

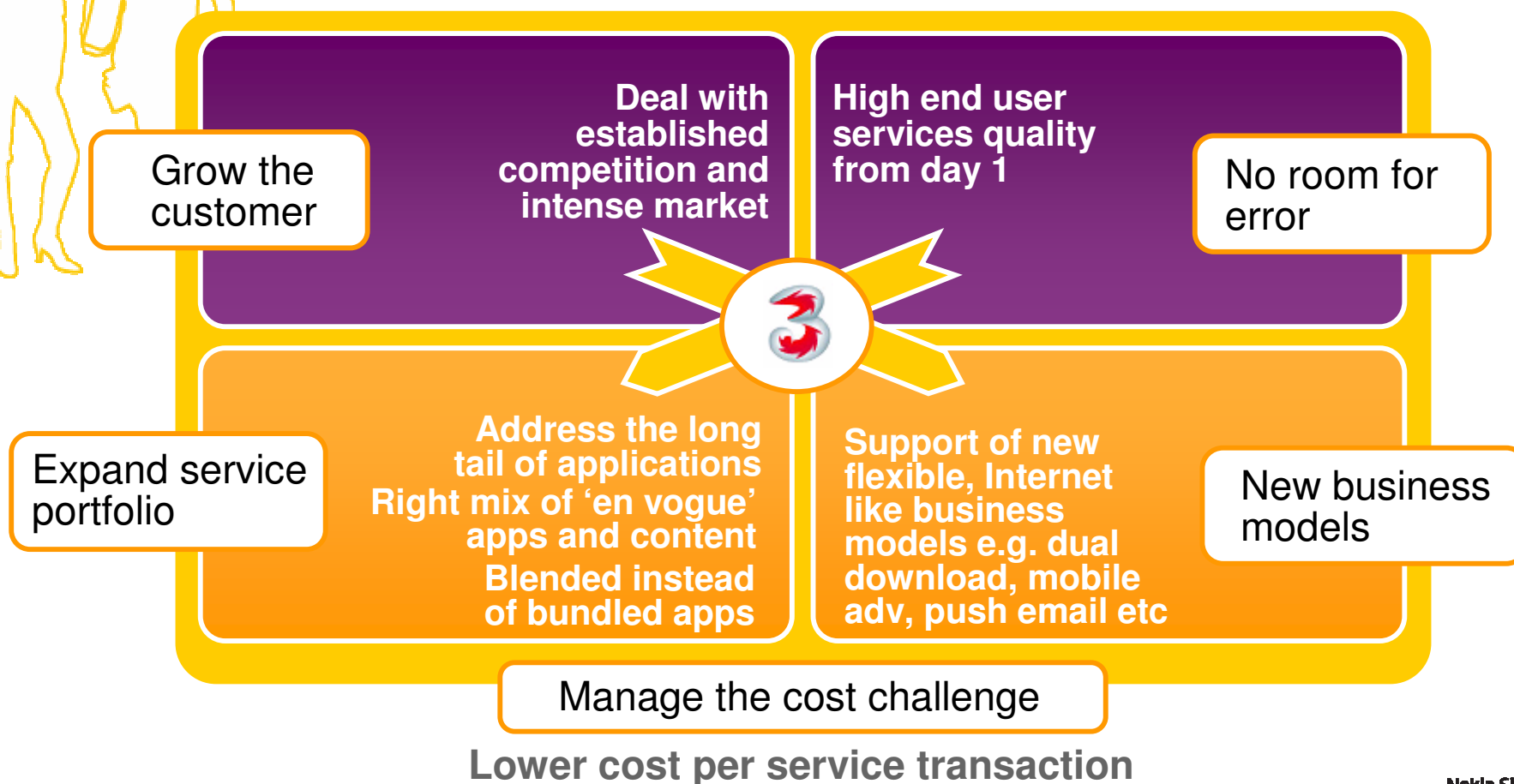
# A SDF Case Study: Hutchison Telecom Indonesia

*“The Nokia Siemens Networks solution was a good, comprehensive package built on relationships with best-in-class third party suppliers of off-the-shelf products.”*

**Mr John Shen, Hutchison Telecom Indonesia**

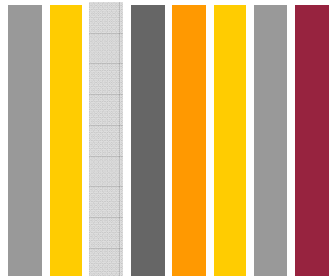
# Hutchison needs to build the entire service delivery machinery ground up with limited resources to compete in the rapidly growing market...

