IBM dévoile une nouvelle génération de plateforme de services pour aider les opérateurs et fournisseurs télécoms à tirer profit d'un monde interconnecté

ARMONK, N.Y – 11 février 2009. IBM annonce aujourd'hui SPDE 3.0 (Service Provider Delivery Environment), une nouvelle version de sa plateforme de service à destination des opérateurs télécoms, pour leur permettre de créer, délivrer et gérer de nouveaux services de télécommunications, Internet et médias digitaux de manière plus intelligente, plus rapide et à des coûts réduits.

IBM Unveils Next Generation Service Delivery Framework to Help Communications Service Providers Thrive in an Interconnected World

ARMONK, N.Y – February 11, 2009 – IBM (NYSE: IBM) today announced SPDE 3.0, a new version of its Service Provider Delivery Environment (SPDE) Framework to create, deliver and manage new telecommunications, digital media and Internet-based services smarter, faster and at a lower cost.

With more than four billion mobile subscribers worldwide[i] and an estimated two billion people who will be on the Web by 2011, Communication Service Providers (CSPs) have an enormous opportunity to create new services to improve how people live, work, shop and socialize. The way in which people communicate are shifting from point-to-point and two-way conversations, to many-to-many, collaborative communications. This shift is fundamentally changing the way people and businesses around the world communicate, share information, and drive progress. The SPDE Framework helps CSPs seize these new opportunities and reduce the risk of new investments needed to evolve to next generation operations.

SPDE 3.0 provides an industry framework based on telecom and IT standards that leverages IBM software products, IBM services and business partner applications to help CSPs meet today's market imperatives and exploit emerging opportunities. The new capabilities that differentiate IBM's SPDE 3.0 include:

- **Web 2.0 for CSPs**: Provides carrier grade solutions to expose core network capabilities - such as telephony and messaging - so they can be easily blended with popular Internet applications such as social networking and mapping. IBM has implemented unique capabilities within its WebSphere, Lotus and InfoSphere software products to help CSPs deliver Web 2.0 solutions to consumers quickly and securely.
- **Media-based Composite Services**: Integrates a broad range of media-based composite services through media extensions built into WebSphere SOA middleware. This is unique to IBM and enables CSPs to develop new sources of revenue by blending entertainment, advertising and other forms of digital media across a wide variety of networks and devices.
- **Dynamic SOA Business Processes:** Provides Dynamic SOA business process implementations within WebSphere and implements the TeleManagement Forum's

NGOSS standards. These capabilities are unique to IBM and can cut down the amount of custom development for many OSS/BSS projects, thus reducing the time to value and total cost of ownership for CSPs.

- **Business Intelligence**: Identifies and analyzes consumer usage behaviors and trends to help CSPs improve the success of their service portfolio, understand customer preferences and improve network performance. IBM's Information Agenda for Communications Service Providers also helps CSPs build and execute a strategy to unlock the value of the business information available across their operations.

- **Service Management**: Provides CSPs with end-to-end service management capabilities to help automate and secure a dynamic infrastructure of applications, systems and networks needed to deliver the composite services demanded by subscribers. CSPs can deliver managed and secure ecosystems of third party applications providers to accelerate the introduction of new services and reduce the costs of service development.

"With billions of people around the globe conversing and trillions of intelligent devices interacting, our communications systems need to take an evolutionary leap," said Gary Cohen, General Manager of IBM's Communications Sector. "Smart communications systems must go beyond providing basic connectivity and allow individuals, organizations, communities and objects to interact and communicate in ways that were not possible before. IBM is delivering capabilities through the new SPDE 3.0 framework that will enable CSPs to be more competitive in the Internet and communications services market."

IBM is helping companies like Mobitel accelerate the delivery of revenue-generating services through IBM software and accelerators which comprise IBM's SPDE Framework.

"At Mobitel, we are committed to making it easier than ever for our customers to do business with us and have partnered with IBM so we can continuously modernize our business processes with their WebSphere Business Process Management (BPM) products," said Mitja Stular, Chief Technology Officer for Mobitel. "To provide the services our customers want and deserve, we feel it is critical to invest in the dynamic process capabilities powered by an SOA approach from IBM."

More than 2,000 IBM Business Partners provide applications that work with the SPDE Framework and offer CSPs flexibility to meet market demands for new services and efficient operations. Through a comprehensive validation process, IBM and its business partners ensure interoperability of applications with the SPDE Framework. Business partners that have recently completed the SPDE validation include Huawei, Progress Software Corporation, Motorola, Iperia, Global Bay Mobile Technologies, Traffix Systems, CTI Group Holdings, Chordiant Software Inc., Comverse and Openstream.

IBM will be participating in the GSMA Mobile World Congress 2009 in Barcelona from February 16-19, 2009. The IBM solution showcase, located in Hall 1-C31, will demonstrate the major components of SPDE 3.0 through seven live demonstrations of smart solutions for communications services providers.

IBM serves over 90 percent of communications service providers worldwide. More than 1,000 CSPs worldwide rely on IBM middleware to run their businesses and the world's 10 largest CSPs have implemented an IBM SOA solution. Partners and customers have also benefitted from the many telecommunications centers of excellence that IBM has created, including locations in Austin, Texas and La Gaude France. For more information on IBM telecom offerings visit: www.ibm.com/telecom

[1] **ITU: Worldwide Mobile Cellular Subs to Reach 4B Mark in Late 2008**

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