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Managed Service Syndication — A New Business Model
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The Managed Service Syndication Business Model

Managed Service Syndication is a new business model that allows Telcos, service providers, and even software vendors to pool their assets, specialties, and core competencies to create compelling new service offerings.

Managed Service Syndication is replacing the traditional vertical model in which Telcos develop services on their own. This is exactly the same kind of change that occurs when Web 2.0 mash-ups replace services created by single vendors. In Service Syndication, content, service, and applications providers, as well as technology vendors and Telcos, create a Services Ecosystem to buy, sell, collaborate, and compete to deliver complex services and service bundles.

The Service Layer and Service Components

Complex services cannot be created and managed in the same way that simple services are. Service configurations, service templates, and QoS parameters cannot reside in the Network Layer, but must be abstracted to the Service Layer.

In Managed Service Syndication, service attributes are modeled in the Service Layer. Abstracted services and their attributes are stored in a Service Catalog and are exposed using industry-standard interfaces. The abstracted service elements can then be combined into innovative new services — and can be bought and sold by ecosystem partners.

Managed Service Syndication

Managed Service Syndication is the Telco industry's version of Internet mash-ups — web applications that combine data from more than one source into a new web service. Adding real-estate data to Google Maps is a well-known example.

Service Syndication is the process of sharing abstracted service elements with ecosystem partners. In Service Syndication, pre-qualified players make service components available for service creation by others, thus stimulating a mutually beneficial Services Ecosystem. A Telco, then, can offer service elements to a variety of partners tailored to the requirements of specific markets.

The component-based approach inherent in Managed Service Syndication provides a collaborative way to design, launch, and manage increasingly complex services without months of development, testing, and integration — while continuing to provide the Telco reliability demanded by business users.

Managed Service Syndication Catalyst Project

The TM Forum Catalyst project, "Building Marketplaces With Managed Syndicated Services," was demonstrated at Management World 2008 in Nice, France. The goal was to show how vendors and service providers can work together using standards and frameworks to create innovative new solutions in six months or less.

The Catalyst project participants — Microsoft, Telefónica, NetCracker, Accenture, CA, Tribold, and Iptivia — collaborated to create a business video service for Telefónica.

The objective was to create, provision, and assure the quality and reliability of a video service by assembling syndicated web-, network-, and application-based services using the TM Forum's NGOSS and Service Delivery Framework (SDF) standards. The result was the creation of a next generation environment for delivering syndicated services.

The Catalyst project demonstrated a video conferencing service designed for Telefónica's business broadband users. The service syndicated Microsoft's LiveMeeting and Telefónica's Agenda conference scheduling service. Agenda sent scheduling SMS to organize a conference, and Telefónica's Video-on-Demand linked LiveMeeting to the participants.

For service creation and provisioning, Telefónica linked to NetCracker's ordering and provisioning services and a Tribold product catalog. To monitor service quality, events, and paths, Telefónica linked to online applications provided by CA and Iptivia.

The Catalyst project proved that Managed Service Syndication can enable service providers to become bundlers of services using their own assets as well as the capabilities of other ecosystem players.

The Network Operator's Role

In Managed Service Syndication, each partner contributes a unique aspect or capability that benefits the other partners, and collectively they create a mutually beneficial, inter-dependent system that enables the rapid creation and distribution of services.

Partners can offer services and service components. Meanwhile, network operators can differentiate themselves by offering service elements that would not otherwise be available — including guaranteed QoS, user location and preference data, and presence and personalization data. In this way, operators can provide a channel to market for quality-assured, innovative business services.

Today, services must be created, customized, launched, and discontinued at an accelerated rate — and at an acceptable cost — to meet market demands. Telcos need to create new services rapidly without significant investments in software and hardware infrastructure. Managed Service Syndication gives Telcos the power to do all this.

Managed Service Syndication enables Telcos to mix traditional services with innovative next generation applications and content services to serve existing markets — and to target new, highly specialized markets.

Telcos can achieve enhanced value by offering new services, by creating new services using partner service elements, and by exposing service elements to others so they can create higher quality services and improved user interfaces.

Managed Service Syndication — An Exciting New Business Model

Service Syndication is a challenge to Telcos. It requires OSS that deliver and manage services across partner boundaries — OSS that provide end-to-end views of the service and the customer quality of experience, no matter where the service elements and networks reside. Telcos that transform their OSS and embrace Service Syndication will open up a world of exciting new possibilities — and new markets — that will enable them to grow and prosper.

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