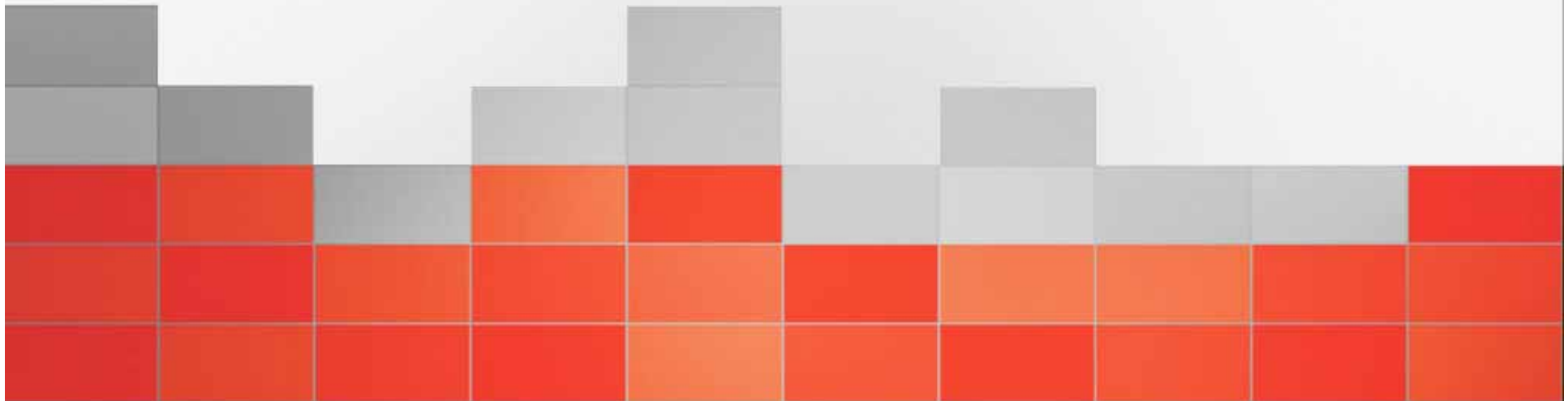


Applying SOA for Agile Service Delivery in Communications & Media

Jaron Cohen

Asia-Pacific Service Enablement Solution Specialist



Communication Sector Focus

Top Line Revenue

Bottom Line Efficiency

Industry Solutions

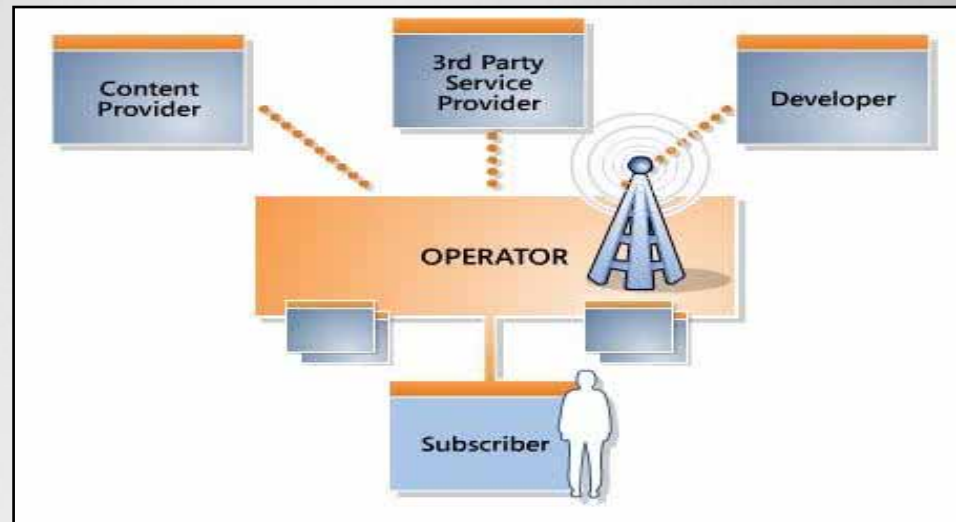
Workforce Productivity

Windows and Office

Agenda

- **Service Provider's Focus**
- **SOA? The different approaches**
- **Overview of Microsoft's approach to SOA with the Communication Sector**
- **Demo**

