IBM

Iperia and IBM — delivering open, web service solutions for Telecom Service Providers

Delivering new web services

Iperia offers a service creation platform technology, serving both service providers (wireline, wireless, and broadband) and enterprise companies worldwide. By using IperiaVX, customers can drastically reduce the development cycle time for bringing new and integrated services to market, creating new revenue opportunities while reducing costs through the re-use of services.

Highlights

- **IperiaVX helps deliver differentiated service support of niche services and markets, lowers application development and service costs, and increases subscriber ARPU**

- **The IBM BladeCenter family provides a scalable platform to deliver open multi-services framework for next generation network and messaging security applications**

Commoditization. It's the telecommunications industry's biggest threat. For a time, the combination of basic services (voice, video, and data) offered under one roof was remarkable. Now, it's the source of fierce competition, reduced margins, and fading customer loyalty.

To survive and thrive in this environment, telecom service providers need the ability to quickly build unique services, focused on the needs of specific market segments. These solutions need to be scalable, reusable, and work seamlessly with existing systems. You need the reliability of IBM for service delivery, and the flexibility of Iperia for service creation.

IperiaVX was developed with a Service Oriented Architecture (SOA) and plays to the many strengths of IBM's WebSphere solution. IperiaVX is flexible, scalable, seamlessly interoperable, and leverages IBM's native server security measures - perfect for industries with high security and regulatory requirements.

Similar to what you see with Google homepages and My Yahoo!, which allow the user to create their own "portlet-ized" environment, IperiaVX allows for the radical implementation flexibility of voice services, because its APIs have been exposed as a series of open Web services (using the JSR 168 standard) as part of a complete portal view. IperiaVX also gives users access to applications they normally use on a desktop - e-mail, browser, MS Word, and so on - in one "dashboard" window, available on any compatible device.

This is done through SOA, the IT architectural approach that enables the creation of loosely coupled, interoperable business services that can be easily shared within and between enterprises.

IperiaVX also comes with a core set of unified communication applications, including:

- *Voice Messaging*
- *Auto-Attendant*
- *Fax Messaging*
- *Audio Conferencing*

Additional communication services developed with IperiaVX include Mobile Visual Voicemail, Mobile Instant Conferencing, and Call Intercept.

Open Standards + Open Source = Open for Business

IperiaVX's scalable architecture leverages open standards such as Session Initiation Protocol (SIP), VoiceXML, JSR 116, JSR 168, Lightweight Directory Access Protocol (LDAP) directory services and HyperText Transfer Protocol (HTTP). Advanced web services enable a direct interface to back-office systems. Also, through the use of JSR 116 and JSR 168, modular, reusable voice-enabled web applications can be developed to interact with internal and 3rd party applications.

In addition, IperiaVX runs on the world's leading open source application platform, Red Hat Enterprise Linux. It's

Iperia integrated web services solution overview
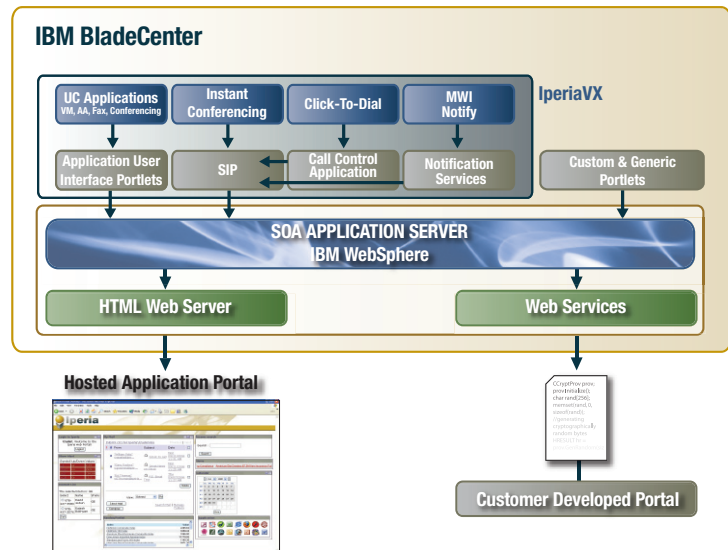
Source: Iperia

a perfect match for IperiaVX — both offer businesses the opportunity to reduce capital and operational expenses, the flexibility to create individually tailored solutions, and the comfort of maximum security and availability.

IBM BladeCenter family —
the IT & Network convergence platform
The IBM BladeCenter T chassis provides hardware redundancy (power supply, I/O modules, management modules, L2 switching, mid-plane, etc.) thereby reducing potential points of failure in the solution.

The IBM BladeCenter is an advanced blade system which integrates servers, storage and networking into a single chassis — yielding significant simplification, improved density and potential TCO savings. A single family of common server blades, storage, I/O, switches and networking modules are fully supported and interchangeable across the family of BladeCenter chassis. The IBM BladeCenter chassis is designed as the ideal solution for data center deployments. The IBM BladeCenter H is for high performance computing platform, while the IBM BladeCenter T chassis is specifically designed for telecom central office deployments.

The new, IBM BladeCenter HT — a new, telecom optimized version of the BladeCenter H — opens new market opportunities with a new and powerful Next Generation Network (NGN) platform ideally suited for telecom equipment and service providers.

The IBM BladeCenter T and BladeCenter HT deliver rich telecommunications features and functionality, including fault-tolerant capabilities, hot-swappable redundant DC or AC power supplies and cooling, and built-in systems management resources in a 20" deep chassis. The rigorous Network Equipment Building System (NEBS) Level 3 and European Telecommunications Standard Institute (ETSI) outline requirements typical of telecom central office environments in the areas of electromagnetic compatibility, thermal robustness, fire resistance, earthquake and office vibration resistance, transportation and handling durability, acoustics and illumination, and airborne contaminant resistance. The IBM BladeCenter T and BladeCenter HT chassis meet the NEBS Level 3 / ETSI requirements[1].

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Iperia and IBM: a winning combination

The combination of Iperia and the IBM BladeCenter family delivers the performance, reliability and affordability demanded by mission critical telecommunications applications. The IBM BladeCenter is the ideal platform for the deployment of these services providing a single platform to help reduce operating costs and complexity.

For more information

Learn how IBM Systems can help your company achieve more revenue and reduce your costs, while helping you keep your profitable customers.

Have questions? Contact the IBM Telecommunications team today on how we can help you take advantage of our extensive industry expertise. Please visit us on the web at:

ibm.com/telecom/systems

For more information about Iperia, visit:

Iperia.com