

ARPU from voice services is leveling off and Value Added Services are driving the revenue growth in telecom. Network operators and service providers need to maintain continual innovation in service domain, develop and launch a massive number of new services rapidly and inexpensively to increase revenues and profits.

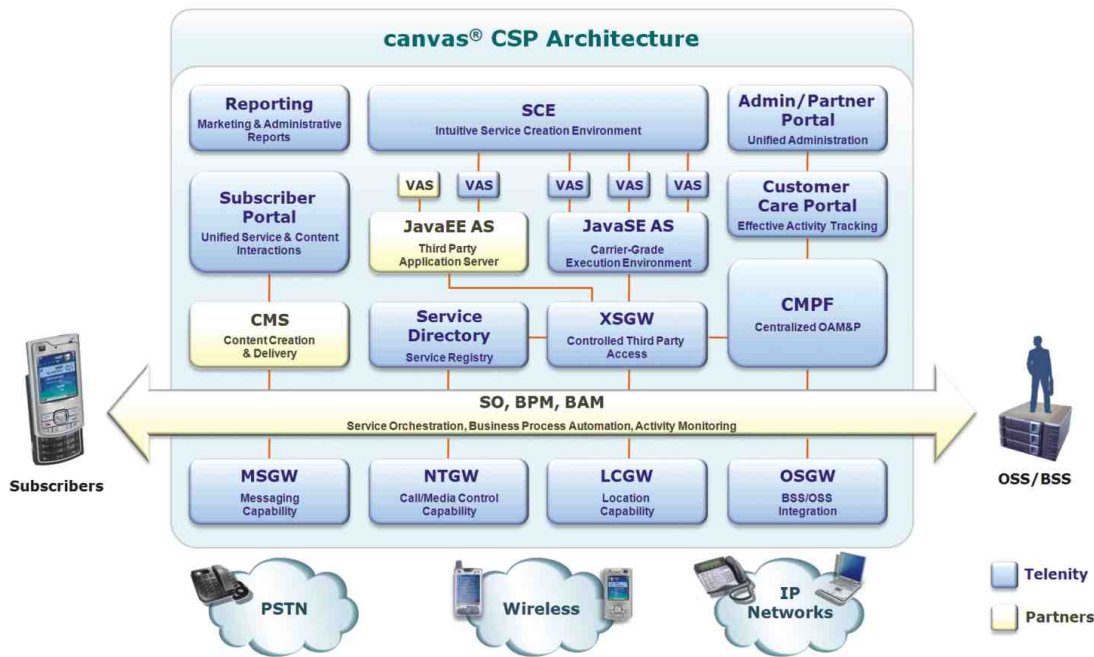
Converged Services Platforms help address this need for wireline, wireless, IP and converged networks. The right platform solution must be open, secure, highly scalable, highly available and future-proof. The solution also has to offer easy integration, seamless availability of legacy and new services with carrier-grade performance at an affordable price.

The Canvas[®] brand covers multiple solutions with key components that are optimal for future growth in the evolving next generation networks (3G/IMS). Each Canvas product offers not only a point solution, but also re-usable building blocks that seamlessly integrate with other Canvas products as well as with Telenity partner solutions.

Canvas CSP, Converged Services Platform provides re-usable components of the Service Delivery Platform (SDP) ecosystem. It enables rapid service creation, execution, delivery and management of a large number of composite services (both real-time and non real-time). It provides a single integration point into network operators' OSS/BSS systems for wireline, wireless and next generation networks. The loosely-coupled (SOA-compliant) architecture of Canvas CSP allows its components to easily integrate with third-party components and OSS/BSS systems across open standards, cutting down significantly in deployment time, overall cost and time-to-market of new services. Canvas CSP also allows service providers to simplify partner relationship management, revenue calculations and reporting by introducing a centralized partner management approach.

Using Canvas CSP, network operators and their business partners enjoy following benefits:

- **Deliver and manage services easily** with the standardized and unified administration and business processes.
- **Let everyone create rapidly** with help of standard Web Service interfaces and intuitive GUI based service creation environment.
- **Start generating revenues from day-one** with a rich set of built-in, pre-packaged services such as collect call, intelligent call management, missed called alert, voicemail, mobile advertisement management and location-based people finder services that run on the open standards based Canvas CSP platform.
- **Implement pay-as-you-grow business model** with Telenity's 3-phase SDP deployment approach.
- **Integrate once using open standards** with one-time and standard integration to make resources shareable and accessible by all parties within the predefined SLA.
- **Ensure a safe technology evolution path** by removing network dependency of services.
- **Introduce multiple third parties to deliver content services** by using intuitive provisioning, administration and reporting services



Product Overview

Canvas CSP is an open, future-proof platform that enables network operators and service providers to develop and deploy innovative services in accelerated periods with little overhead. As a leading platform in the industry, Canvas CSP consists of following key components:

Service Creation Environment (SCE)

Graphics-based intuitive development environment with enhanced Web services support for rapid development of new value added services

Service Execution Environment (SEE)

Carrier grade run-time environment for the deployment and execution of services created by Telenity, network operator or third-party application developers

Common Management and Provisioning Framework (CMPF)

Centralized and flexible data repository consisting of management and provisioning aspects of the Canvas CSP including platform, service, partner, subscription (personalization), identity and security, and policy management

Business Process Manager (BPM)

Engine that facilitates automated workflow execution, and a key integration point for partner relationship management and OSS/BSS integration

Service Directory (UDDI Registry)

Directory of published services available for internal/external use within the SDP environment

Access Gateway (XSGW)

Allows single, secure and policy-controlled access to the Web Services, RESTful, ParlayX or OneAPI based service enablers within the SDP environment

Network Gateway (NTGW)

Provides unified access and abstraction to the underlying traditional or next generation telecom network and facilitates media and call control

Messaging Gateway (MSGW)

Single solution for SMSC, MMSC and USSD connectivity using standard network interface protocols with flexible routing and charging capabilities

Location Gateway (LCGW)

Supports connectivity to mobile positioning systems such as GMLC/MPC; facilitates introduction of location-enabled services

Admin Portal

Provides a unified administration web interface resulting in reduced OPEX and acts as the interaction point with the business processes in a secure manner

Partner Portal

Provides web interface for access to data repository, traffic reports and business processes in a secure manner

Content Management Server (CMS)

Provides a secure, flexible and comprehensive environment to aggregate, host and deliver content from numerous sources

Common Service Enablers

Provides a set of reusable functionality such as transcoding, DRM, location and presence to simplify integration of new services

Subscriber Portal

Provides WEB/WAP interface, enhanced page rendering and device management to access content and services with enhanced personalization capabilities

Extended Subscription Manager (XSM)

Extends CSP provisioning subsystem in support of advanced subscription and charging policies and facilitates increased subscriber loyalty

Portal Interfaces

- Web, WAP and SMS Access

External Interfaces

- Parlay-X/Parlay Web Services
- RESTful
- Web Services
- OneAPI
- SMPP, MM7
- SOAP, XML, UDDI, WSDL

Network Interfaces

- SMPP, UCP, MM7, LIF-MLP
- SS7 ISUP, INAP/CAMEL, SIP/ISC
- VoiceXML, MSCML, NETANN

Internal Interfaces

- Web Services
- BPEL
- JMX, JMS, JCA, JDBC

Charging Interfaces

- ParlayX Charging, Diameter, Orga, SysData, Siemens Charge@Once, Lightbridge

BSS/OSS Interfaces

- LDAP, RADIUS, DIAMETER, SNMP
- OSS/J WS

Operating Environment

- SUN Solaris
- Red Hat Enterprise Linux

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