**ITU Workshop on
"Service Delivery Platforms (SDP) for Telecommunication Ecosystems: from today's realities to requirements and challenges of the future"**

(Geneva, Switzerland, 17 October 2011)

China Telecom SDP Introduction

XiaoSu
Research Engineer, China Telecom

Agenda

1. China Telecom Positioning

2. SDP Development Status

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CT Positioning

■Smart Pipe Leader

Provide high bandwidth , fixed mobile convergence ,user self-assignment and management network resource and services.

■Integration Platform Provider

Provide standard, modular, integrated operation environment, support fast and large-scale deployment for products and services.

■Content and Application Participator

Provide best user experience by data mining, terminal planning and service quality improving.

Smart Pipe Leader

NICE(Network Intelligence Capability Enhancement):

➢Customer, services and network status awareness with content analysis and multi-dimensional perception

➢User self-assignment of network and service resources

➢Network coordination between wireless and fixed network

➢On-demand service quality assurance and service differentiation

➢Intelligent traffic management and optimize

Integration Platform Provider

➢Service Platform

✓Eight base platforms: music、 video、 game, etc

✓Application platform: payment、 WAP、 Brew、 download platform, etc

➢Open Platform

✓Enabler and resource adapt platform

✓Open service management platform

✓Development and test environment

✓App store, etc

➢Supporting Platform

✓Authentication and authorization platform

✓IT System: CRM/Charging/Cust omer service system, etc
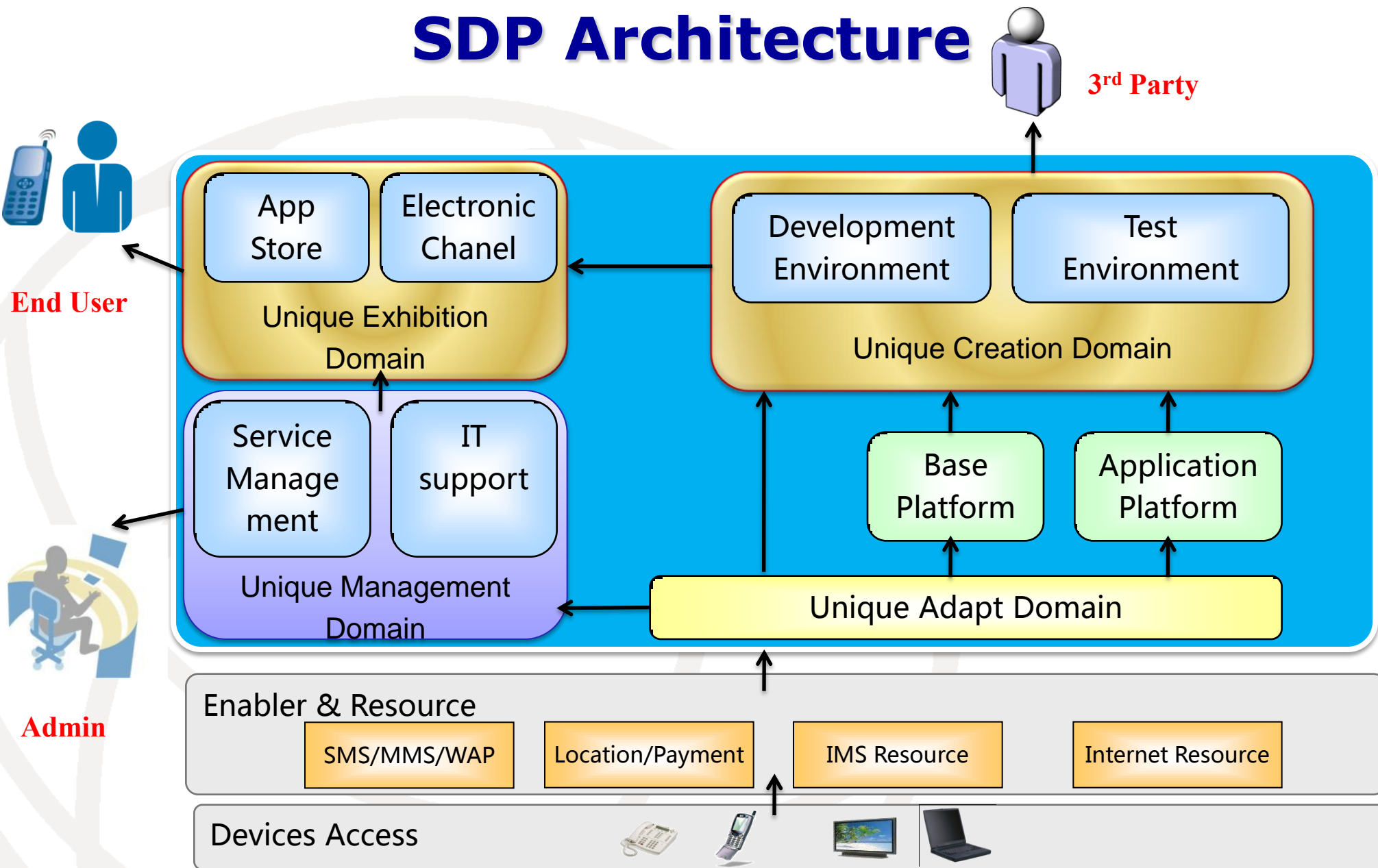
Content and Application Participator