Differentiate by high quality, rich 2G and 3G service portfolio, supporting a variety of business models for prepaid and postpaid subscribers in day 1



# ... this makes handling of increased complexity critical

Stove Pipes



**Silo Product management only – today**

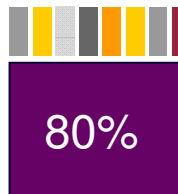
Source: adapted from BT Service View 2003



**Failure**

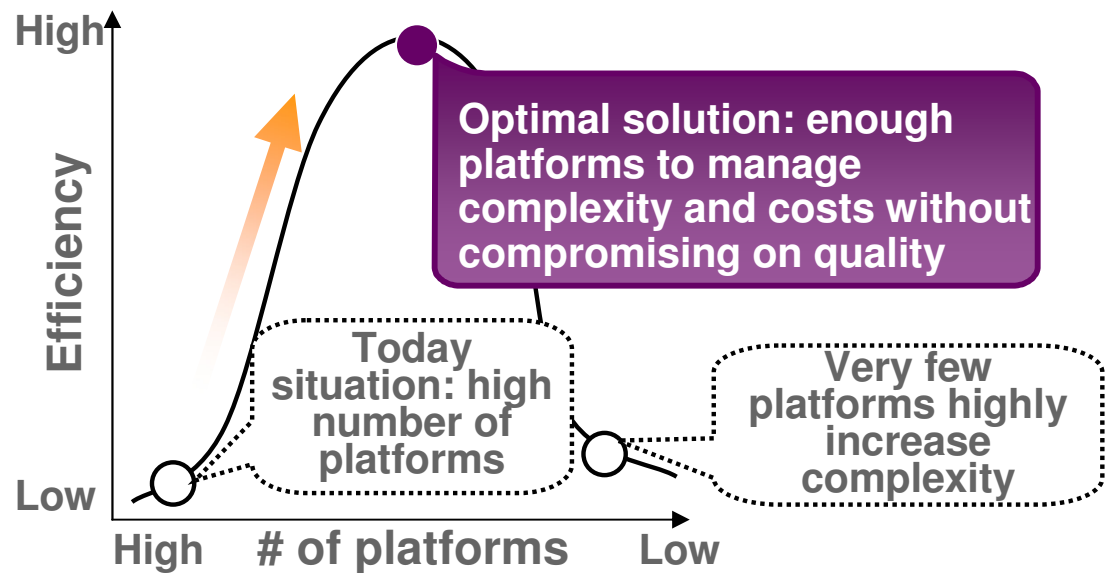
Service stove pipes plus a fat 'NGN capability stove-pipe'

Introduce capability management



**Success**

Service platforms underpinned by next generation capabilities and structural cost reduction

