

iO is a new BT venture, which is jointly funded by BT Plc and New Venture Partners LLC. The iO product began life in BT Research Laboratories almost 5 years ago. Since then it has been continually developed and further enhanced with the integration of commercially developed software. The iO solution is being marketed internationally by BT Global Services as an outsource solution.

TECHNICAL DETAILS

The iO integrated managed service is designed to support and boost the capabilities, resources and technological infrastructures of operators and providers.

The hosted service consists of the following components:

CONTENT MANAGEMENT PLATFORM

- Content tools, templates and applications – for automated content creation and lifecycle management
- Content developers' forum – for building, testing and submission of services for application
- Administration and management portal – for operational and workflow management
- Device management – for repurposing and device delivery (including PCs, Pocket PCs and most mobile phones)
- Digital Rights Management
- Next generation content – includes video, audio, streaming media and downloads, SMS, MMS, ring-tones, wallpapers