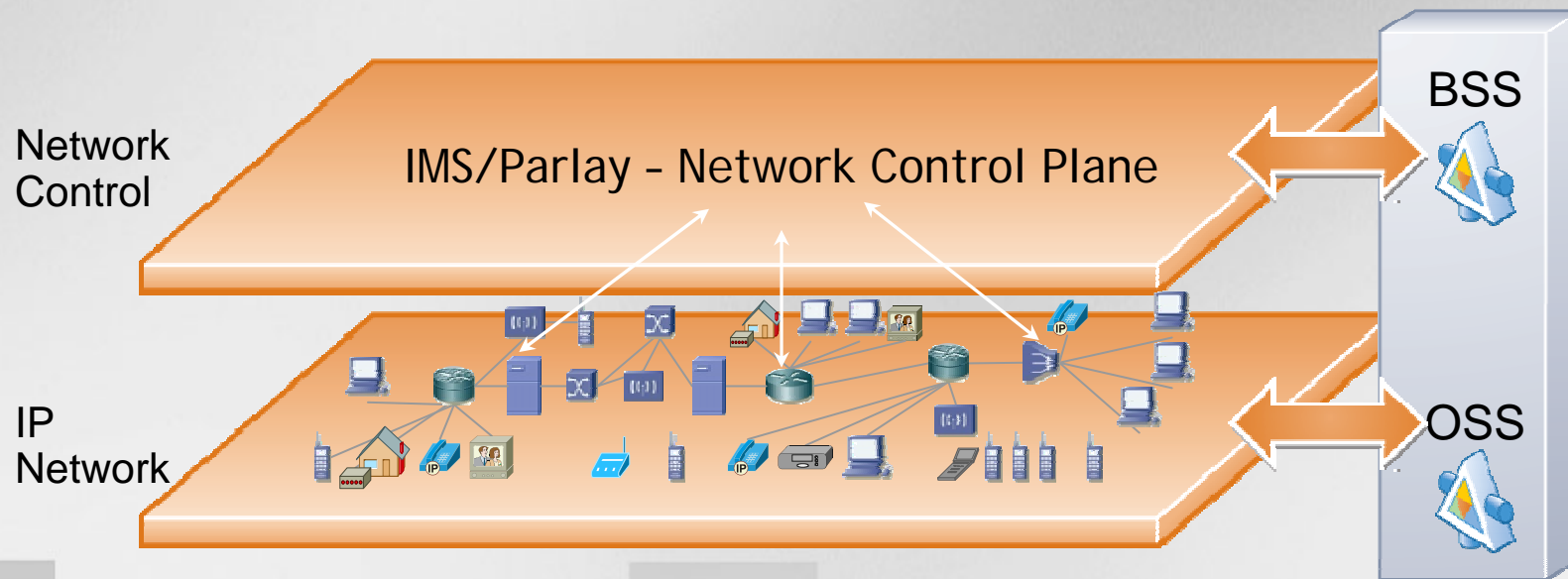
Service Provider's Focus



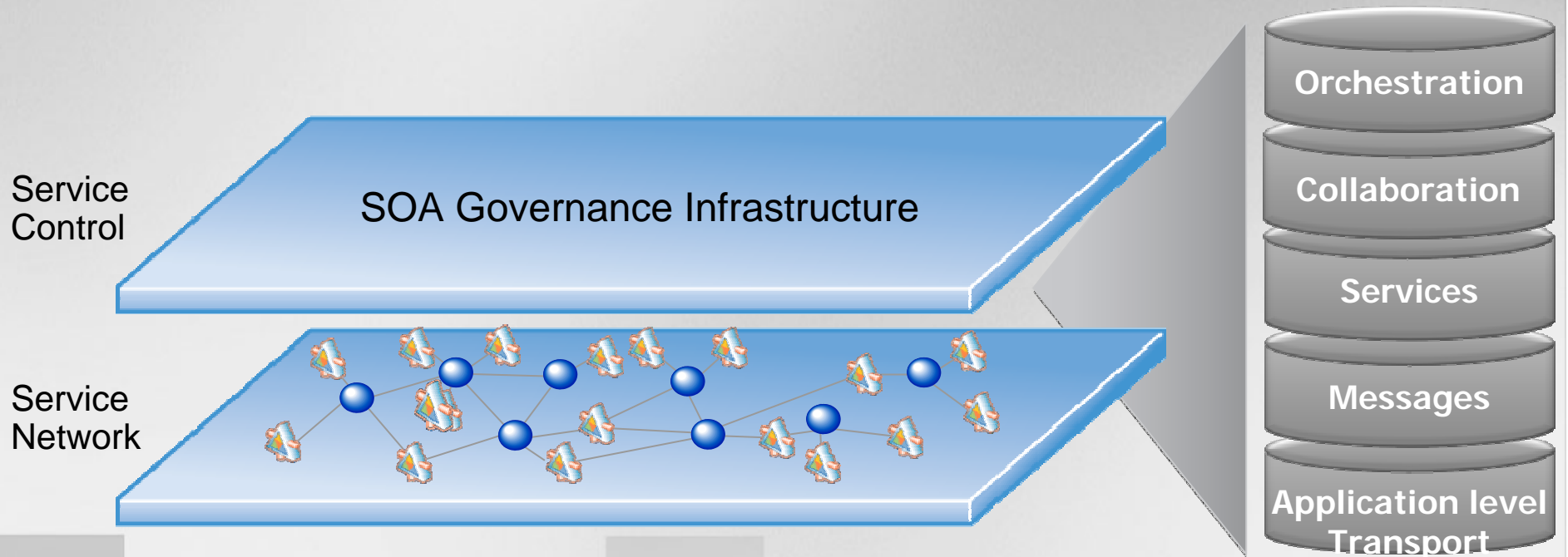
1. Operators as focal point of the service network
2. Reduced cost & time for service delivery
3. Better portfolio of services

**SOA means many things to
many people!**

What does SOA mean to a Network Engineer?



