

Challenges for Service Providers and Operators

The proliferation of broadband homes, connected cards and intelligent mobile phones demand that device manufacturers offer Internet connectivity and create new revenue streams or face obsolescence.

As a service provider or operator, you have many challenges these days. One of the biggest is how to cost-effectively provide new and innovative services to your customer in order to generate revenue. Service providers need technology platforms that can easily evolve to support new services and facilitate a fast time to market.

One technology that service providers can utilize to gain a competitive advantage via rapid service creation and deployment that also enables new business models cost-effectively is the OSGi Service Platform.

The OSGi[™] Service Platform

The OSGi Alliance developed the OSGi Service Platform specifications to create a standard service delivery and execution environment that enables any manufacturer, service provider or operator to implement a highly flexible service platform for any device and allows any developer to write application software for it. The OSGi Service Platform achieves the vision of the connected device, reduces end-to-end costs and enables the same service to run seamlessly in the home, the car or the mobile phone.

OSGi Service Platform specifications define a managed environment where different applications can execute and cooperate. This environment is similar to an operating system like Linux or Windows. The difference is that the OSGi Service Platform was specifically designed to be:

- **Secure**, so you can trust it with your valuable data and programs
- **Reliable**, so there are no unnecessary support calls
- **Remotely manageable**, so that the platform can be adapted to the wishes of its owner affordably
- **Universal**, so it is usable on a wide range of hardware and operating systems. Since Java technology provides a virtual machine environment, it means that the OSGi Service Platform can run on almost any operating system or processor.
- **Manageable** – so that you can provide total lifecycle management of your service(s).



By connecting your system to the Internet, you could provide services like remote control, automation, security, while at the same time reducing the costs by eliminating unnecessary visits via remote diagnostics.

Flexible integration based on open standards that are modular, configurable, and scalable.

In return for providing a trusted environment to the service providers, operators can create new revenue streams. The operators can provide central services like billing and firewall security, and can also act as service providers or service aggregators, offering other services such as entertainment, voice over Internet Protocol (VoIP), security and more.

Operators can significantly increase the revenue from each customer by charging the service providers or end user a management fee. That fee can be assessed by the operator's preferred payment mode (subscription, pay-per-use, etc.) since the OSGi Service Platform is business model neutral. Connecting a device to the Internet with the service model platform increases its value to the end user, likely reducing customer churn.

How can your business benefit from the opportunities presented by the OSGi Service Platform?

About The OSGi Alliance.

The OSGi Alliance is a worldwide consortium of technology innovators that advances a proven and mature process to assure interoperability of applications and services based on its component integration platform. The alliance provides specifications, reference implementations, test suites and certification to foster a valuable cross-industry ecosystem. OSGi technology is delivered in many Fortune Global 100 company products and services. Member companies collaborate within an egalitarian, equitable and transparent environment and promote adoption of OSGi technology through business benefits, user experiences and forums. For more information, visit www.osgi.org.

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