

## Press Release

Espoo, Finland / Budapest, Hungary – June 12, 2007

### **The SDP Alliance selects Nokia Siemens Networks as its preferred global system integrator**

Operator demand for increased service delivery efficiency shows need for a pre-integrated, product-based Service Delivery Platform

**Nokia Siemens Networks and the SDP Alliance today announced during a Service Delivery Platform (SDP) conference in Budapest that Nokia Siemens Networks will become the preferred global system integrator for the Alliance. The SDP Alliance is a collaboration of telecommunication software product companies established in 2006. Nokia Siemens Networks is one of the largest SDP suppliers in the market, offering open, multi-vendor based solutions and having completed more than 350 SDP implementation and integration projects around the world.**

Service Delivery Platforms allow service providers to quickly and cost-effectively integrate a wide range of new applications into their networks, and to offer their customers new products and services. An SDP helps network carriers increase their average revenue per user while lowering the service cost per transaction. The Yankee Group forecasts the value of the SDP market to reach US \$8.8 billion by 2010 from around \$1.5 billion in 2006.

The Nokia Siemens Networks Service Delivery Framework (SDF) and leadership in service creation technology are unique differentiators in a competitive market. The company's standards-based, multi-vendor service delivery solutions enable operators to get to market quickly and efficiently, allowing them to compete in a rapidly growing and changing market.

John Shen, Chief Technology Officer of Hutchison Telecom Indonesia, said: "The key benefits to us have been fast time to market, high quality services and reduced stress on our internal management resources. We chose Nokia Siemens Networks because it clearly showed the right combination of experience and competence in this business-critical area."

Chris Holmes, head of consulting and systems integration at Nokia Siemens Networks, said: "The acceptance of our SDP solution by the SDP Alliance reinforces our decision to keep investing to achieve market leadership. To be named as the preferred global system integrator of the SDP Alliance reflects what we've achieved as a business and with our customers. We will continue to develop the capabilities to help our customers be first-to-market with innovative applications to serve their subscribers."

Denis Murphy, Co-Chair of the SDP Alliance, stated: "It's a great privilege to be able to announce our partnership with Nokia Siemens Networks. Our member firms already have an excellent relationship with the company, and we have been working with the team in Hutchison Telecom Indonesia and other implementations worldwide. However, making this formal announcement further cements the relationship with Nokia Siemens Networks and allows us to move forward together even more closely. We're very confident that together with Nokia Siemens Networks the SDP Alliance will continue to develop its market presence in this significantly growing market."

## **Background information**

A Service Delivery Platform allows network carriers to offer their products and services to even small market segments and respond quickly to market trends without making their infrastructures significantly more complex. In addition, it avoids the high investment costs that would be associated with the introduction of each new service. The service delivery platform from Nokia Siemens Networks has special advantages: Through specific bridging functions, it supports the seamless connection of the entire telecommunication world (mobile and fixed networks) with the information technology world, thereby offering network operators an abundance of new possibilities and flexibility in their networks. This allows the establishment of innovative business models for applications and related billing systems, such as TV and music services or site-based services such as navigation systems. An additional benefit: Nokia Siemens Networks is the central interface for the network carrier to software providers and, in particular, to a network of independent application developers. In addition to providing the bridging technology, the company offers consulting, integration and maintenance services for the SDP and can also assume complete operation of the platform if necessary e.g. under managed services contracts.

## **About The SDP Alliance**

The SDP Alliance is a collaboration of six software vendors, each of which provides a best-of-breed component of a service delivery platform (SDP). Alliance members include Aepona, ChangingWorlds, Cibenix, Mobile Cohesion, Openet and Xiam. The key components of the SDP architecture provided by these member companies cover the following:

- Secure and open access to core network capabilities
- Intelligent personalized navigation for content discovery
- On-device portal
- Partner relationship management
- Convergent charging and rating
- One-to-one marketing and content delivery

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

## **About Nokia Siemens Networks**

Nokia Siemens Networks is a leading global enabler of communications services. The company provides a complete, well-balanced product portfolio of mobile and fixed network infrastructure solutions and addresses the growing demand for services with 20,000 service professionals worldwide. The combined pro-forma net sales of €17.1 billion in fiscal year 2006 make Nokia Siemens Networks one of the largest telecommunications infrastructure companies. Nokia Siemens Networks has operations in some 150 countries and is headquartered in Espoo, Finland. It combines Nokia's Networks Business Group and the carrier related businesses of Siemens Communications.

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

## **Media Enquiries**

### **Nokia Siemens Networks**

Christina Dinné

Communications Services Business Unit

Phone: +49 89 722 53005

Email: [christina.dinne@nsn.com](mailto:christina.dinne@nsn.com)

**The SDP Alliance**

Jeffrey Peel

Managing Director

Quadriga Consulting Ltd

Telephone +44 (0) 2892 668968

Email: [Jeff@quadco.co.uk](mailto:Jeff@quadco.co.uk)