HP Parlay Solution

A solution brief from HP

By now, the path to increased profitability for service providers is clear—bring exciting new services to market faster, more efficiently, and more reliably than the competition. And now, achieving these critical business goals is far simpler than ever.

The world-class, turnkey HP Parlay solution enables service providers to offload the considerable risks and costs of new service development to the vast and vibrant pool of third-party application developers, through the Parlay telecom service development and deployment framework.

Understanding the value of Parlay
The Parlay framework was developed to facilitate the easy, secure development of applications that operate across diverse networks and platforms. Parlay simplifies the creation of end-user telecom services by giving developers access to network capabilities through common and simplified Application Programming Interfaces (APIs).

Two sets of APIs reside with in the Parlay framework. The first, simply called Parlay, is aimed at developers who already possess some knowledge of the underlying telecom network. The second, called Parlay X, is for developers who may have only minimal knowledge of the telecom network environment. The extraordinary value of both Parlay and Parlay X is that the associated APIs enable developers to create a service and deliver it across multiple underlying network environments, without having to understand the intricacies of network. At the same time, network security is never compromised, because the Parlay framework includes multiple safeguards, including robust and sophisticated authentication, controlled access, secure communication, and load management mechanisms. Parlay also defines a standard method of connecting to operations support systems (OSS) and business support systems (BSS). This standard simplifies the entire service lifecycle from provisioning to management to billing.

The result is a wealth of new portable, network-independent applications which help service providers reduce development time and costs, mitigate risk, and offer their subscribers a more enticing array of innovative services that will drive revenue across the network.

The HP Parlay solution overview

Subscribers are fickle, and the ease with which they can switch service providers highlights the critical need for introducing engaging services that positively impact the many ways they live, work and play. The HP Parlay solution allows service providers to deliver a more robust and varied service offering to subscribers, simultaneously increasing subscriber satisfaction and decreasing churn rate, while enabling the generation of significant revenues from a minimal additional investment.

Comprehensive, simplified service development and deployment.

The HP Parlay solution combines world-class HP OpenCall technology with best-of-breed partner applications from Appium, Aepona, and Infitel to deliver a complete, end-to-end Parlay solution. The solution provides an open application development environment, with support for both Parlay and Parlay X, which allows outside parties to develop applications and technology that operate across multiple network environments. The entire solution is managed by HP Integrated Service Management, powered by carrier-grade HP hardware, and delivered and supported by HP Services consultants and engineers on the ground in 160 countries worldwide.

HP implements Parlay within the HP Service Delivery Platform (SDP) blueprint, which allows carriers to get to market faster with new niche services, reduce service deployment complexity, simplify services interaction, and improve service management–positively impacting revenues and reducing costs. The blueprint addresses the entirety of service delivery, including Web and real-time IMS services, from the core network to the edge and onto the end-user's device of choice.

While the HP Parlay solution is based upon industry-standard technologies and principles, the solution is fully customizable to meet the unique requirements of each individual service provider.

Key solution components

The key components of HP Parlay solution include:

• Pre-integrated End-User Services
HP and partners offer a suite of fully pre-integrated services, such as wireless office, that can be deployed today in the network. Other services include mobile homepage, messaging broadcast, virtual PBX, mobile gaming, chat, prepaid, and more.

• Service development
With components provided by Appium, BEA, Microsoft®, and/or Infitel, developers can quickly and easily create and validate services. The components are pre-integrated with HP SDP to reduce service deployment complexity, simplify service interaction, and ease service management issues.

• Service hosting
The application server, with telco-grade high availability and scalability, delivers the end-user services created in the development environment, and facilitates interaction with both OSS/BSS systems and the Parlay gateway. These components are provided by Appium or Infitel.

• Parlay gateway
The gateway, provided by Aepona, offers comprehensive support for Parlay and Parlay X APIs, and facilitates connectivity with the underlying network elements that each service requires.

Additional components of the HP Parlay solution include HP Services consulting and integration, technical support and financing, as well as essential service delivery functions as billing and network management.

HP Parlay solution features

• Defined interfaces for shared resources
Each application uses common elements whenever possible, lowering infrastructure complexities and expenses.

• Open, standards-based technologies
The use of open, standards-based technologies offers reduced operating expenses in contrast to proprietary solutions, while allowing for dramatically streamlined interoperability with other network elements.
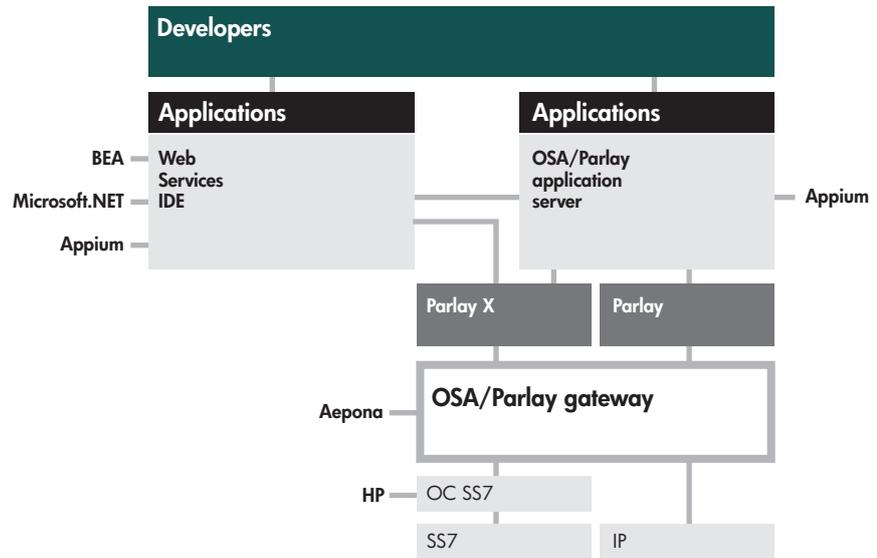
• Rapid connection to operational support systems
Parlay solutions create a standard environment for new applications to connect to the operation and business systems of a mobile operator via easily defined interfaces, greatly reducing operator integration costs and minimizing investment.