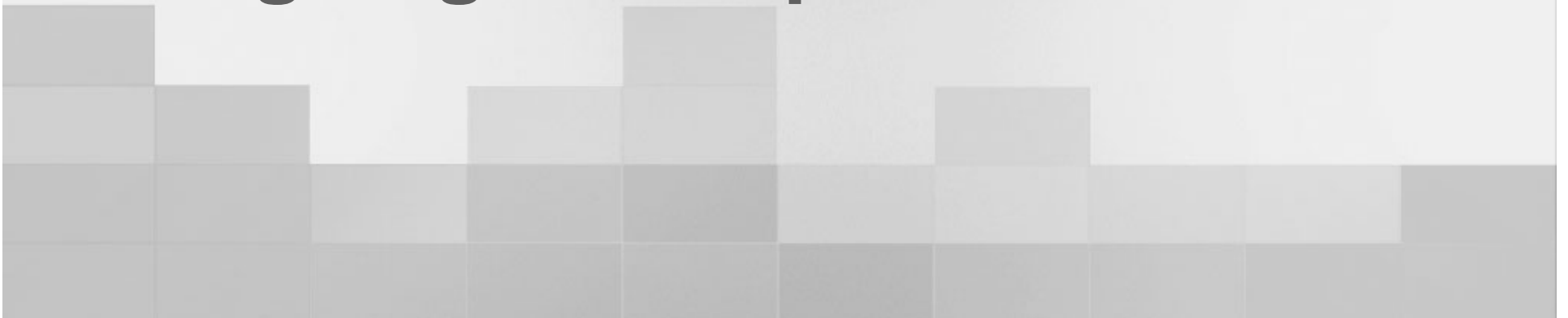
What does SOA mean for an IT professional?



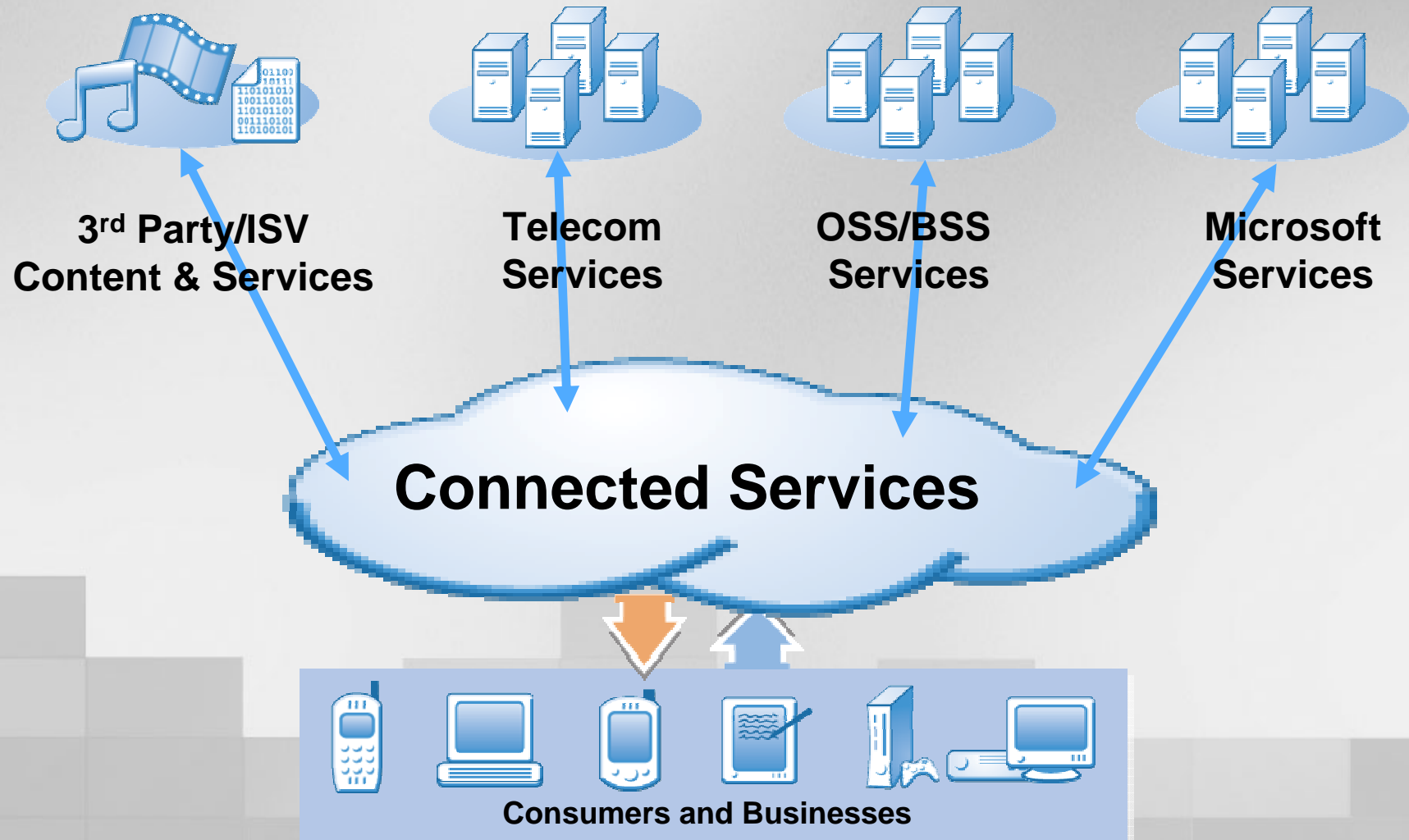
What does SOA mean for the customer?