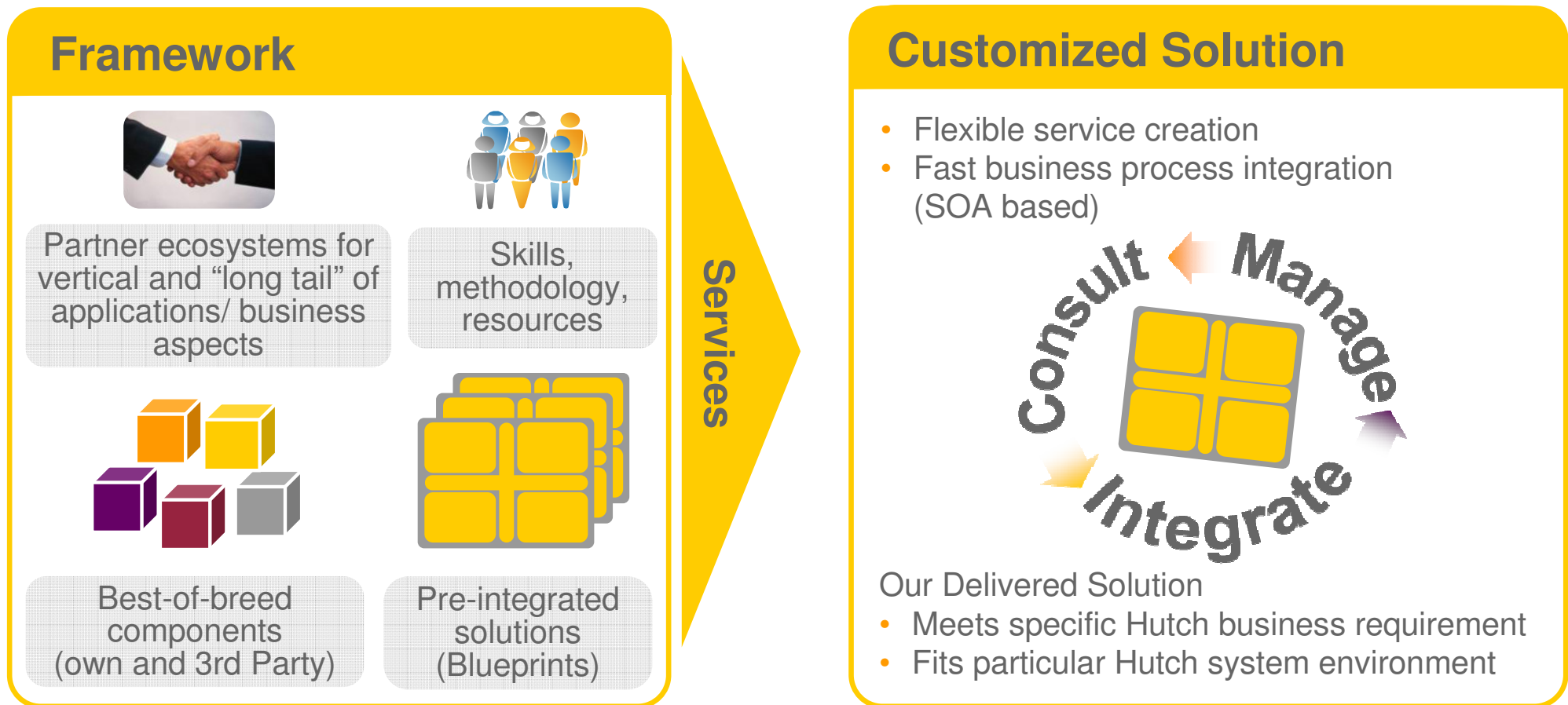


Source: adapted from DTAG at Broadband World Forum Paris 2006

# Holistic approach for leading-edge service delivery

## Hutchison stood to benefit from having SDF to SDP

SDF provides the mechanism to enable NSN to define, agree and manage the scope of the Hutchison SDP project. It extends Hutch SDP both technically and non-technically to include management, partnering and engineering services



