

# INFORMATION ACCELERATES

## Delivering Next-Generation Communications Services Efficiently



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COMMUNICATIONS

To capitalize on the market for next-generation convergent services, you need an efficient and flexible service delivery environment. Oracle offers the first open-standards-based, carrier-grade software platform to meet the communications industry's needs.

"As a leading provider of communications services in Korea, KTF prides itself on rapidly delivering innovative new services that make customers excited about doing business with us. To achieve our goals, we require great flexibility, scalability, and the ability to evolve our offerings quickly and with high quality. With the release of Oracle Communication and Mobility Server, Oracle Service Delivery Platform provides these capabilities in a well-crafted, standards-based platform."

**HyungSik Kim**  
Director  
KTF

As the communications market grows more competitive and complex, the key to profitable new revenue growth for communications service providers (CSPs) lies in their ability to bring a differentiated portfolio of innovative services to market quickly and cost-effectively. Many leading operators have already embarked on major network modernization programs as the industry evolves to IP-based networks. Traditional networks and service delivery systems were never designed to cope with today's complexity and pace of change. Next-generation services also require the next generation of service delivery platforms.

### **Oracle Service Delivery Platform**

Oracle Service Delivery Platform is the industry's most comprehensive, open-standards-based software environment for creating, delivering, and managing convergent communications and multimedia services in a fast, flexible, and efficient manner. Based on Java Enterprise Edition and including prebuilt elements such as Voice

over IP (VoIP), presence, and Virtual PBX, Oracle Service Delivery Platform lets you

- Create services quickly, get to market faster, and start profiting sooner
- Generate revenue from day one, using prebuilt, out-of-the-box services
- Deliver any service or multimedia content to any device over legacy and IP networks
- Streamline your service delivery operation from end to end

### **Get to Market Faster and Profit Sooner**

Speed to market is essential: some services have a very short life span. Oracle Service Delivery Platform supports the rapid creation and deployment of new services by building on the principles of service-oriented architecture (SOA) and using industry-leading components from Oracle SOA Suite, including Oracle BPEL Process Manager for process orchestration, Oracle Fusion Middleware's high-performance rules engine, and Oracle Web Services Manager.

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Fact: All 20 of the world's top 20 communications companies rely on Oracle Applications.

### Generate Revenue from Day One

Oracle Service Delivery Platform delivers a rapid return on investment by enabling you to deploy revenue-generating services out of the box. It ships with a growing number of prebuilt applications and reusable components to accelerate the creation of new services, including VoIP, presence, and Virtual PBX. And because Oracle Service Delivery Platform is built on open standards, you gain access to a global community of independent software vendors and developers—for a wider choice of innovative services that you can bring to market faster and with lower risk.

### Deliver Any Service or Multimedia Content to Any Device

Outdated silo-based systems cannot cope efficiently with the rapidly growing and changing portfolio of a modern communications service provider. Oracle Service Delivery Platform can manage all your content and service delivery needs, thus reducing complexity and risk and lowering your operating costs. It can deliver any communications service or multimedia content, over any network, to any device. And it includes a Session Initiation Protocol (SIP) server to support IP and IP Multimedia Subsystem (IMS) networks, and the Parlay gateway to support legacy networks.

### Streamline Your Service Delivery Operation from End to End

To maximize the profit contribution from each new service, you need a highly efficient

service delivery operation. Oracle is the only enterprise software provider to automate the end-to-end service process—from the moment a new order is captured; to network inventory management and service activation; to service delivery, network mediation, rating and charging, billing, and revenue management. This enables you to accelerate order throughput, reduce ordering errors and operating costs, increase customer satisfaction, and reduce revenue drain. Oracle's "concept-to-cash" solution builds on the proven technology of its acquired companies, including Siebel, Portal Software, and MetaSolv.

### Putting the Service Provider in Control

Oracle is the leading provider of enterprise software solutions to the communications industry. And it's not just the big companies that choose Oracle. We are proud to serve hundreds of communications companies of every size—from the smallest service providers and virtual operators to the largest global carriers—and from every sector, including wireline, wireless, cable, satellite, and network equipment providers. Oracle's commitment to the communications industry spans 30 years of delivering value, demonstrated through our extensive software development program and, more recently, our strategic acquisitions such as Siebel, Portal Software, MetaSolv, TimesTen, HotSip, and Net4Call.



### Oracle's Solution Portfolio

Oracle's portfolio of solutions includes the widest choice of applications, decision support tools, middleware, and database technology available from a single supplier anywhere in the world. Factor in the consulting, training, hosting, and product support services available from Oracle and a wide range of partners, and you can be sure you'll get the right advice and the right solution for your communications business.

### Key Oracle Products and Services for Oracle Service Delivery Platform

Oracle Service Delivery Platform is built on these industry-leading technologies:

- Oracle BPEL Process Manager
- Oracle Business Process Analysis
- Oracle Communication and Mobility Server
- Oracle Communicator
- Oracle Identity Management
- Oracle Residential VoIP
- Oracle SOA Suite
- Oracle Virtual PBX

To learn more, contact us today.

### CONTACT US

To learn more, call +1.800.ORACLE1 to speak to an Oracle representative or visit [oracle.com/industries/communications](http://oracle.com/industries/communications)

Outside North America, visit [oracle.com/corporate/contact](http://oracle.com/corporate/contact) to find the phone number for your local Oracle office.