➢Deeply analyze customer requirement and behavior, provide characteristic content and application, and lower the threshold of consumption

➢Subdivide customer demand, strengthen terminal planning, create the star machine

➢Improve operation service quality, realize the effective interaction among the networks, platforms and terminals
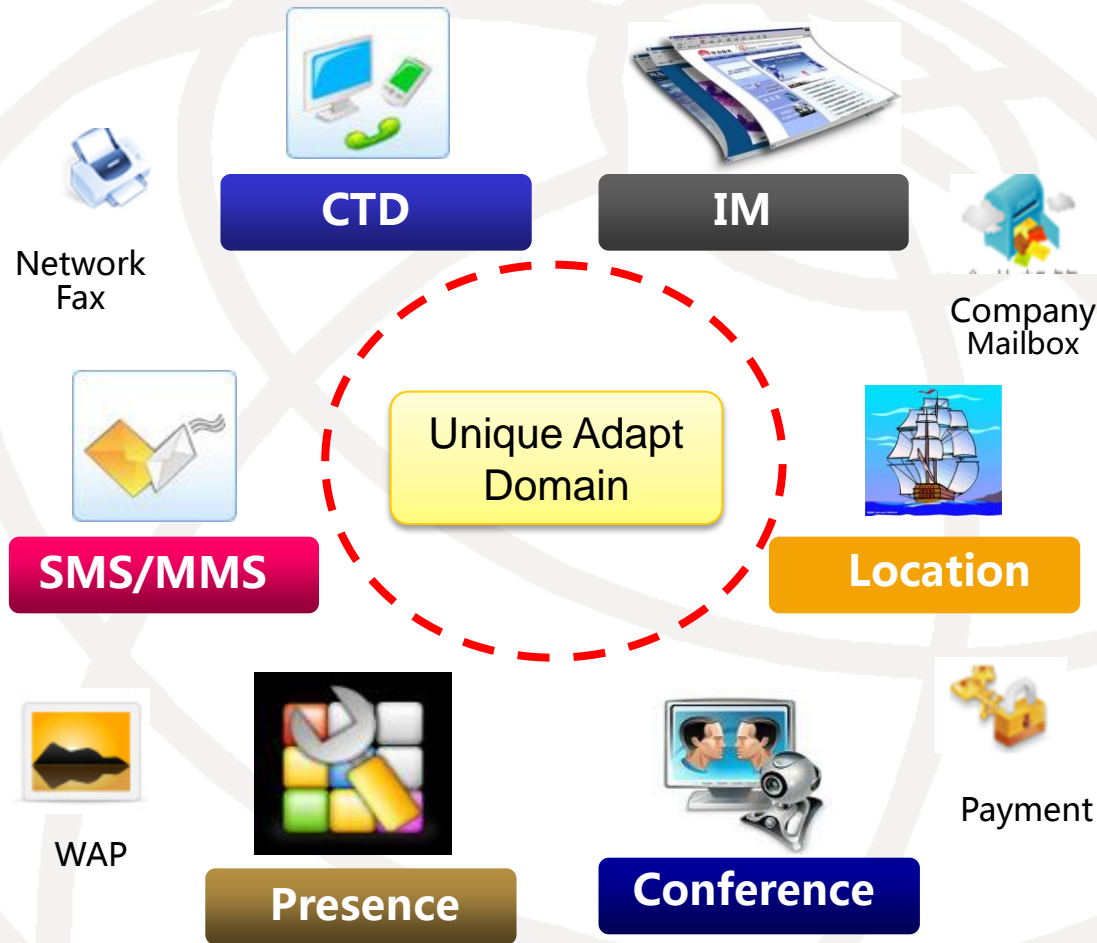
Agenda