# Go-to-Market SDP for Hutchison

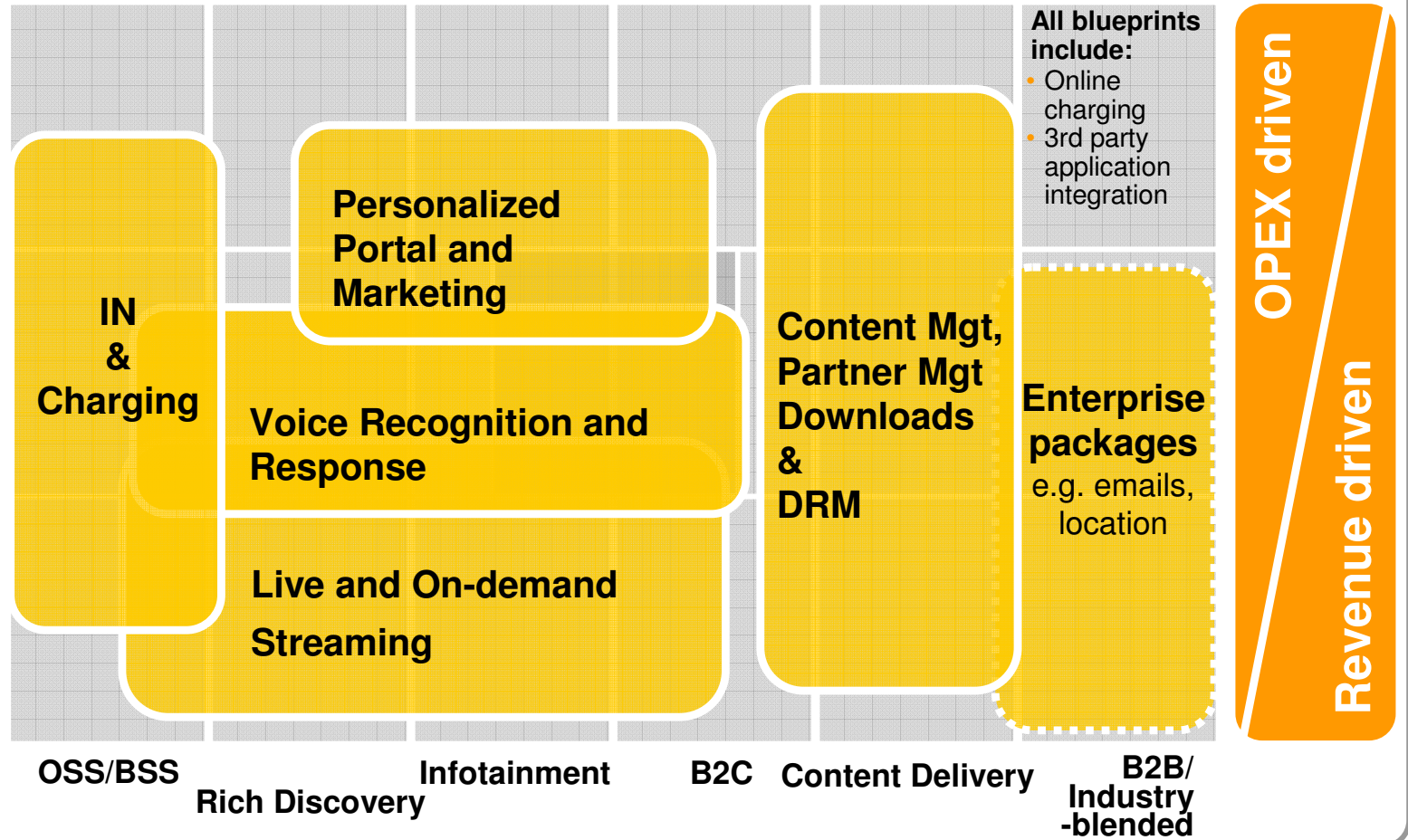
## Flexible and future-proof pre-integrated SDF solutions

