



## News Release

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## Service Broker Forum to Participate in Light Reading Webinar on Bridging the Legacy/Next-Generation Service Divide: Service Brokers

*Registration available on [LightReading.com](http://LightReading.com) for October 20 webinar*

**Cambridge, UK** – October 6, 2009 – Founding members of the Service Broker Forum will be featured panel participants for this educational webinar on bridging the service divide between legacy and next-generation networks (NGN). The online seminar is scheduled for October 20, 2009 and will be hosted by [LightReading.com](http://LightReading.com). Information and registration for the webinar is available online at <http://bit.ly/TsCaP>.

The webinar will be moderated by Heavy Reading analyst Caroline Chappell and will provide an overview of delivery challenges for Communication Service Providers (CSPs) and how service brokers can help resolve these challenges. Attendees will get an understanding of the particulars of service brokers, including key benefits and functionality as well as use cases for CSPs looking to future proof their application investments.

“Across the world, network operators are either deploying service brokers in their networks or beginning to evaluate service broker technology through RFIs and RFPs. CSPs have long wanted a means of ‘joining up’ their IN platform estate so that disparate IN services from different vendors can be made to interact with one another in new and exciting ways. The business case for service brokers is becoming even more compelling as CSPs implement NGN networks and want the subscribers they migrate to be able to access familiar, tried and tested services,” said Caroline Chappell, Independent Analyst, Heavy Reading.

A service broker enables any communications service to be delivered on any network, regardless of whether the service was originally developed for that network. A service broker has two main functions. It carries out mediation between services and the network, providing all the network connectivity and protocol translation needed to support interworking between any communications service and any network. The service broker also supports real-time service orchestration, which allows multiple services to interact with one another. This allows CSPs to compose new services/service bundles by composing together a number of individual services, either attached to the legacy network or the NGN, or a mixture of both.

### **Additional Resources**

Webinar Registration: <http://bit.ly/TsCaP>  
Service Broker White Paper: <http://bit.ly/CitmX>  
Service Broker Forum: [www.servicebrokerforum.org](http://www.servicebrokerforum.org)

### **About The Service Broker Forum**

The Service Broker Forum is a multi-vendor association with the goal of evangelizing and educating the telecommunication industry on the service broker product category through the sharing of ideas, opinions, and knowledge. Founded by industry leaders in the Service Broker market space, the forum provides a

common platform to facilitate discussion and communication around the many benefits that can be realized from utilizing Service Brokers within an overall network evolution strategy. Membership in the Forum is open to those vendors, system integrators, service providers and application developers that are interested in embracing the product category and committed to evangelizing the benefits of Service Broker solutions the Service Broker Forum.

### **Service Broker Forum Webinar Sponsors:**

#### **AppTrigger**

With deployments worldwide, AppTrigger is dynamically changing the telecom application delivery marketplace by empowering its customers to insulate their revenue-producing applications from the challenges of the ever evolving fixed-line, mobile, and IP networks. AppTrigger's Service Broker provides a purpose built unique combination of media, signaling, call control, and a family of APIs for multi-network, converged application deployments. Supporting over 200 million subscribers worldwide, the Ignite™ service broker enables the preservation of application investment, reduction of application deployment costs and optimized application connectivity across multiple and disparate networks. Headquartered in Richardson, Texas, AppTrigger has offices in Amsterdam, Buenos Aires, Hong Kong, and London. For more information, visit [www.apptrigger.com](http://www.apptrigger.com)

#### **Convergin**

Convergin is the leading provider of Service Broker core network solutions. By utilizing Convergin's Accolade WCS, service providers accelerate their evolution towards IMS and SDP while enabling seamless orchestration of mobile, legacy, next generation and web services elements. Convergin is deployed in over 20 carrier networks around the globe, and successfully integrated its Accolade platform with the major core network protocols and platforms. For more information, please see [www.convergin.com](http://www.convergin.com)

#### **jNetX**

Since 2001, jNetX has pioneered the use of carrier class Java technologies in the telecommunications network. jNetX is now the global market leader providing standards based Java technologies and applications across convergent Fixed, Mobile, IMS and Internet/Intranet environments (both for circuit switched and IP based networks). jNetX' market leadership is primarily attributed to the following three fundamentals. First, the jNetX technology provides the highest combination of open programmability, stability and functionality on the market. Second, and as a consequence to the first fundamental, jNetX breaks the traditional vendor lock-in model and enables the operator to drive their marketing roadmap, own their services logic and react quickly to market threats and opportunities. With jNetX, operators are free to choose their preferred integration partner and benefit from a creative pool of application development suppliers. Finally, jNetX' industry traction has led to the fostering of a rich ecosystem of partners, the jNetX Developer Network Area (DNA), offering operators worldwide with a broad portfolio of network services. More than a hundred network services are described in the jNetX DNA 100+ Network Service Catalogue to help Operators developing new ideas, new business models and market strategies.

#### **OpenCloud**

OpenCloud provides the telecommunications industry with Rhino – a real-time application server for agile development, deployment and efficient management of person-to-person communication services. OpenCloud Rhino is a high performance, genuinely carrier-grade service execution environment for traditional and Telco 2.0 services on TDM and IP-based networks It uses commercial-off-the-shelf (COTS) hardware and software to deliver service layer agility to networks at a radically lower price-point than traditional solutions from network equipment providers. OpenCloud is headquartered in Cambridge, UK with R&D, Engineering and Support in New Zealand and Spain and branch offices in the US, Singapore and Japan. [www.opencloud.com](http://www.opencloud.com).

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