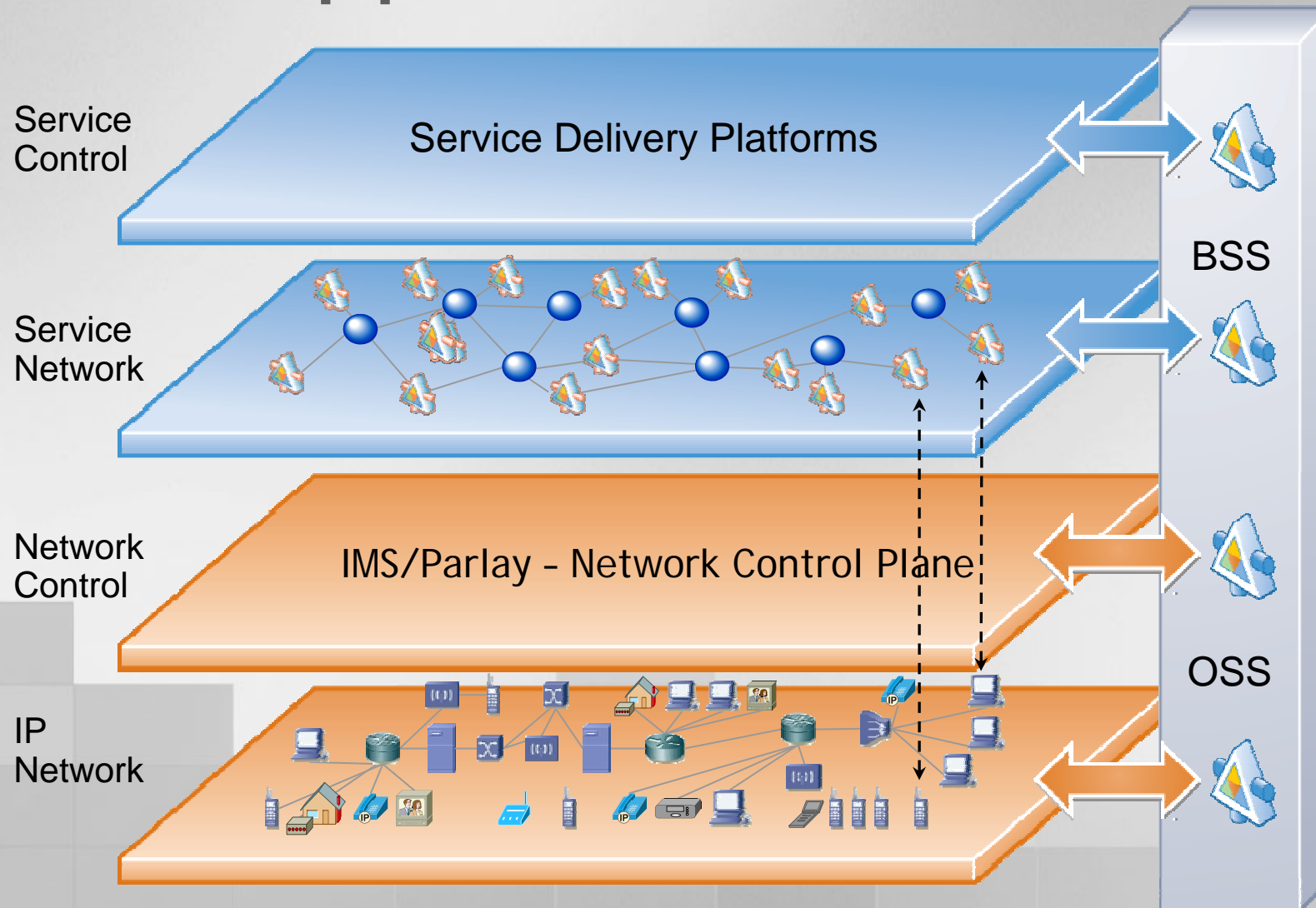
Aligning all the pieces



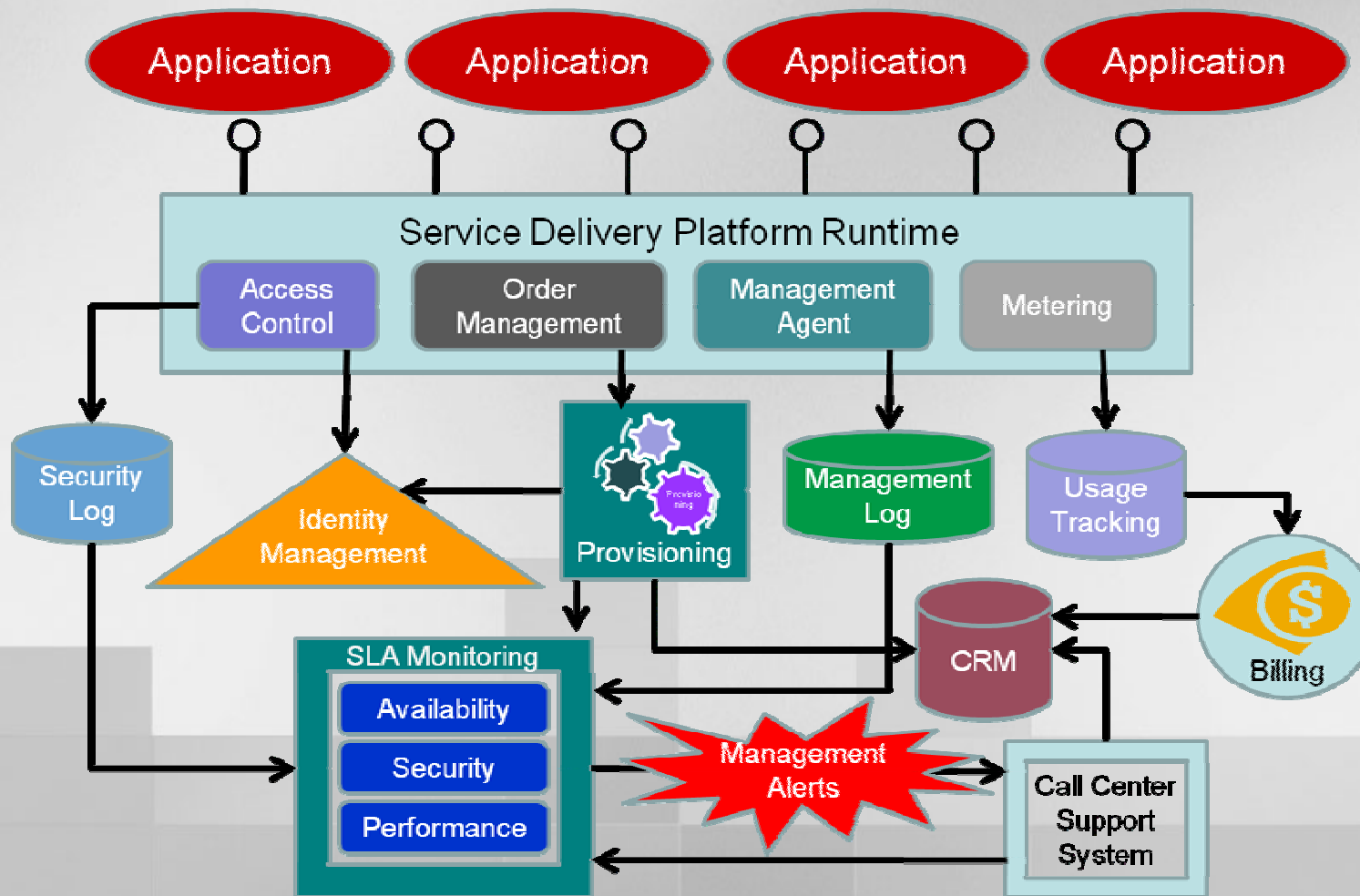
The Connected Services end-points

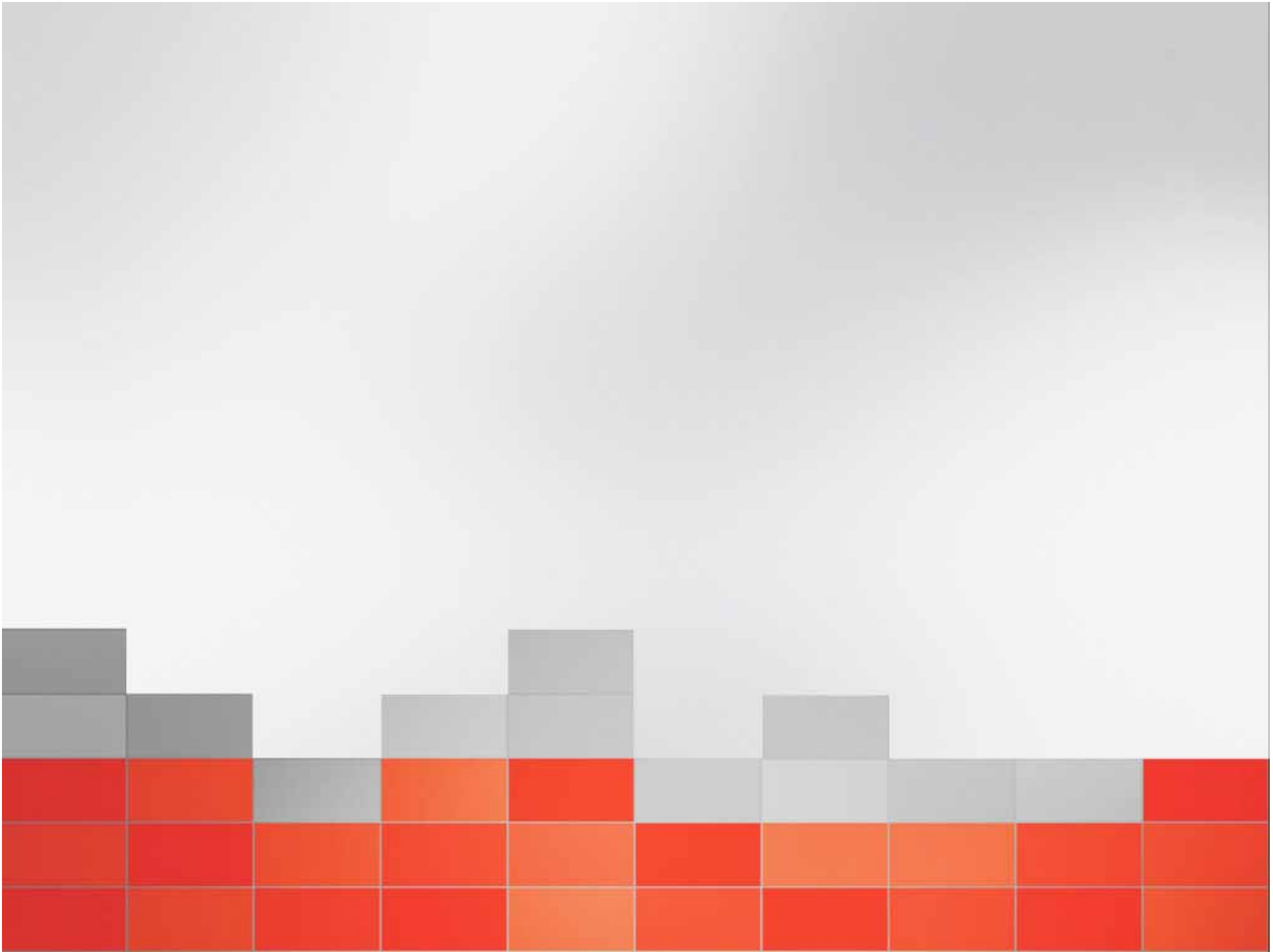


Aligning the Network and IT SOA approaches



