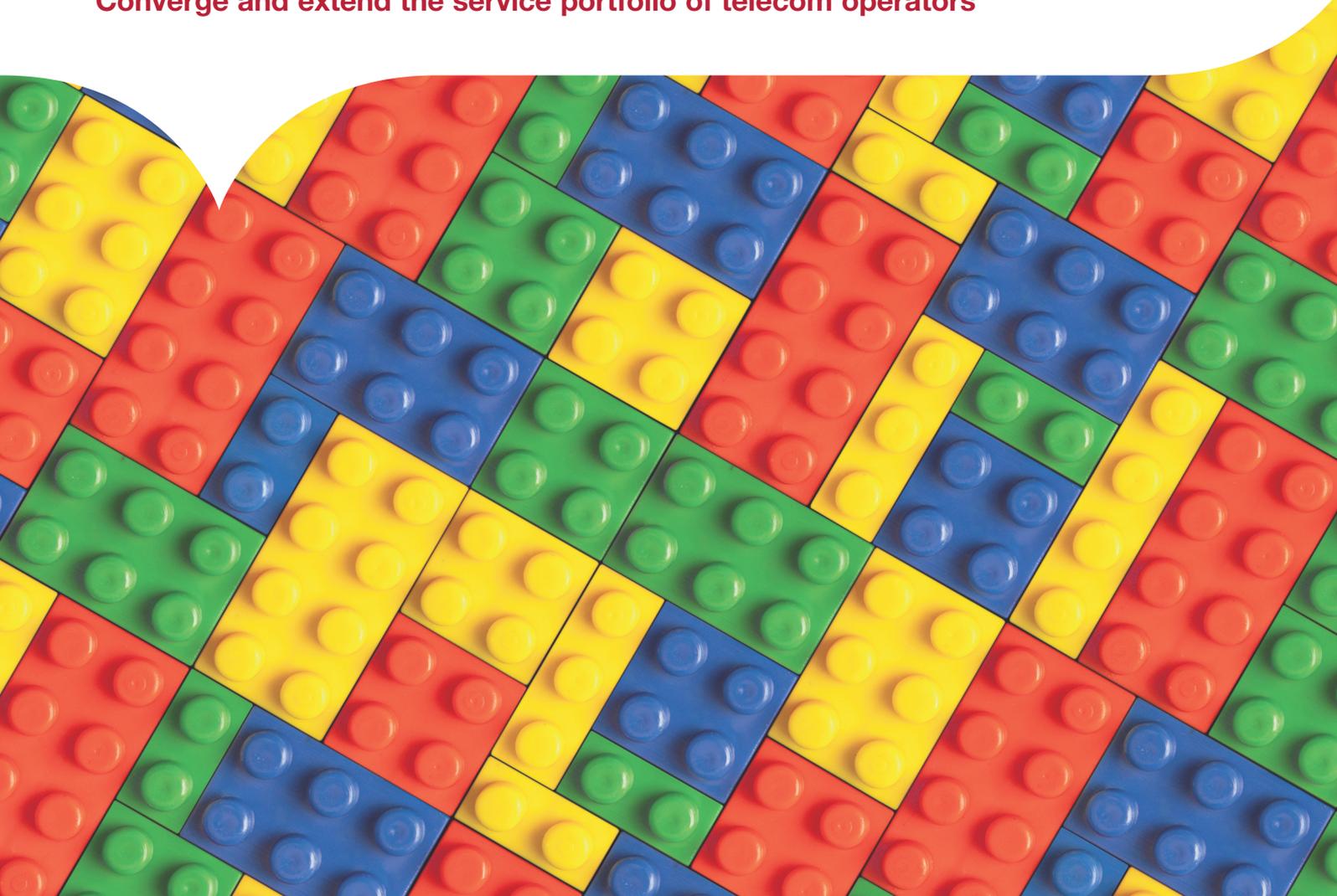


# Service Brokering

**Converge and extend the service portfolio of telecom operators**



## **The transformation of networks led to new requirements from operators**

The fragmentation of services for different network technologies such as 2G, 3G, IMS or LTE is impacting operators' growth. Traditional legacy infrastructure reduces innovation capabilities that are necessary to compete with Over-The-Top players, it has very high OPEX and evolution is costly. Furthermore, fragmentation leads to inconsistent customer experience and a decline in ARPU.

Capgemini has over 30 years of experience working with wire line, wireless, Internet service provider, cable, broadcast, publishing, and entertainment organizations. Drawing on our expertise, we can work with our clients to achieve the strategic goals and world-class results they require to boost their service portfolio, with improved time-to-market and reduced TCO.

## Transform your service layer!

Capgemini has unique experience in deploying service platforms and leveraging their partners' next-generation product portfolio to develop innovative revenue streams for the service providers on a worldwide basis. Being innovative in a fast changing environment, Capgemini has much experience in transforming the service layer for a multi-service, multi-network telecom world, facilitating open development and providing an open platform for service innovation.

Capgemini united with OpenCloud to:

- Enable telecom network operators to regain control of their service roadmap and generate new service revenue and competitive differentiation through 'smart' innovation and market segmentation.
- Reduce the cost of innovation by simplifying integration and reducing network operation costs by deploying a software-based solution on commercial-off-the-shelf commodity hardware.
- Eliminate legacy barriers with an agile and low cost development environment that breaks down the barriers imposed by proprietary products, a solution that opens up the service layer for a broad and innovative developer community and a rich ecosystem of existing applications.

Using OpenCloud's innovative, carrier grade Rhino products, our Service Broker solution supports, telecom services blending, next-generation IN and network exposure:

- Regardless of the underlying network technologies, for a variety of value added services.

- Converged Intelligent Network (IN) and SIP services from a single platform than spans legacy SS7 and next-generation IP and IMS networks.
- Intelligent service orchestration: No need for complex triggering mechanisms that lead to lock-in with traditional network equipment manufacturers; Services can leverage each other's features allowing to development to focus on the new innovation, simply re-using existing functions when needed.
- New service development and integration with readily-available IT skills

Through our partnership with OpenCloud and a tremendous experience in deploying messaging services, Capgemini is best positioned to help operators in launching successful and profitable innovative applications and migrating legacy applications to contemporary open platforms like OpenCloud Rhino. Our solutions combine application development, system integration services and best of breed off-the-shelf products from OpenCloud and our other alliance partners.

Together, Capgemini and OpenCloud have demonstrated their capacity to provide a carrier grade Service Broker that enables rationalizing the applications portfolio, exposure of network and service enablers and the very rapidly launch of innovative products such as social communication services.

## About Capgemini

With more than 120,000 people in 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2011 global revenues of EUR 9.7 billion. Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want.

A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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## About OpenCloud

OpenCloud delivers open, standards-based network transformation solutions for telecommunications. OpenCloud products enable flexible, cost-competitive delivery of classic and telco2.0 services across next-generation IP and legacy networks.

OpenCloud's Next-Generation Service Layer comprises:

- Rhino™ Telecom Application Server — Agile development and delivery of traditional and Telco 2.0 services at dramatically lower price-points.
- Service Interaction Server™ (Service Broker) — Leverage existing assets to create personalized, tailored telecom services spanning IP and legacy networks.
- Rhino Sentinel™ — Open, extendable real-time telecom services for GSM and VoLTE.

Headquartered in Cambridge, UK, with offices in New Zealand, Spain, Singapore and Indonesia, OpenCloud is privately held and VC-backed.

[www.opencloud.com](http://www.opencloud.com)

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