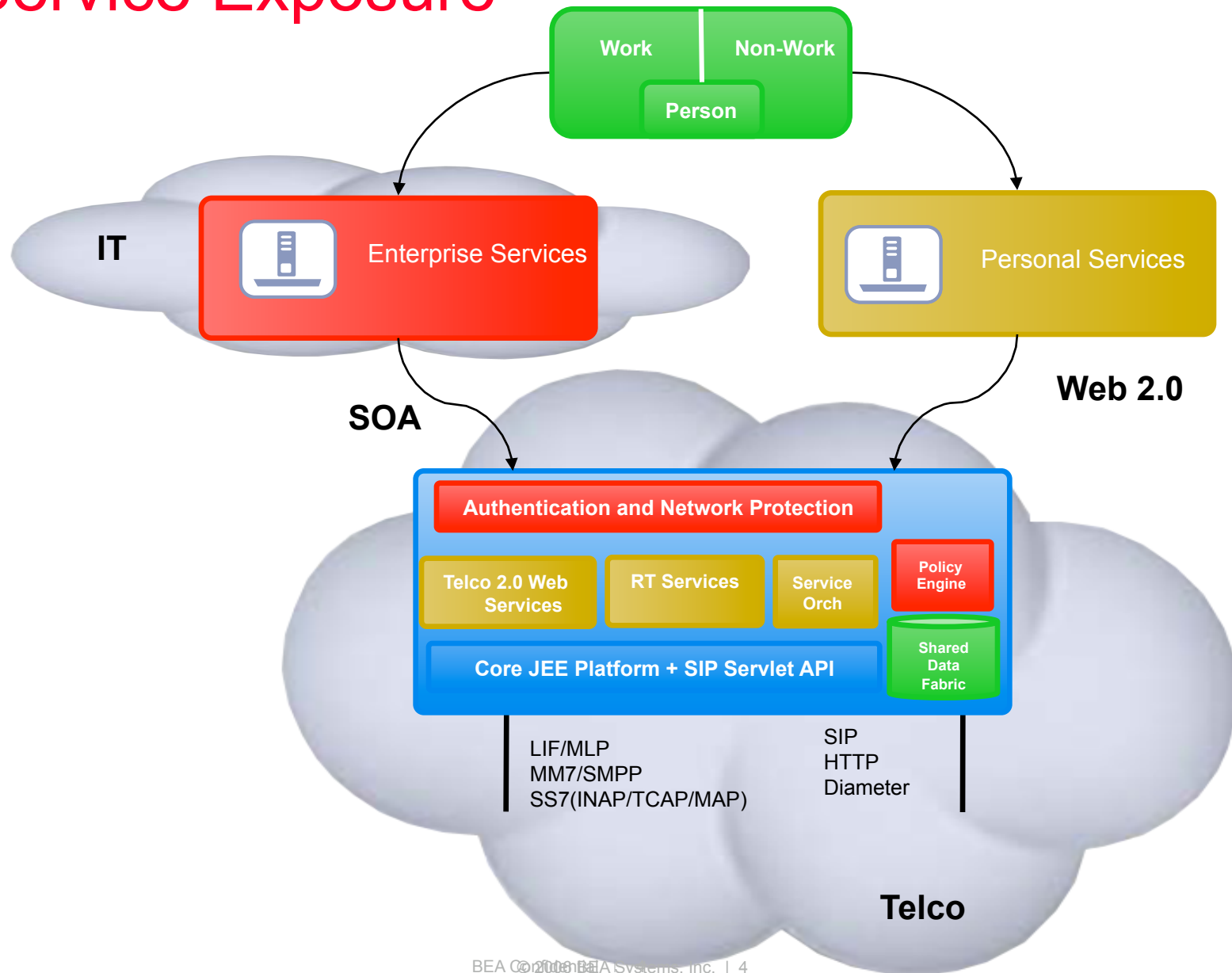
- Many may look like (or become) companies
- Many will be companies
- Many will be enterprises: SOX, HIPPA, BASEL II

The interesting application is:

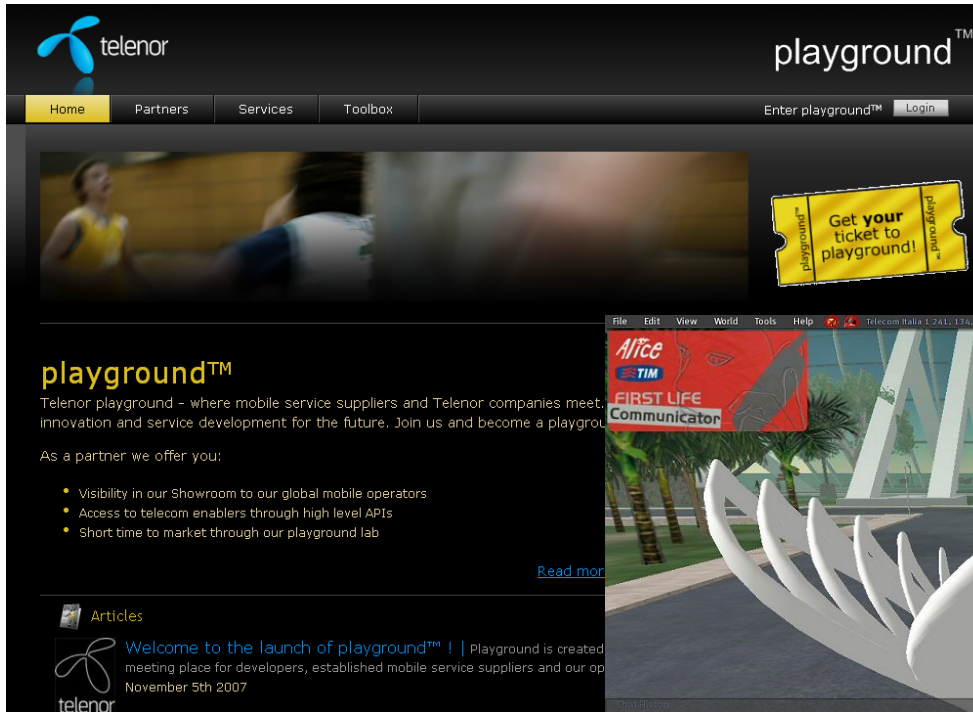
Ability of **user** to create their **own** application, to **use** or **share**

- What if we let **anyone** create applications?
 - ▶ What does this mean for guaranteed quality and reliability?
 - ▶ What about customer service?

Service Exposure



Great Theory – What is the Practice



The screenshot shows the telenor playground website. At the top left is the telenor logo. The main header includes 'playground™' and a 'Login' button. Below the header is a navigation menu with 'Home', 'Partners', 'Services', and 'Toolbox'. A large banner features a yellow ticket that says 'Get your ticket to playground!'. Below the banner, the text reads: 'playground™ Telenor playground – where mobile service suppliers and Telenor companies meet. Innovation and service development for the future. Join us and become a playground. As a partner we offer you:'. A list of benefits follows: '• Visibility in our Showroom to our global mobile operators', '• Access to telecom enablers through high level APIs', and '• Short time to market through our playground lab'. There is a 'Read more' link. At the bottom, there is an 'Articles' section with a sub-header 'Welcome to the launch of playground™ | Playground is created meeting place for developers, established mobile service suppliers and our op' and the date 'November 5th 2007'.



The screenshot shows a virtual world interface. In the center, a character named 'TommyGo Beck' is standing next to a large, white, stylized flower-like structure. The interface includes a top menu bar with 'File', 'Edit', 'View', 'World', 'Tools', and 'Help'. On the right side, there is a 'Main Menu' for 'TommyGo Beck's First Life Communicator' with buttons for 'SMS', 'Call', and 'Change Num'. Below this is a list of items including 'First Life Communicator (no copy) (no modify)', 'FLC - README', 'Notecards', and 'RobotVendor ALICE'. At the bottom, there is a chat window with a list of messages and a toolbar with buttons for 'IM', 'Chat', 'Friends', 'By', 'Snapshot', 'Search', 'Build', 'Mini-Map', 'Map', and 'Inventory'.

Summary

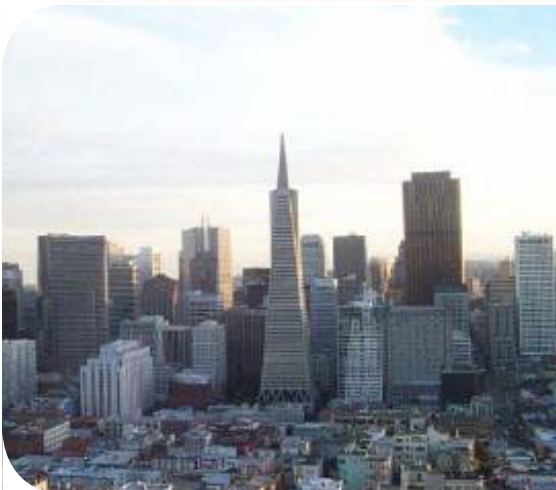


Products bridge gap between IT and Telecom

- Carrier-scale and reliability point solutions

Operator infrastructure not designed for exposure

- Need to expose network infrastructure in a secure, manageable, scalable, billable manner



Part of Ecosystem

- Carrier as participant in market
- Through network, not over network

Leverage Existing Infrastructure

- Exposure of more than just IMS: SS7, AIN, etc.
- Maintain QoS and SLA for entire community