NGN Service Exposure: Web 2.0 Meets Telco

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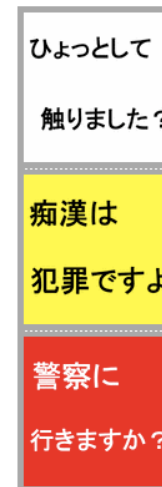
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Killer Application versus Killer Environment

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

Anti-Groping Appli

http://appget.com/im/pc/apview_027103.htm
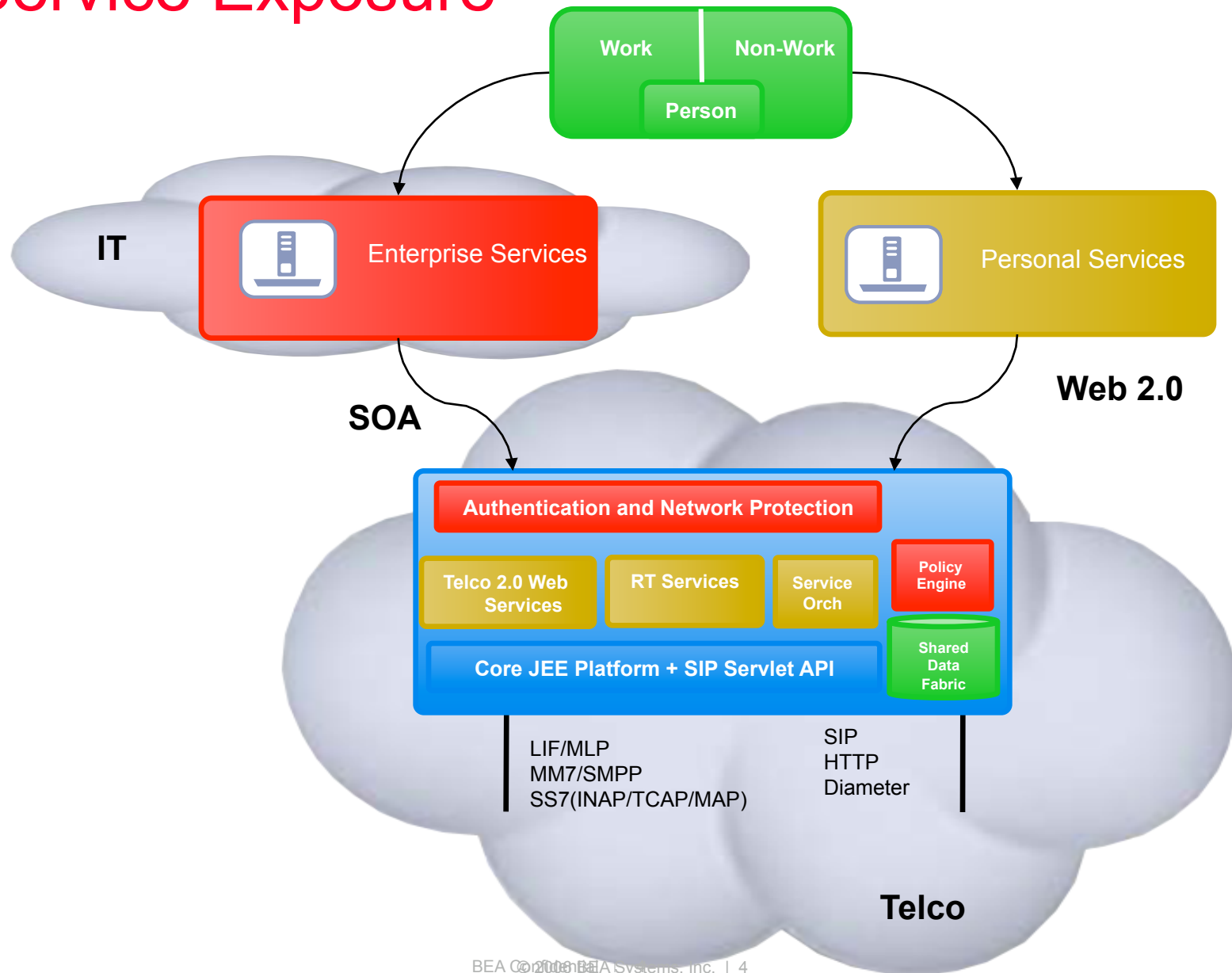
Users of the Network Create Applications

