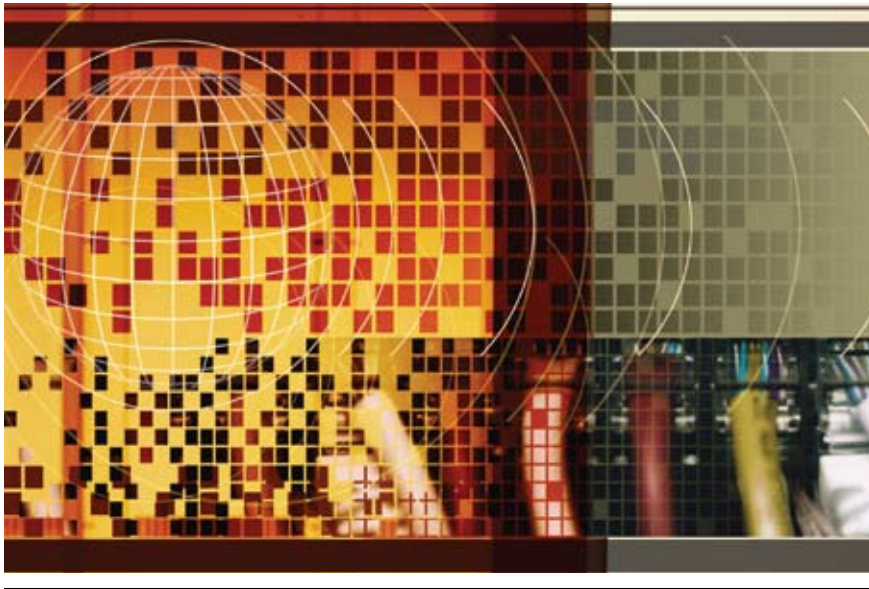


IBM Telecom Solutions Labs

Explore, Develop, Test and Jump-Start
Innovative Solutions At Low Risk



Highlights

- *Access IBM telecom capabilities in research, systems technology, software, consulting and implementation through a single source*
- *Develop a comprehensive solution by combining IBM technology with proven solutions and expertise from best-in-class Business Partners*
- *Support next-generation services by focusing on transforming business processes, networks and applications*
- *Explore and develop proof-of-concepts by running low-risk trials in IBM's 'sandbox' environment*
- *Jump-start new engagements using IBM's Rapid Development Environment*
- *Gain access to worldwide telecom lab centers in France, China, the USA and satellite labs in India, Brazil, Africa and Malaysia*

Proving Innovation Works

In today's increasingly converged telecommunications industry, service providers and their support businesses have a unique opportunity to innovate and compete at the highest level, at less cost and without taking the usual risks. IBM Telecom Solutions Laboratories can help these companies to explore, develop, test, prove and jump-start new solutions that drive revenues, streamline operational efficiencies and meet consumer demand for smarter ways to communicate.

IBM Telecom Labs bring together IBM technology, industry expertise and partner technical teams to help you meet specific challenges. The IBM-led teams offer technical skills across a range of telecom solutions, including service delivery platforms, which are also enabled by IP multimedia subsystems, converged applications, business analytics and customer insight, business support systems (BSS) and operating support systems (OSS) transformation, infrastructure and security.

Demand is skyrocketing for more and smarter ways to communicate. Our telecommunications need to be instrumented, interconnected and intelligent to keep up. IBM's Telecom Solutions Labs are a proving ground for smarter telecoms and a smarter planet.

In collaboration with the IBM Telecommunications Industry Partner Network, the worldwide IBM Telecom Labs also work with independent software vendors and telecommunication network equipment providers to create proofs of concepts. They offer access to a 'sandbox' environment for developers and partners. And they provide a focal point for pre-integration of partner and IBM assets.

What You Can Expect: Major Benefits

Successful companies see the potential for smarter telecommunications systems—smarter networks, smarter processes, smarter use of data, and more—to reshape their businesses. IBM Telecom Solutions Labs can help you apply these smarter systems, which can benefit your organization in numerous and different ways:

- **Enable new business models** – *IBM labs can help you drive service innovation via new business model development, partner collaboration and service innovation. By leveraging the convergence of telecom, media and the Internet into a new model, you can strengthen your core business and generate new revenue faster.*
- **Differentiate the customer experience** – *Use real-time analytics to gain deep customer insights and personalize offerings. The labs show you how to launch new services quickly, increasing revenue and reducing churn.*
- **Improve operational efficiencies** – *The labs can help you achieve operational excellence by reducing costs as well as infrastructure and process complexity.*
- **Achieve faster time-to-market** – *Jump-start new engagements by using IBM's rapid development environment. You can also develop prototypes in our 'sandbox' environment at low cost and risk.*
- **Minimize risk** – *Experiment with new applications, services and IBM's service delivery platform at low cost.*
- **Gain deeper knowledge** – *Discuss market insights with experts and learn how to deploy revenue-generating and cost-efficient telecom solutions.*
- **Achieve greater flexibility** – *IBM's investment in and experience with open telecom and IT standards ensure compatibility and interoperability with your existing infrastructure.*

Key Capabilities

IBM Telecom Solutions Labs offer a host of capabilities to help you develop, test and launch innovative solutions faster and at less cost.

- **Labs worldwide** – Located in La Gaude/Montpellier, France; Austin, Texas; Beijing, China; and satellite labs in Bangalore, India, Sao Paulo, Brazil, Johannesburg, South Africa and Kuala Lumpur, Malaysia
- **Tailored briefings** – Gain insight from IBM telecom consultants in workshops optimized to meet your specific business requirements. Briefings are available onsite or scheduled offsite, per client's request.
- **Proofs of concept** – Accelerate time-to-market with pre-tested, integrated end-to-end solutions that leverage the best of IBM and IBM Business Partner technologies
- **ISV validation** – Ensure that products from independent software vendors can be successfully integrated into an end-to-end solution
- **Rapid development environment** – Establish and launch engagements faster, at less cost and lower risk

Telecom Solutions Supported In Our Labs

Services Innovation – Initiate competitive new services faster and more cost effectively. IBM Telecom Labs can help you create a flexible, scalable and comprehensive service delivery platform. In turn, this services innovation capability can enable you to compete more effectively in an increasingly converged industry and help prepare your operations for emerging technologies.

Customer Insight – Get on demand access to the customer information you need to make better decisions and improve customer interactions; IBM Telecom Labs can show you how. IBM Customer Insight solutions can provide insight gleaned from integrated data and analytics across departments, geographies and external business partners. These solutions can also help you empower customer-facing groups and analyze social networks to improve customer satisfaction and reduce churn.



BSS/OSS Transformation – Speed the transition to new technologies, and speed the deployment of next-generation network services through a flexible service-oriented architecture (SOA), designed to integrate with current operational environments. IBM Telecom Labs can help you integrate new services with existing BSS/OSS and accelerate the delivery of solutions across the service lifecycle. From service assurance/fulfillment to business intelligence and billing, the labs address performance, process and cost issues for you.

Infrastructure and Security – Simplify and modernize IT infrastructure systems to improve productivity, market agility and underlying cost structure. IBM Telecom Labs can help you build a smarter infrastructure that improves service quality, implements

comprehensive security solutions, and enables you to respond to changes swiftly and effectively. This dynamic infrastructure can enable the IBM Service Provider Delivery Environment (SPDE) Framework, which supports bringing new revenue-generating multimedia and content services to market faster, easier and at a minimal cost.

For More Information

To learn more about how IBM can help you leverage the Telecom Solutions Labs, contact your IBM representative, e-mail us TSL@de.ibm.com or visit:

ibm.com/telecom

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