Components of a Service Delivery Platform

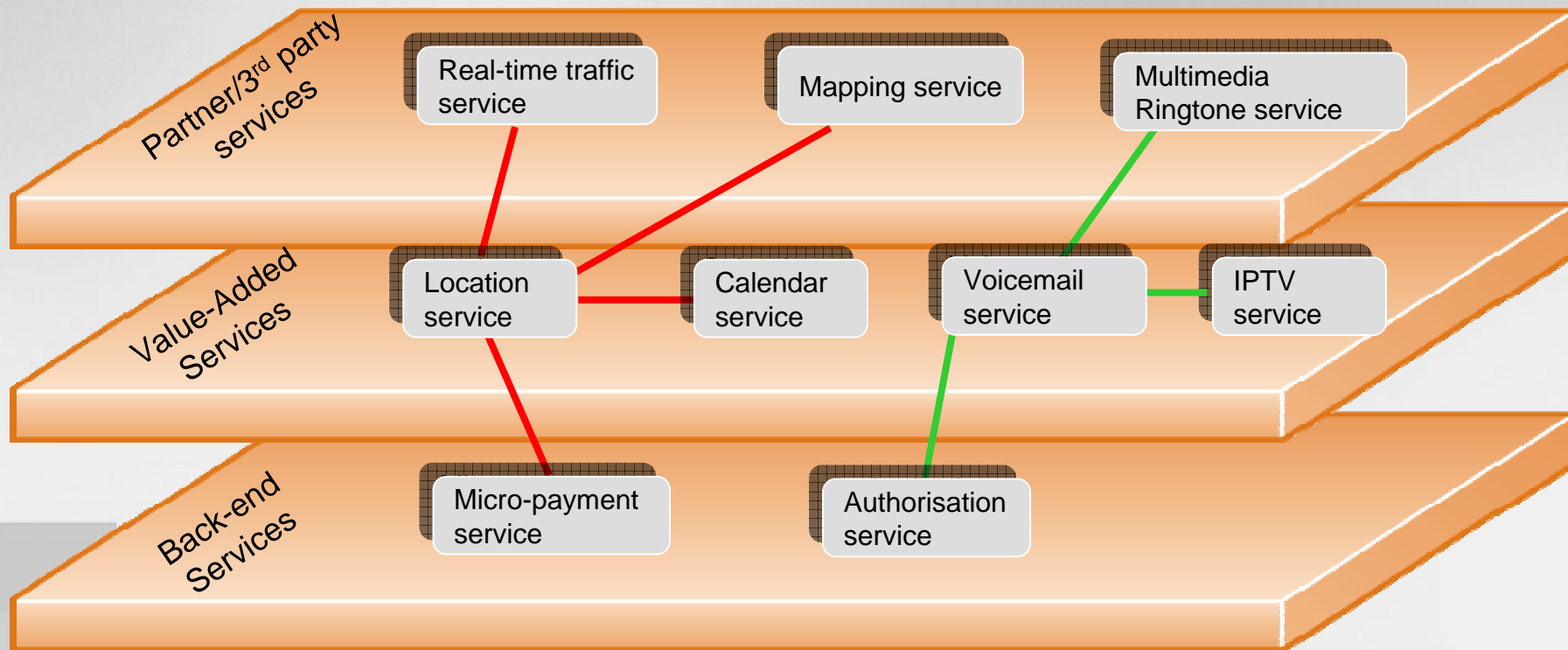




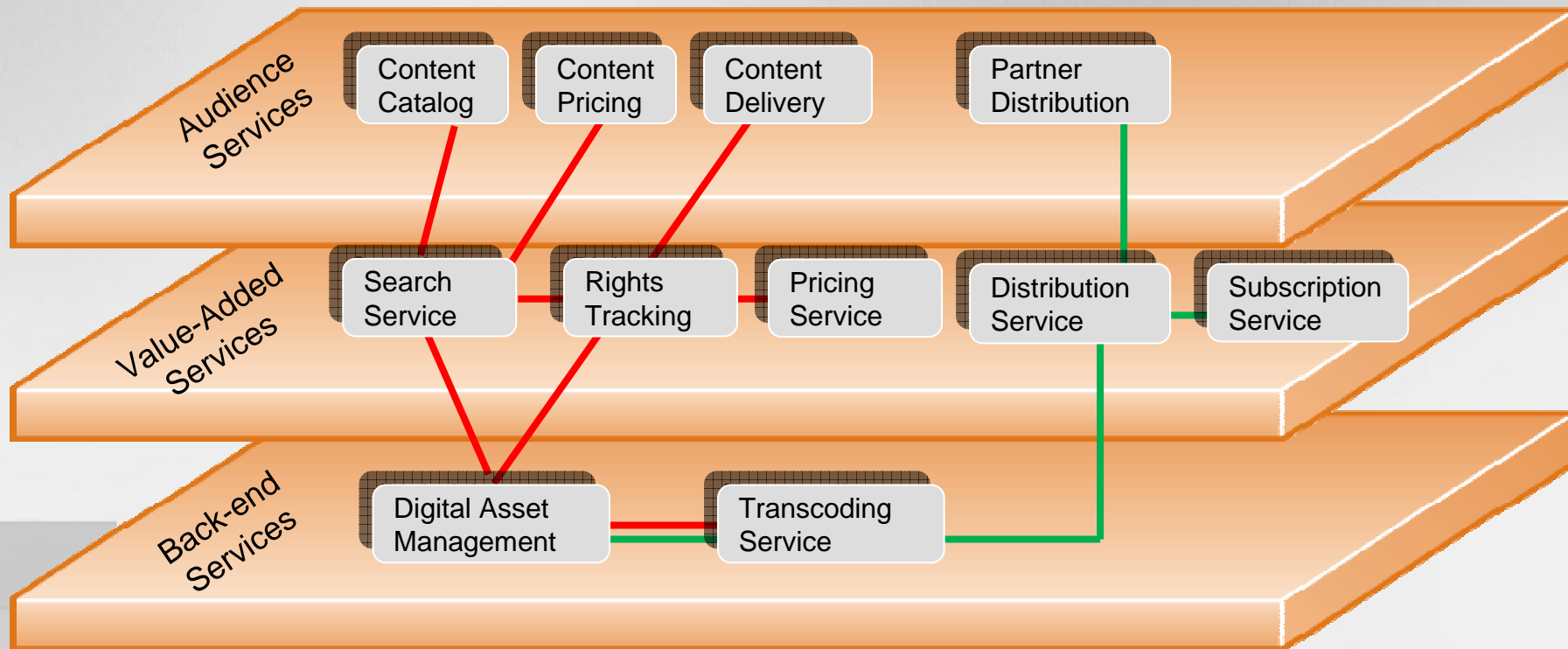
Service scenarios



Telecommunication Service Scenarios



Media Service Scenarios