**Hutchison  
focused  
areas**

**Consolidate  
Platforms**

**Evolve  
Services**

**Introduce new  
applications**

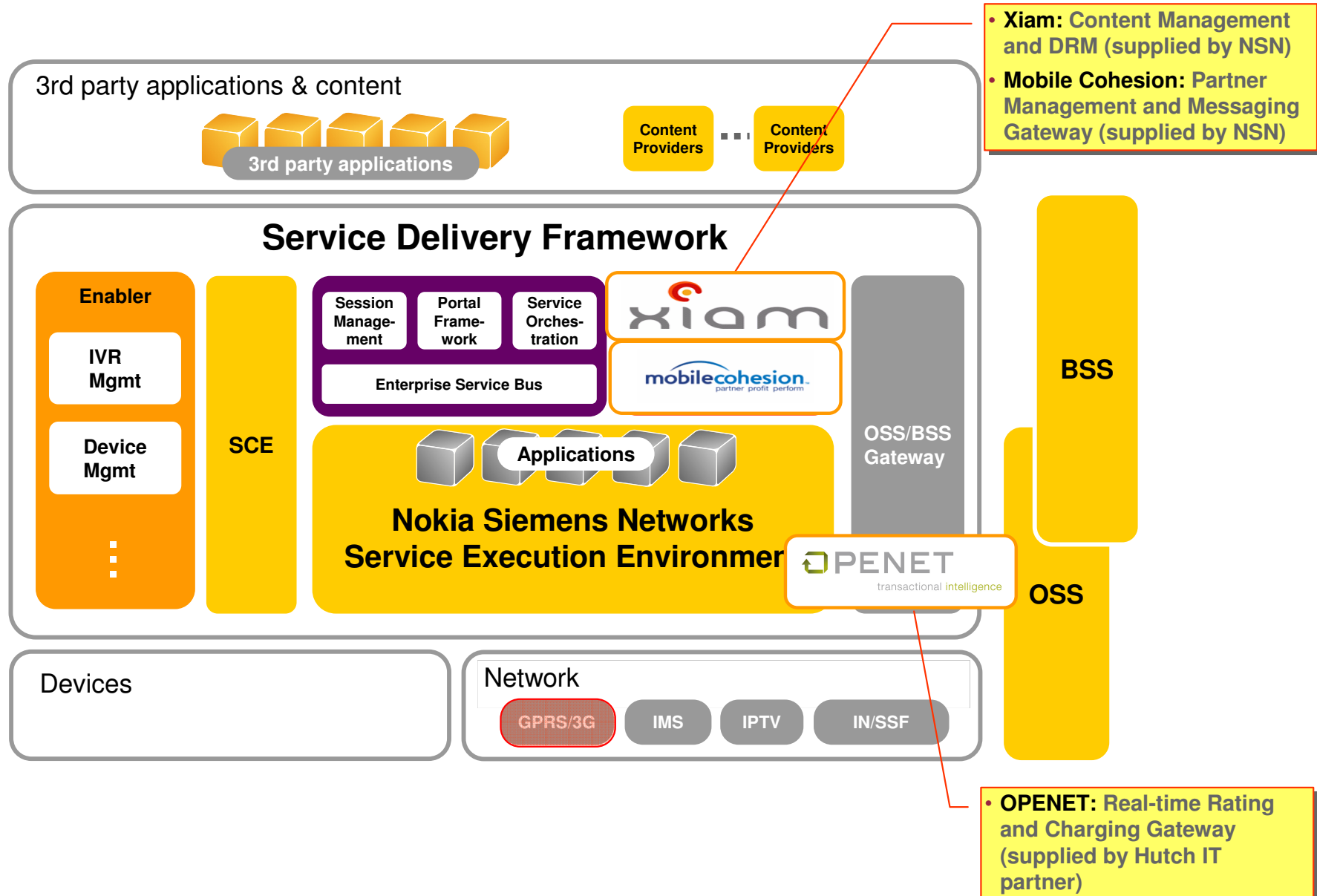


Blueprints meeting Hutchison's key business drivers

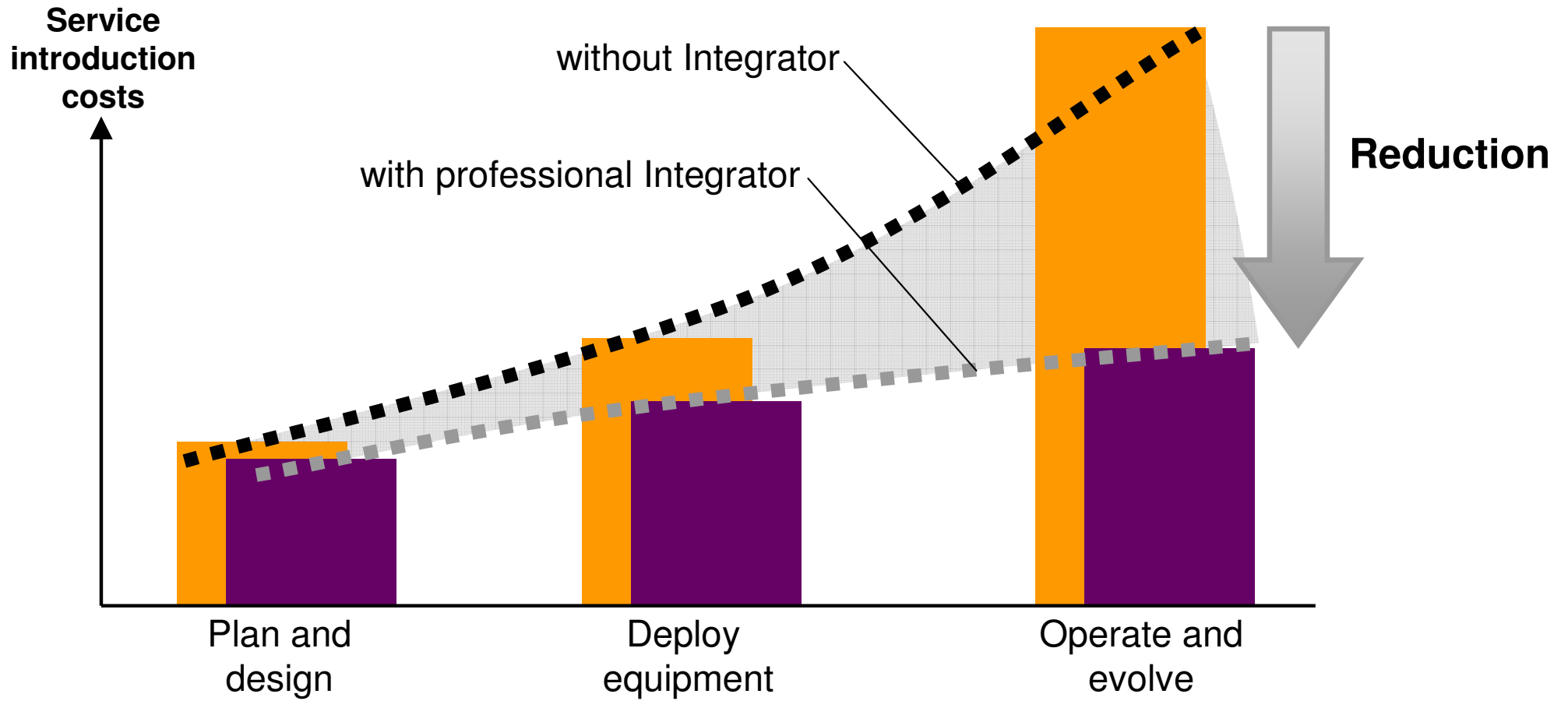


# Hutch Service Delivery Framework

## Some of the SDPA solutions worth mentioning here are...



# Lower Total Cost of Ownership When Introducing New Services at Hutchison



Professional integration services reduce non-conformance cost and shorten time-to-market

# Unique benefits of our SDF solution

## Nokia Siemens Networks SDF benefits

- Local competence
- Advanced OTA provisioning
- Voice recognition and response
- Content wholesales, retail and distribution
- Standard SOA driven and open architecture
- Outsourced managed services and risk management
- Innovative project processes and in time delivery

## Hutchison Success Factors

- Standard framework for content lifecycle management
- Time-to-Market and reduced risk through reusability
- Right platform for future use
- High customer satisfaction with a successful launch in 4 months
- Protection of investment with common service logic (reduced CAPEX/OPEX)
- Better than expected performance



# Overcoming Hutchison challenges

## With our Service Delivery Framework approach

### Our SDF approach

Cross domain systems integrator with world-wide resources

Fully SOA compliant architecture with complete portfolio of BSS/OSS gateways

An architectural framework linking networks with applications, devices and OSS/BSS (e2e)

An Ecosystem of applications and other components

Rapidly deploy new services and applications



Consultative approach

A methodology and skills to support design, implementation and life cycle management