• Secure, managed access
The HP Parlay solution securely capitalizes on network assets and increases revenues by allowing third parties controlled access to deliver services and support.

• Controlled development for the network or the Web
HP Parlay allows controlled development and deployment of services in both the telecom network or in a Web environment.

Developers		

Applications		Applications
BEA — Web Services		OSA/Parlay application server — **Appium**
Microsoft.NET — IDE		
Appium —		

Parlay X	Parlay

Aepona — OSA/Parlay gateway

HP — OC SS7

SS7	IP

HP Parlay solution benefits

• Increases service provider revenue by enabling the rapid deployment of new and personal services

• Open and standard interfaces save time and money, while improving agility, by allowing service providers to easily integrate and tailor the solution to their specific needs

• Services can be easily deployed across different service provider networks, without the need to manually adapt the services to each network

• Robust network access controls enables service provider to add services and increase revenue without risking network assets and integrity

Why HP for Parlay?

HP brings deep experience across the telecom, enterprise and consumer spaces, with modular, flexible, standards-based solutions that simplify integration and service interaction, add critical business agility, and drive down costs. Strong partnerships with other industry leaders allow HP to tailor the HP Parlay solution for every unique service provider. Pre-testing and pre-integration of solution components ensures interoperability, reduced deployment time, minimized project risk and shorter time to revenues. HP's expertise with next-generation, converged

environments is unmatched, and HP has architected, deployed and supported more operational Service Delivery Platforms than anyone. That experience gives HP an unrivaled understanding of the intricate technical and business realities associated with opening the network to third party developers.

HP Services

A critical part of all HP solutions is the engagement of HP Services consultants, project managers and integration experts. 65,000 HP service professionals in some 160 countries around the globe offer a breadth of industry experience which helps reduce risks and maximizes the return on every technology investment. HP Services offers end-to-end consulting and integration capabilities from the core network to the edge to the consumer, as well as the worldwide distribution and delivery services that dramatically streamline solution implementation.

Key solution partners

HP partners with best-in-class vendors to deliver solutions that help service providers stand apart from the competition. Partners for the HP Parlay solution include Aepona, Appium, and Infitel, each providing unique solution capabilities that when combined with HP solution elements, create industry-leading solutions for service providers.

- **Aepona**

Aepona solution components include:

- Aepona Causeway Parlay Gateway, which sits between the developers and the network, and facilitates interaction with each

- Aepona Parlay and Parlay X APIs, which provide the hooks required for developers to create new end-user services

- **Appium**

Appium solution components include:

- Appium-XWay, a carrier-grade, distributed execution environment for communication applications

- Appium Application Development Environment, called the Appium-GBox, which enables the creation, validation, and testing of communication applications implemented in Java™

- Appium-VLab, a Parlay testing environment that enables testing and trials in a VoIP (Voice Over Internet Protocol) lab environment and over a public network

- Appium Application Framework, which includes a library of JavaBeans which provides a suite of feature-rich software components that facilitate rapid creation of a broad class of advanced communications applications

- Appium Parlay and Parlay X APIs, which provide the hooks required for developers to create new end-user services

- **Infitel**

Infitel solution components targeted for the HP NonStop server include:

- OSA/Parlay Virtual Network Server (Application Server), built on Infitel's Inficore technology, for Parlay applications and services

- Universal Service Modeler, for applications design, testing and deployment

The HP advantage

Communications solutions are highly complex, and service as well as equipment providers alike must deliver even more innovative services while keeping customers loyal and insulated from the complexities behind the services. In order to achieve this, service and equipment providers need strategic partners who can do more. HP offers a range of targeted, seamless products, solutions, and services that can be delivered quickly and efficiently. HP systems are open and flexible, empowering customers to customize or create value-added services. Our service capabilities provide the expertise to develop, integrate, test, install and support the most complex service launches. This one-stop shopping approach lets service providers focus on their customers–not their suppliers.

HP focuses more than 25 years of telecommunications expertise into a powerful integrated team, the Network Service Provider Business Unit. The NSPBU, along with 500 valued solutions partners, assist the world's top 200 service and equipment providers, and meet the voice and data needs of hundreds of millions of wireless and wireline subscribers.

With solutions, technologies and services including OpenCall and OpenView telecommunication capabilities arrayed across network infrastructure, network services, operations and business support, mobile and rich media solutions, and end-user access, HP is a major player that is leading change in the industry.

For more information: www.hp.com/go/parlay

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