Motorola ServiceBroker

Service Broker is part of a unified platform for allowing carriers, mobile operators, and cable operators to rapidly create, manage, and deliver converged video, voice, and data service bundles across multiple networks and devices.

HIGHLIGHTS

- Rapidly create, manage, and deliver converged video, voice, and data service bundles across multiple networks and devices.
- Allows Service Providers to leverage best-in-class applications and offer a broad range of compelling enhanced services.
- Bundled services from multiple vendors can run on different platforms.
- Architected and built to support carrier-grade requirements.
- Increases service provider control, brokers service interactions, and supports real-time billing aggregation.

Motorola ServiceBroker is part of a software platform that bridges traditional, SIP, and IMS architectural frameworks. It empowers service providers to expand and evolve their product portfolios to include all elements of the triple/quad play, including video, VoIP, high-speed Internet data services, and fixed-mobile convergence. The software platform solution is specifically designed to implement and manage functions across converged networks through a unified Service Delivery Platform (SDP).

Maximizing Revenue with Service Bundles

Service bundling has a proven track record of providing meaningful increases in take rates while reducing subscriber churn. ServiceBroker enables operators to quickly deliver unique, revenue-generating service bundles at "Internet speed." ServiceBroker's service introduction methodology empowers operators to:

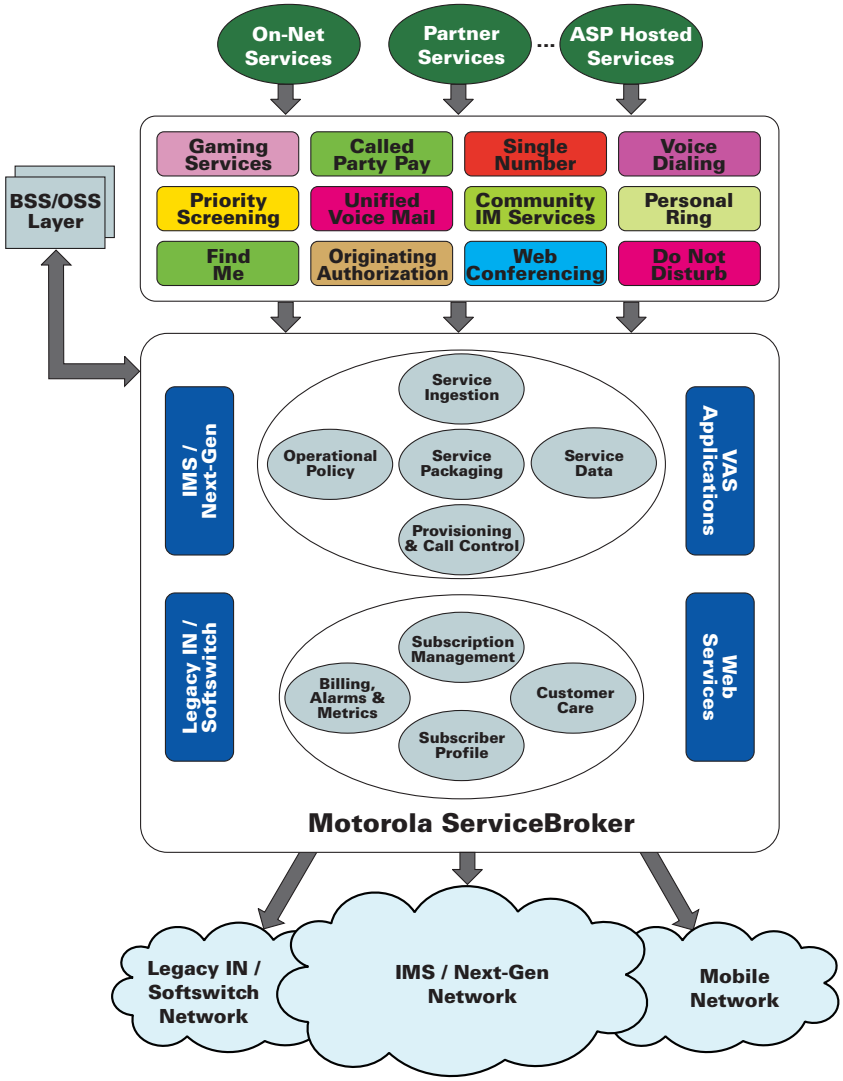
- Rapidly deliver compelling and differentiated multimedia services
- Maximize the functionality of existing and Next Gen networks and services
- Swiftly and seamlessly incorporate services from 3rd party partners/vendors
- Enable future service and system flexibility as well as investment protection

As part of a unified Service Delivery Platform, ServiceBroker is integrated with Motorola's ContentManager to simplify the launch, delivery, and management of new content services.