Pre-integrated blueprints addressing key business areas

Unique technology concept for Telco-IT coupling



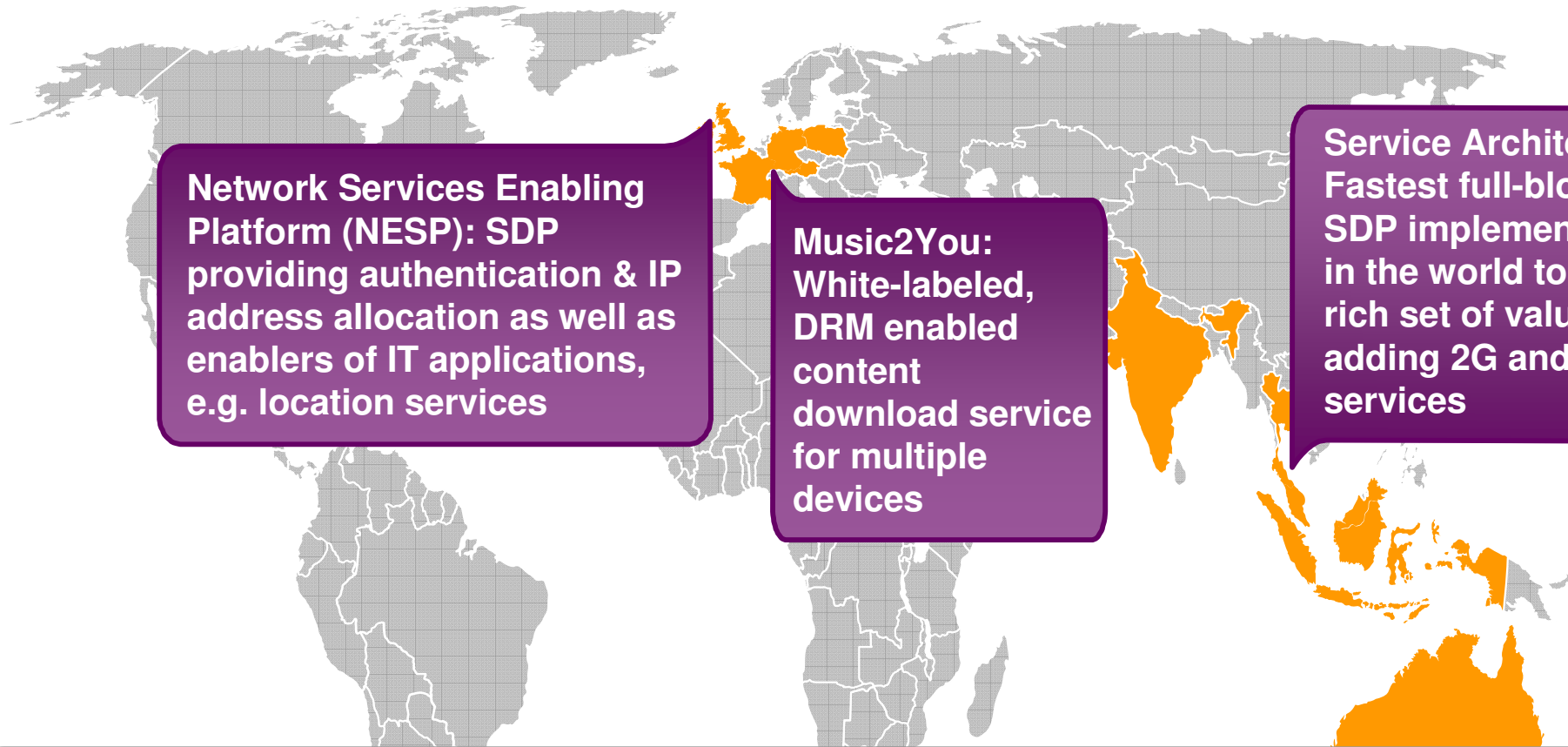
Leading fixed-mobile convergence player (Fixed-mobile and IT-Telco)

# Testimonials from John Shen, CTO, Hutchison Telecom Indonesia...

“The key benefits to us have been the fast time to market, the high quality services and the reduced call on our internal management resources.”

“The Nokia Siemens Networks team focused on the issue and solved it very quickly, which was very much appreciated.”

# Combined more than 350 service delivery platform customization and integration projects globally



**Network Services Enabling Platform (NESP):** SDP providing authentication & IP address allocation as well as enablers of IT applications, e.g. location services

