

# Service Delivery Platforms Bringing SOA to Phone Companies, Says Insight Research

BOONTON, N.J. – Feb. 7 (SEND2PRESS NEWSWIRE) – Telecommunications companies will be investing billions of dollars over the next five years on service delivery platforms (SDPs) in order to bring the benefits of on-demand services to their wireline and mobility enterprise customers, says a new report from Insight Research.



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SDPs are computing platforms and software that support emerging standards such as IMS and SIP while continuing to inter-work with legacy protocols.

According to the study, "IMS, SIP and Service Delivery Platforms: Telecom Adoption of SOA and Enterprise Applications 2007-2011," SDP adoption by carriers will facilitate the delivery of on-demand telecommunications services by integrating network element performance with critical business processes.

Functionally, these SDPs will enable the adoption of a service-oriented architecture (SOA), making it possible to reuse individual service components in order to quickly build a new enterprise service, as well as to separate

the creation and execution of new service applications from the underlying network.

“These platforms will loosen the knot that ties network elements to business processes, thus increasing carrier flexibility when it comes to BSSes and service creation, which should translate to quicker time to market for new services,” says Robert Rosenberg, President of Insight Research. “This loose coupling of business processes means that carriers will also be able to work more efficiently with their business chain partners,” Rosenberg concludes.

A free report excerpt, table of contents, and ordering information are available online at [www.insight-corp.com/reports/SDP07.asp](http://www.insight-corp.com/reports/SDP07.asp).

This 97-page report is available immediately for \$3,995 (hard copy). Adobe Acrobat (PDF) report licenses are also available. Visit Insight’s website, or call 973-541-9600 for details.

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