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# Open SDP: A key step to a services-oriented mobile network and services orchestration

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## Mobile industry moves toward opening network services infrastructure

Service delivery platforms (SDPs) have become, over the past decade, essential tools for the creation of mobile network services. Platforms based on service-oriented architectures are designed around abstract frameworks and are challenging various network realities. Modernizing and opening these platforms so that they can easily launch and host new and complex network services has become a main priority for the mobile industry.

Driving this trend are two key phenomena: the business imperative demanding faster introduction of new services and MNOs requirements for wider user-reach with more commercial options for all type of services. Multi-country MNOs are also exploring efficient ways to easily offer a richer services portfolio on a group level.

In such a fast-moving, competitive business environment all players in the service delivery chain must be time-, cost- and technology-conscious.

In this environment Open SDP is a key answer towards a services-oriented telecommunications network, managing all business, technology and operating network aspects.

The Open SDP technology brings new dynamic service design, control and execution. It provides means to handle all service and network specifics across multiple core and legacy network nodes, layers and protocols (standard, proprietary and next generation).

The Open SDP architecture allows service orchestration, routing and proxying other service nodes. This Open SDP also enables incremental build-up of existing network components and thus works with or reuses existing service-flows in order to form new, up-to-market and increasingly richer services.

## Evolving SDP to a creative studio for design, execution and delivery of open network services

Today's dynamic mobile markets drive MNOs to develop more, better and smarter network value added services, also known as Core VAS.

How can Open SDP fulfill MNOs needs for sustained development and delivery of high-volume innovative Core VAS services?

Opencode Systems' Open SDP, is designed around an open studio for creation, integration, grouping, management, activation and orchestration of value-added core network services.

Open SDP aggregates legacy and next-gen network capabilities and content sources. In addition, it allows MNOs to create services in an undifferentiated way across all access channels.

Open SDP architecture has the following building blocks: an *engine for call control, service logic execution and service orchestration, core network gateways, integration gateways* providing easy integration to operator's own and third party networks and nodes, *profiling modules* managing business, services and user specifics, a *pricing and revenue module*, a *billing module*, and an *observation and ranking module* for service usage and user behavior.

Most importantly, Open SDP comprises of an *open Service Creation Studio to simplify design, development, testing, validation, preparation and deployment of Core VAS services, locally or remotely, either by the MNO, by third parties or even by end users.*

The system is engineered with an interpreter of object structured languages and descriptors. It includes state machines and event sources managing modules, flows and services;

This design provides the means to open the core network, or an element of the core network, an operator service, a third-party service, an Internet service, or any other service. Moreover, Open SDP provides a transparency of the system vis-à-vis the core network.

Today, with over 10 years of specialized field experience in delivering open systems for the core mobile network, Opencode Systems is providing an Open SDP named Network Browser. Opencode Network Browser is a patented multi-channel Open SDP technology driven by a powerful, open and flexible Service Creation Studio (Open Network Services Studio) that helps MNOs' products and services teams and their trusted partners build a reliable foundation for the implementation of smart and efficient Core VAS services.

A great number of all-channel Core VAS services can be deployed on Open SDP technology, with the designer's imagination the only limitation. Field-proven examples include call screening services, call control and call filtration services, reverse billing services, self-care services, sponsored services, mutli-SIM and virtual number services, call-hunting groups and centrex services, community charging services, policy services, m-wallet services, new generation IMS services and many others.

The successful adoption of these and other network services depends on the network's ability to innovate, customize and adapt mobile services to market dynamics and the regional economy. For single and group MNOs and other service providers the use of Open SDP technology is an important step towards the orchestration of Core VAS inside a services-oriented mobile network.

## About Opencode Systems

Opencode Systems ([www.opencode.com](http://www.opencode.com)) is a telecommunications solution provider, dedicated to open systems for the mobile network. Opencode makes network technology that is invisible to consumers but underlies many of the mobile services they use. Opencode core network centered solutions are deployed by major operators worldwide. Opencode USSD Center and Opencode Network Browser are the World's #1 selling open mobile network platforms.

Visit us at the SDP Global Summit 2011, Stand T07.