**Music2You:** White-labeled, DRM enabled content download service for multiple devices

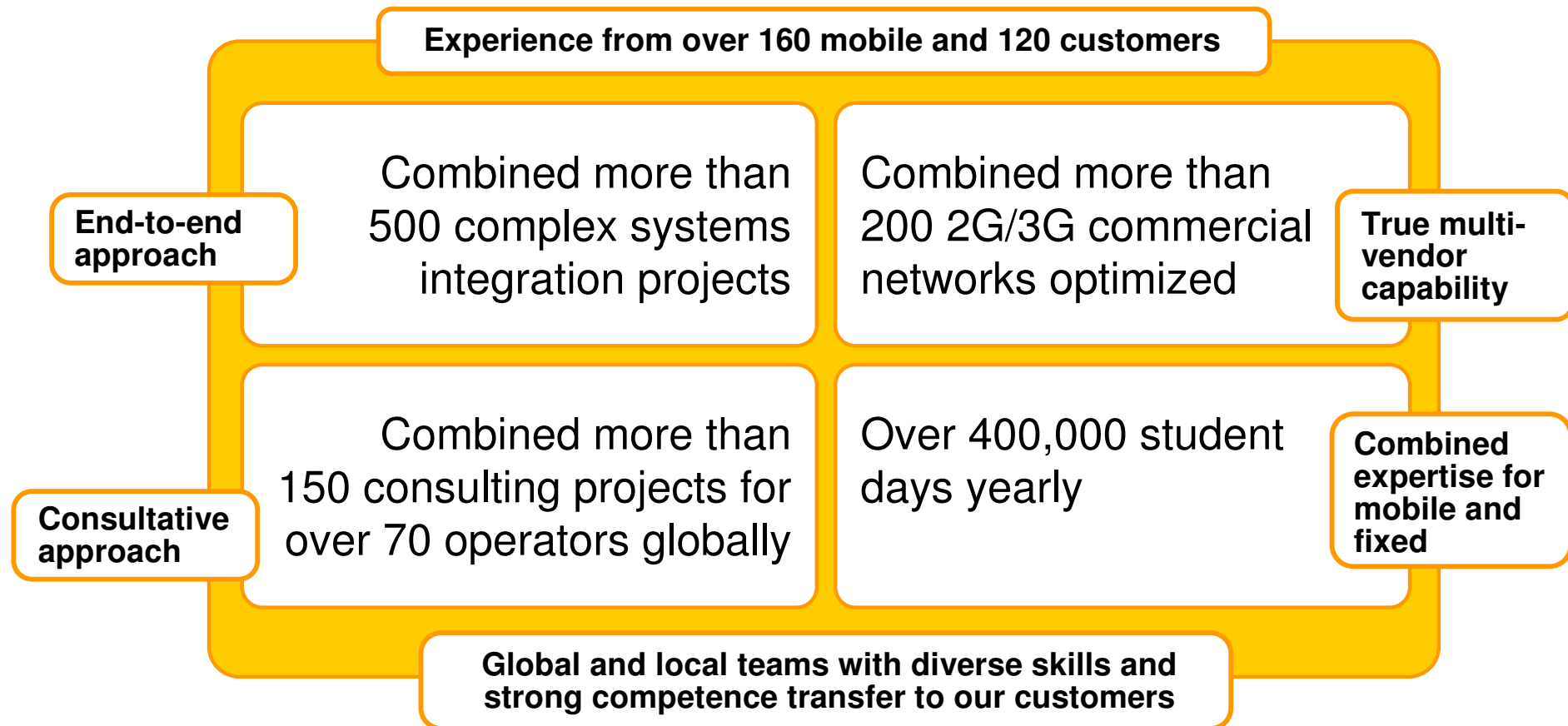
**Service Architecture:** Fastest full-blown SDP implementation in the world to enable rich set of value adding 2G and 3G services

*“We chose you because you clearly showed the right combination of experience and competence in this business-critical area. We can now look forward to reducing our time to market for new services and increasing the number of services to our customers. Having you integrate the solution and operate the service architecture will help us achieve these goals.”*

John Shen, Chief Technology Officer, Hutchison Telecom Indonesia

# Consulting and Systems Integration, your trusted partner for improving business performance

CSI enables operators to improve operational efficiency and successfully launch, optimize and secure end user services based on Nokia Siemens Networks and complementary 3rd party products



# Demo

# SDP Demo Alliance

## NSN Portfolio

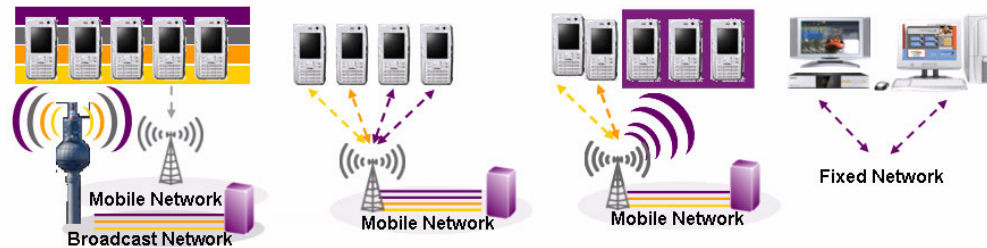
Converged Service Delivery Framework (Common Service Logic, OSS, BSS)

Broadcast, DVB-H

Content Delivery

Mobile TV

IPTV, Internet TV



Nokia Siemens  
Networks

## Technology Partners

xiam

changingworlds  
MOBILE INTELLIGENCE

Syniverse  
Technologies

TheSDPAlliance  
Service Delivery Platform

cibenix

mobilecohesion.  
partner profit perform

vantrix

## Content Partners

NOKIA  
Connecting People



STARCUT

Forum  
NOKIA

SL Interactive

## Mobile Partners

NOKIA  
Connecting People

symbian  
Symbian OS - the mobile  
operating system

Java

Nokia Siemens  
Networks

# SDP Demo Blueprint Example

