

Telesoft Technologies and IBM BladeCenter — a converged open media platform



Highlights

- **Powerful, high-capacity, carrier-grade media platform provides a cost effective solution**
- **Combined IMS media resource function (MRF) and IN intelligent peripheral creates a converged media platform easing migration to next generation architectures**
- **Optical interface supports high bandwidth STM-1 / OC-3 connectivity**
- **Supports multiple IP, cable, 2G, 3G wireless and wireline networks simultaneously**
- **IBM BladeCenter family provides a scalable, open standards based platform for next generation network applications**

Many communication service providers (CSPs) are seeking ways to launch new revenue earning media services to boost average revenue per user (ARPU) and profitability, while maintaining the revenue streams from existing services on legacy intelligent network (IN) technology. To deploy these new media services CSPs are turning to Internet protocol (IP) network architectures such as IP multi-media subsystems (IMS) that support open standards such as SIP and VoiceXML. These enable faster deployment of new media applications than traditional IN approaches and are less costly to deploy and maintain..

An open media platform solution is required that can straddle both legacy IN and new IMS networks providing the ability to keep traditional, cash generative, IN media services running in tandem with new VoiceXML based

value added services (VAS). An open platform allows service providers to mix and match services and network architectures to best suit their evolving needs, preserving existing investment while maximizing future flexibility and opportunity for revenue growth.

Telesoft Technologies

Telesoft Technologies' OKEFORD Media Platform combines both IMS Media Resource Function (MRF) and IN Intelligent Peripheral capabilities. This enables service providers and application developers to rapidly develop and launch new, advanced interactive voice applications that can leverage legacy and next generation networks.

With a clear and open migration path, Telesoft Technologies' OKEFORD Media Platform can work with various networks including 2G/3G wireless, cable, VoIP or PSTN. The modern, open-standard application architecture makes it ideal for service providers who need to consolidate their investment in legacy intelligent networks (IN/AIN) with new SIP/VoiceXML applications on a shared platform.

Telesoft Technologies' OKEFORD Media Platform is ideal for deploying exciting and innovative media services while enabling migration to an IMS architecture.

“Running on the IBM BladeCenter server, the OKEFORD Media Platform provides a powerful media resource function, able to straddle current and next generation networks, perfect for telecoms environments that demand the highest performance and scalability.”

— Phil Taylor
 Head of Product
 Management
 Telesoft Technologies

Converged Networks

Telesoft Technologies’ OKEFORD Media Platform is suitable for deploying in wireline, CDMA/GSM wireless and PacketCable networks. In mixed circuit-switched and IP environments, Telesoft Technologies’ OKEFORD Media Platform includes an integral media gateway, allowing simultaneous termination of both RTP and TDM channels.

Carrier-Grade VoiceXML

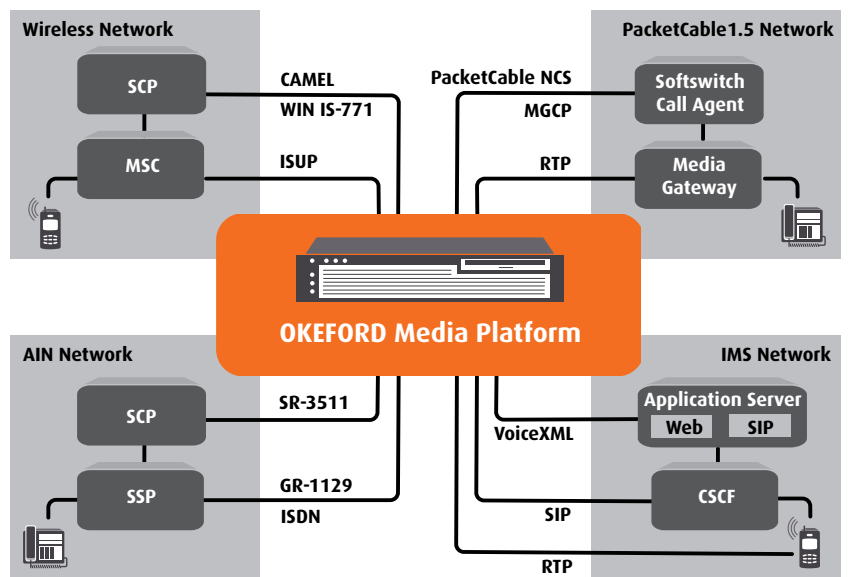
VoiceXML is a standards-based markup language, designed to allow rapid development and deployment of interactive telephony applications,

such as value-added information services, unified messaging, pre-paid mobile and automated customer care. VoiceXML is now being adopted by many service providers to reduce their time-to-market.

Intelligent Network Migration

Telesoft Technologies’ OKEFORD Media Platform can function as an intelligent peripheral in an intelligent network (IN/AIN). A wide range of interfaces are supported including INAP CS-1 and CS-2, CAMEL Phase 2, WIN IS-771, AIN SR-3511 and GR-1129 and SIP.

Telesoft Technologies OKEFORD Media Platform architecture



Source: Telesoft Technologies

Applications using IN/AIN interfaces can be deployed alongside SIP and VoiceXML applications making Telesoft Technologies' OKEFORD Media Platform an ideal solution for those service providers wishing to invest in new VoiceXML applications without losing their ability to deploy and maintain existing IN/AIN services.

Combining the IBM BladeCenter or IBM System x servers with Telesoft Technologies' OKEFORD Media Platform provides service providers with an open media platform. This carrier-grade media platform solution, provides the performance and features necessary for deploying large-scale interactive telephony applications. The combination of dedicated high-performance media processing hardware, and host-based media processing software can deliver 2016 channels of voice play per blade.

**IBM BladeCenter family —
the IT and network convergence platform**

The IBM BladeCenter T chassis provides hardware redundancy (power supply, I/O modules, management modules, L2 switching, mid-plane, etc.) thereby reducing potential points of failure in the solution.

The IBM BladeCenter is an advanced blade system which integrates servers, storage and networking into a single chassis — yielding significant simplification, improved density and potential TCO savings . A single family of common server blades, storage, I/O, switches and networking modules are fully supported and interchangeable across the family of BladeCenter chassis. The IBM BladeCenter chassis is designed as the ideal solution for data center deployments. The IBM BladeCenter H is for high performance computing platform, while the IBM BladeCenter T chassis is specifically designed for telecom central office deployments.

The IBM BladeCenter HT — a telecom optimized version of the BladeCenter H — opens new market opportunities with a new and powerful NGN platform ideally suited for telecom equipment and service providers.



The IBM BladeCenter T and BladeCenter HT deliver rich telecommunications features and functionality, including fault-tolerant capabilities, hot-swappable redundant DC or AC power supplies and cooling, and built-in systems management resources. The rigorous Network Equipment Building System (NEBS) Level 3 and European Telecommunications Standard Institute (ETSI) outline requirements typical of telecom central office environments in the areas of electromagnetic compatibility, thermal robustness, fire resistance, earthquake and office vibration resistance, transportation and handling durability, acoustics and illumination, and airborne contaminant resistance. The IBM BladeCenter T and BladeCenter HT chassis meet the NEBS Level 3 / ETSI requirements¹.

**Telesoft Technologies and IBM:
a powerful combination**

The combination of Telesoft Technologies' OKEFORD platform and the IBM BladeCenter family delivers the performance, reliability and affordability demanded by mission critical telecommunications applications. The IBM BladeCenter is the ideal platform for the deployment of these services providing a single platform to help reduce operating costs and complexity.

For more information

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[1] For additional details, please refer to Underwriter's Laboratory (UL) certified NEBS Level 3 / ETSI test report.

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