



APEX Service Delivery Platform

Enabling the rapid deployment of converged Web 2.0 and Telecom 2.0 service bundles, while lowering the costs and risks associated with their deployment cycles.

The ever-increasing and non-traditional competitive landscape that today's Network Operators and Value Added Service Providers (VASPs) face, has made minimizing the deployment cycle – design, develop, deliver – the key to their continued success, forcing them to depart from their never-ending search for the “killer app” and begin focusing on launching often a larger number of varying application/service bundles.

However, the trade-off is that these applications must now be introduced into the market faster. Network Operators and VASPs must rapidly deploy and monetize a variety of exciting new services, ultimately letting the market choose the winners. With most Network Operators and VASPs capable of delivering the same services, the primary true competitive advantage then comes from the ability to conceptualize (design), build (develop) and roll out (deliver) compelling new services faster than the competition.

To successfully meet these challenges, leading Network Operators and VASPs of all sizes around the world are turning to Service Delivery Platforms (SDPs). Because the success of services is difficult to predict, they need a dynamic SDP which will allow them to offer promising new services quickly, add resources for successful services as demand increases, and downplay or remove unsuccessful services easily. Such an SDP is the modular, standards-based APEX Service Delivery Platform (APEX SDP™).

APEX Service Delivery Platform 2.0

Enabling the rapid deployment of converged Web 2.0 and Telecom 2.0 service bundles (“mashups”), the APEX SDP lowers the time-to-market for the new generation of services by as much as 80 percent, while increasing Average Revenue Per User (ARPU).

With its award-winning OmniVox3D® SIP Application Server and the industry-leading OmniView® Service Creation Environment/OAM&P Console at its core, the APEX SDP helps to standardize service interfaces, creating a horizontal platform from which to design, develop, deliver and manage value-added services faster, more simply, more consistently and at a lower cost, reducing the overall need for specialized skills in deploying and managing enhanced services.

Carrier-Grade Features and Benefits

- ▶ Future-proof service execution environment supports 3G, IP, TDM and converged networks.
- ▶ In-flight upgrades eliminate the need for system downtime (“mid-night maintenance windows”).
- ▶ Five-9 (99.999) system redundancy ensures maximum availability for mission critical services.
- ▶ Instantly deployable Service-Ready Solutions offer immediate ROI and increased ARPU.
- ▶ Service Creation lowers time-to-market while cost-effectively developing application bundles.
- ▶ Unlimited scalability meets growing needs and preferences of today's “always on” subscriber.
- ▶ Architectural flexibility based on open standards dynamically addresses evolving technology trends.

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Core Components of the APEX SDP

Service creation (design, develop) and execution (delivery) constitute the two key components of a successful SDP, which is why the APEX SDP integrates at its core the OmniView Service Creation Environment and the OmniVox3D SIP Application Server.

OmniView – Service Creation

OmniView is a graphical, browser-based service creation environment for rapidly designing and developing value-added services. With its drag-and-drop environment and extensive set of Command Icons for voice, video, web services, speech, database and more, services developed with OmniView can be in production in a matter of days, instead of months.

With its OAM&P Console, OmniView addresses the need for easily maintaining, modifying and monitoring solutions in the network from a central location, in real time, with statistical, application and call processing information. The OAM&P Console effectively aids in assessing key performance indicators in order to make sure resources are available and properly utilized so the most accurate business decisions can be made.

OmniVox3D – Service Execution

OmniVox3D is a globally deployed multi-service execution and delivery platform that is architecturally flexible, modular in design, and future-proof. In addition to supporting the latest in Web 2.0 services and interfacing to various types of media servers, OmniVox3D runs on multiple network configurations (i.e. IMS) with its SIP Session Manager acting as a Back-to-Back User Agent (B2BUA).

OmniVox3D's distributed architecture and web-based design are ideal for high-traffic services, while being protocol independent provides the ability to design and develop applications once and deploy them across multiple types of networks (i.e. 3G, IMS, TDM, Hybrid). Based on open standards, OmniVox3D supports MSML/MSCML/VXML/Media Control* abstractions for media control, 3G-324M for video and MRCP for speech.

Service-Ready Solutions

The APEX SDP offers a variety of instantly deployable Service-Ready Solutions (SRS), enabling immediate ROI and increased ARPU. These Voice and Video (V/V) SRS's include:

- V/V Customer Care
- Audio/Video Color RBT
- Voice Activated Dialing
- Audio/Video Conferencing
- Prepaid Calling/Re-Charge
- Outbound Telemarketing
- Automated Collect Calling
- ... and a host of other compelling applications.
- Video IVR
- Network IVR
- V/V Mail
- V/V SMS
- Click-to-Call
- Fax-to-Email
- USSD Callback



Investment Protection

The APEX Service Delivery Platform 2.0 is a mature, field-proven and future-proof platform that delivers immediate returns. Its design ensures the scalability, reliability and high-availability required by Network Operators and VASPs, while its integrated OmniVox3D SIP Application Server and OmniView Service Creation Environment /OAM&P Console offers the flexibility for the rapid deployment of converged Web 2.0 and Telecom service bundles, as well as traditional services, needed to stay ahead of the competition.

For over 20 years, more than 250 Network Operators and Value Added Service Providers across 95 countries have relied on APEX to meet the needs of their mission-critical and revenue-generating enhanced services.

*Support for the Media Control protocol will be available in the future.



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