1.China Telecom Positioning
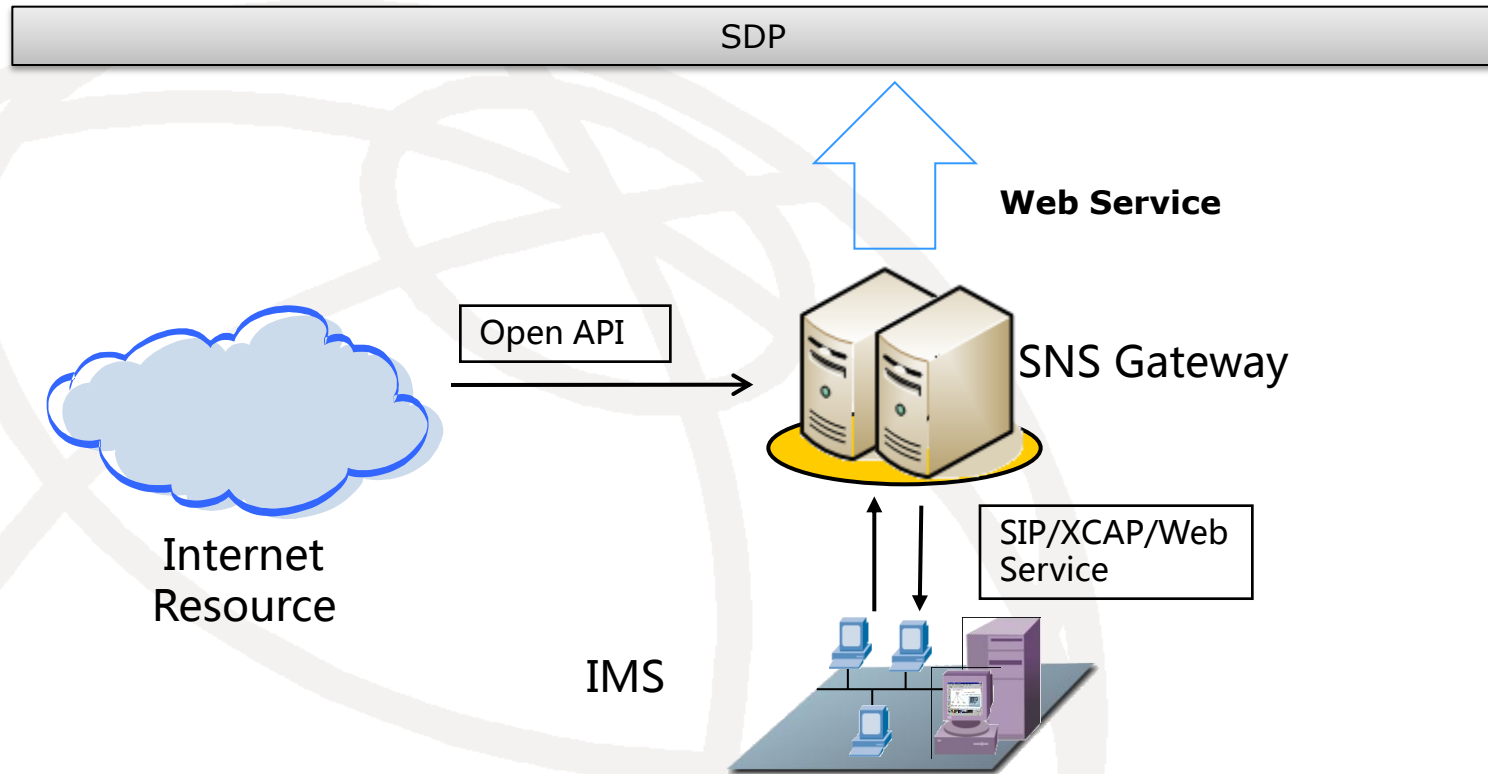

2.SDP Development Status

SDP Architecture

3rd Party

End User

Admin

Unique Exhibition Domain
- App Store
- Electronic Chanel

Unique Management Domain
- Service Management
- IT support

Unique Creation Domain
- Development Environment
- Test Environment

- Base Platform
- Application Platform

Unique Adapt Domain

Enabler & Resource
- SMS/MMS/WAP
- Location/Payment
- IMS Resource
- Internet Resource

Devices Access

Unique Adapt Domain

CTD

IM

Network Fax

Company Mailbox

Unique Adapt Domain

SMS/MMS

Location

WAP

Payment

Presence

Conference

- ●More Capability to be provided:
  - ➢Internet Resource
  - ➢Smart Pipe Capability