Rapidly Delivering Unique, Differentiated Services

Wired and wireless network operators need a flexible infrastructure capable of rapidly introducing new service offerings. The Internet explosion, advancements in communications, and myriad other technological developments have sparked the imagination of a new generation of sophisticated subscribers that constantly wants access to personalized and feature-rich services.

Until now, new service rollouts typically required expensive and time-consuming modifications to a myriad of existing systems and operational procedures. ServiceBroker offers a powerful service introduction methodology that empowers network operators to maximize the functionality of their existing network, seamlessly deliver new applications, and ensure the utmost in service flexibility.



ServiceBroker uses a repeatable, wizard-driven process for bringing new applications into a service provider's environment. This process involves defining the network and the administrative interfaces required to deploy and manage an application. Once an application has been encapsulated, it is treated as a deployable service. The association of application to service is not necessarily one-to-one, and a single application can be leveraged to provide many services.

Bridging Traditional and Next-Gen Networks and Services

ServiceBroker's unique position as a unifying layer between Operation Support Systems (OSS), Billing Support Systems (BSS), and access network infrastructures enables maximum leveraging of both past and new investments in networks and services. Service packaging is used to define the combination of multiple services from underlying networks and systems into converged service offerings. Additionally, ServiceBroker can have subscribers provisioned against specific service offering versions, allowing operators to tailor offerings to particular customer and/or market segments.

As the catalog of services expands, many services will be: developed by 3rd party vendors, run on a wide variety of platforms, and require an increasing array of protocol interfaces. ServiceBroker accommodates these realities by being loosely coupled with all application-creation technologies. A key to this loose coupling is the flexibility to integrate with applications based on different protocols such as TCAP, SIP, IMS SIP, and Parlay (among others). By leveraging best-in-class applications irrespective of their underlying technologies, service providers can offer a broader range of compelling enhanced services.

ServiceBroker facilitates real-time orchestration of services acting within a single communication session. This results in a powerful mechanism for creating feature-rich services from off-the-shelf, stand-alone applications provided by multiple vendors. Its service orchestration function acts across different platform technologies, thereby eliminating vendor and technology lock-in.

Swiftly and Seamlessly Integrate 3rd Party Services

By leveraging best-in-class applications irrespective of their underlying technologies, service providers can offer a broader range of enhanced services. The advent of open source programming has created a new ecosystem of potential partners and vendors, in addition to traditional partners and vendors. The use of the Internet as a ubiquitous distribution channel also allows your subscribers to experience this wider range of services and experiences, creating increased demands for evolving services. ServiceBroker provides mechanisms for the full lifecycle management of such offerings.

ServiceBroker allows the bundling of services from multiple vendors that can run on different platforms and require various protocol interfaces. It is not tightly coupled with any particular application creation technology, instead coordinating the bundling and delivery of applications across internal and external service environments.

Service and System Flexibility and Investment Protection

ServiceBroker offers a unique methodology that reduces the impact on back-office systems at the time services are introduced and during ongoing service management. By providing single integration points to back-office systems for provisioning, billing, metrics, reporting, auditing, alarm collection, and revenue assurance, Motorola enables the service architecture to be managed as an overall solution rather than as discrete components.

Optimizing the use of existing network resources is a goal of every service provider. Solutions currently being offered continue to require dedicated network resources on a per-service basis. ServiceBroker allows service providers to choose among a variety of resource policy options. In one instance, a provider may choose to share a media server across multiple application servers. In another scenario, the media server could be dedicated to support a specific customer Service Level Agreement (SLA). Providing this type of resource flexibility allows network operators to yield significant operational savings.

ServiceBroker allows network operators to efficiently support both retail and wholesale customers. It provides delegated views to support diverse customers, including an ability to dedicate service components specifically for use by a wholesale customer. As an added benefit, wholesale customers can leverage ServiceBroker to create their own service bundles without the limitations of reselling the same service set offered by the provider.

A Carrier-Grade Solution

ServiceBroker is architected and built to support carrier-grade requirements, and deployments are highly scalable, highly available, and highly-fault tolerant at the application, hardware, and database layers. ServiceBroker is a carrier-grade solution comprised of three integrated modules:

- Service Integrator consists of a service packaging tool, an easy-to-use graphical interface, and wizards. It provides two primary functions, application encapsulation and service packaging, and it defines which features will be included in enhanced service offerings and how they will interact so network operators can rely on reusable and streamlined processes to accelerate service introduction.
- Service Manager hosts the central database where subscribers are associated with the service control groups previously defined by Service Integrator. It also handles four primary operational interfaces—provisioning, billing, alarms, and metrics—for the service components. It reduces the cost and complexity of new services and provides a single point for OSS integration and subscriber service provisioning.
- Service Controller handles service invocation, enforces resource policies, and manages real-time service interaction among distributed network applications. By managing service control functions and brokering resources, Service Controller makes it possible for multiple services from different vendors to interact on a single communications session. It increases service provider control, brokers service interactions, and supports real-time billing aggregation.

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