Connected Services Framework

CSF the Microsoft Solutions for Service Enablement

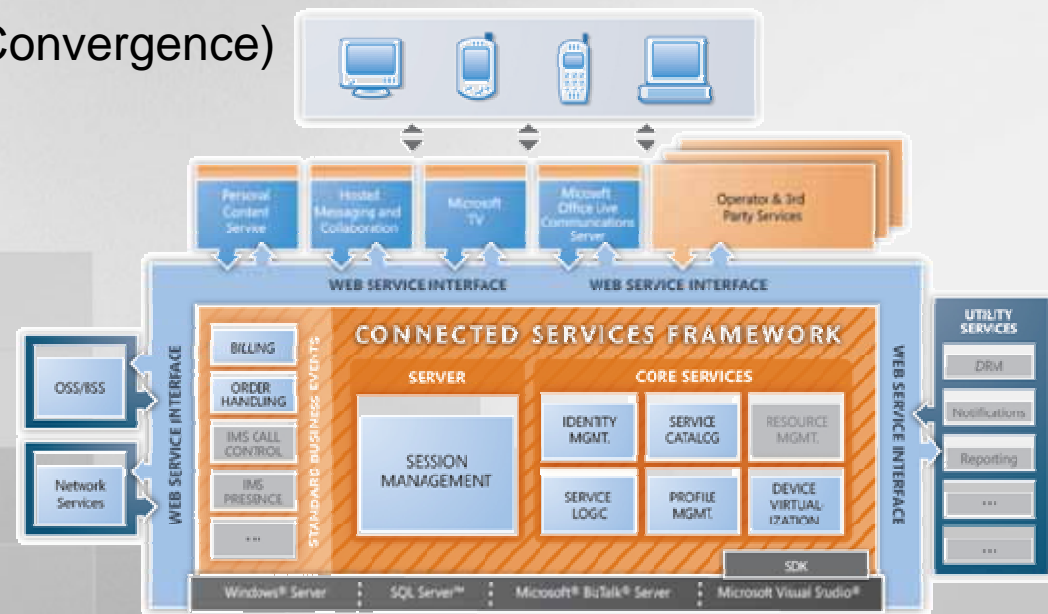
Where do we see CSF deployed:

1. Customer Centric Bundling/Provisioning, e.g.:

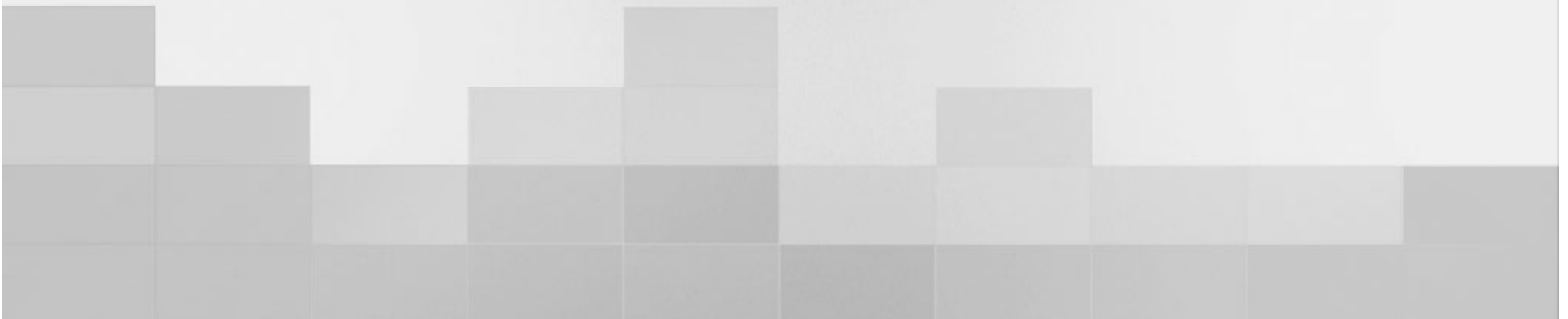
- Provisioning a hosted mail account with a DSL service
- Bundling cross-network products (DSL + Mobile)

2. Real-time scenarios: rich collaborations with internal/external web-services, e.g:

- Click to Call (Fixed Mobile Convergence)
- Conferencing
- Network aware services



Demonstration



Questions?

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<http://msdn.microsoft.com/csf/>

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