- ●Interface Provided:
  - ➢REST & SOAP
  - ➢JavaScript
  - ➢Widget Engine
  - ➢SDK for Android Java、 PHP、 .Net C# and Python
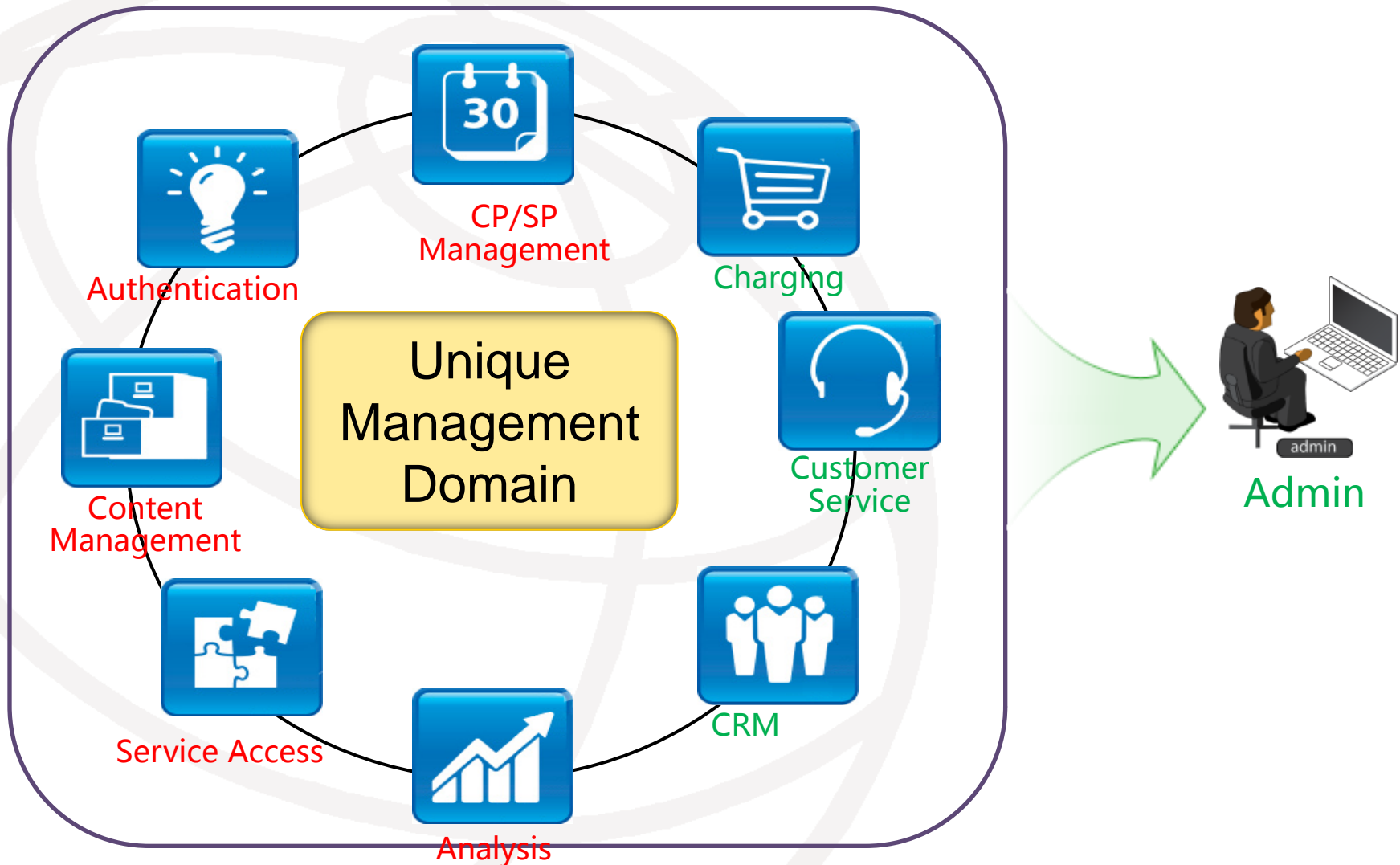
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Trial: SNS Gateway

SNS Gateway :

- A trial in 2011 to import internet resource
- Collect and filter SNS resource(such as blog, IM, Friends List)，adapt the API to SIP/XCAP/Web Service and provide it to IMS application server for Mash up service
- Can be part of SDP as uniform internet resource access point in the future

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Unique Management Domain

Unique Creation Domain

➤Works

➤Store

➤Attract Developer
- ➤ Hold innovation competition
- ➤ Introduce venture capital as foundation
- ➤ Incentive mechanism for excellent AP

➤Lower Threshold
- ➤ Provide SDK, Rest interface, java script for development
- ➤ Developer forum and technical support
- ➤ Convenient development and test environment

➤Guarantee Quality
- ➤ Supply free or rented "Cloud Service"
- ➤ provide online development , test, and updated.
- ➤ Provide kinds of simulation tools.

Back Front

Unique Creation Domain

Unique Exhibition Domain

➤3rd Party

➤End User

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Unique Exhibition Domain

➤Works

➤Store

Back Front

Unique
Creation
Domain

- ●Exploit
  New User
  - ➤ Self-help marketing environment
  - ➤ Cooperate with application popularization association

- ●Shorten
  Publish Time
  - ➤ Set "free experience area " for end user
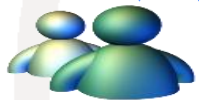 - ➤ Shortened publish time according to user's recognition

- ●Data Mining
  - ➤ Intelligent analysis for application subscription status and user behavior
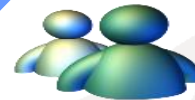 - ➤ forecast the future consumption trend

Unique Exhibition Domain

➤3rd Party

➤End User

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Thanks!

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