- Many may look like (or become) companies
- Many will be companies
- Many will be enterprises: SOX, HIPPA, BASEL II
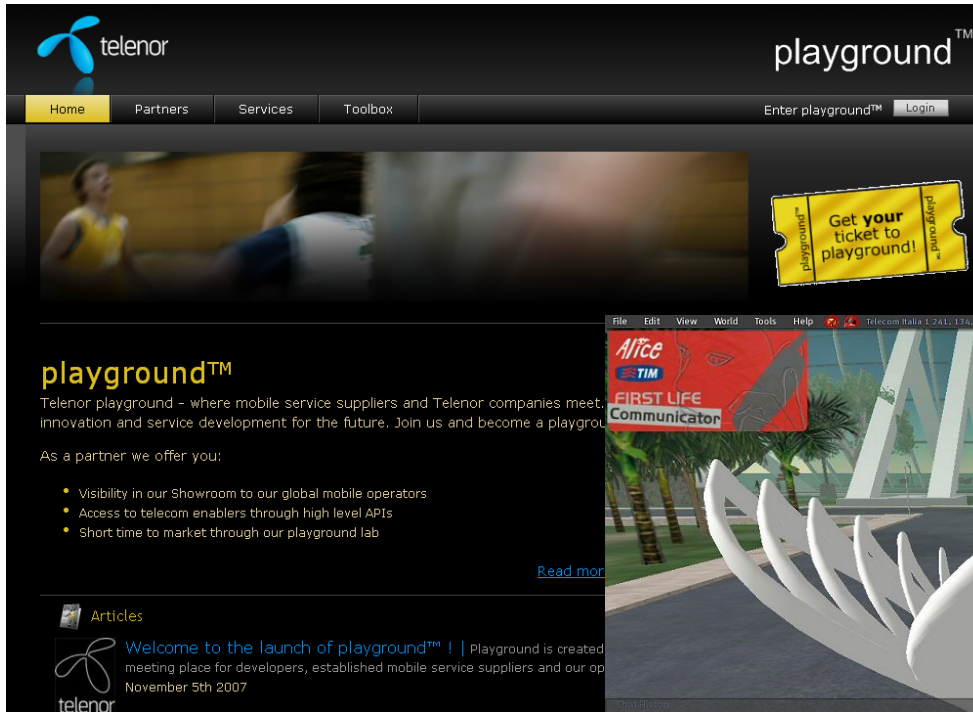
The interesting application is:	Ability of **user** to create their **own** application, to **use** or **share**

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

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Service Exposure

Work　**Non-Work**

Person

IT

Enterprise Services

Personal Services

SOA

Web 2.0

Authentication and Network Protection

Telco 2.0 Web Services　**RT Services**　**Service Orch**　**Policy Engine**

Shared Data Fabric

Core JEE Platform + SIP Servlet API

LIF/MLP
MM7/SMPP
SS7(INAP/TCAP/MAP)

SIP
HTTP
Diameter

Telco

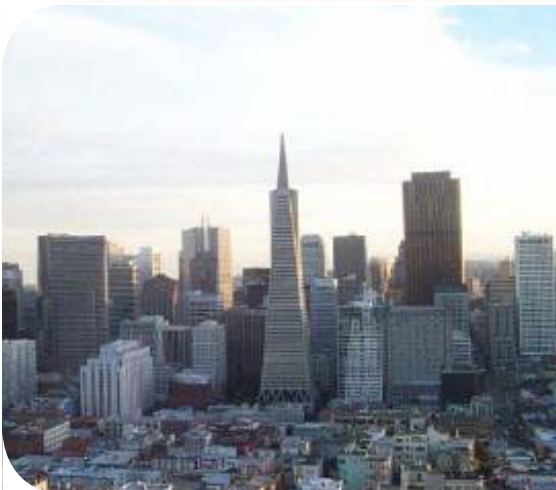# Great Theory – What is the Practice

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

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