ERICSSON

MULTISERVICE DELIVERY PLATFORM 5.0

A state-of-the-art business platform that manages and delivers your digital experience to any screen.

By introducing generation 5 of Ericsson Multiservice Delivery Platform, MSDP, Ericsson reaffirms this product as the prime delivery platform and user experience solution for any digital screen.

Evolving the Ericsson Mobile Service Delivery Platform into the nScreen era is a major change reflected in the new product name. The overall theme for MSDP 5.0 is nScreen user experience management, broadening the platform from supporting core telecom services, such as mobile broadband self-care, into new segments and verticals such as media publishers and the automotive and healthcare industries.

Powerful front end

nScreen management meets the challenges of today's device landscape, where new screens and technologies are emerging rapidly. The platform's nScreen features are designed to continually provide an attractive end-user experience across all devices.

The updated Producer tool allows efficient and quick changes to editorial content, adapted for any screen and selected to best serve a specific audience.

The MSDP App Creator for Android enables easy creation and deployment of Android Apps, that can be used for campaigns, events or hosted microsites in minutes – without writing a single line of application code.

MSDP 5.0 provides an extensive toolbox that can help drive top-line growth with attractive services and content that generate revenue, differentiating the customer in an increasingly tough market.

Reliable back end

Ericsson MSDP 5.0 incorporates the extensive partner management from MSDP generation 4, allowing it to be used as the front-end partner, agreement and service management system in a variety of contexts. These mechanisms are, for example, used to integrate MSDP with the Ericsson Composition Engine (SIG/ECE) product for end-user consumption of these services, as well as managing the service-level agreement enforced by ECE for messaging services.

The messaging capabilities of MSDP 5.0 are maturing at the technical level and have been updated to support MT charging for low-volume services, as well as simplified user interaction for purchase confirmations and maintenance of multi-language operation.

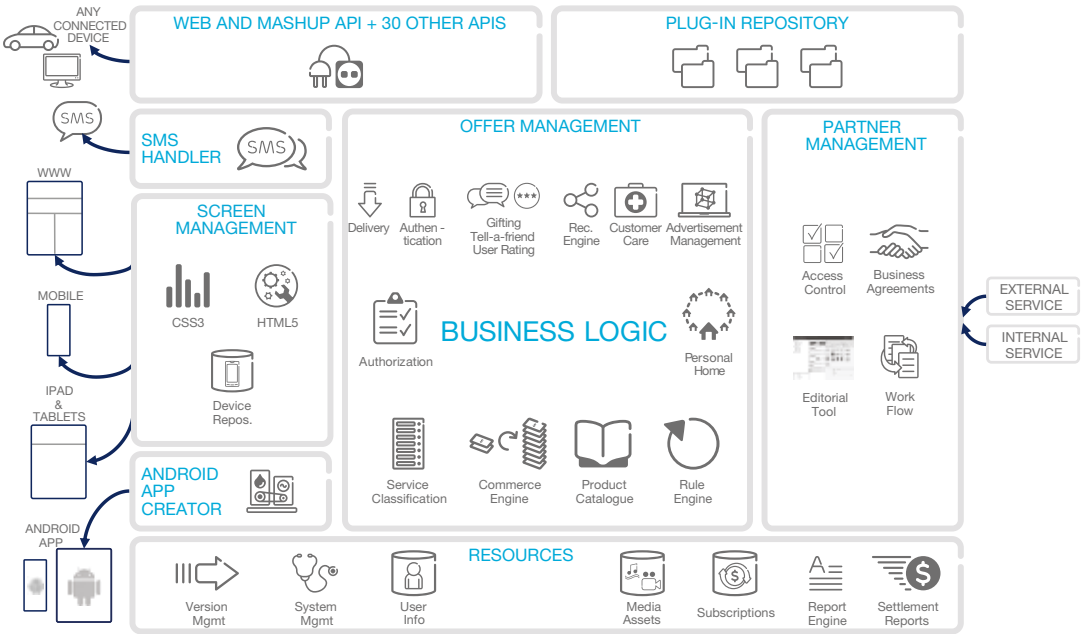
MSDP 5.0 benefits

- One platform that manages all screens in the network and guarantees presence for current and upcoming screens
- Creates an easy way to play in the Android app world
- Faster time to consumer – simpler publishing of editorial content with the Editorial tool – to drive usage and uptake
- Faster time to market with the MSDP starter pack – reducing complexity and ensuring a new customer gets up and running quickly
- New revenue streams via the ability to use MSDP as the partner, agreement and service management front-end in a variety of contexts
- Service differentiation and uptake via messaging to maximize revenues

With MSDP 5.0, you can quickly enter the mobile marketplace, target a specific audience and be rewarded with immediate revenue. The solution makes it easy to introduce new offerings and business models as the subscriber base grows, without having to invest in new technology.

Ericsson MSDP is a well-proven solution with more than 100 installations in 62 countries on 5 continents. It serves more than 800 million mobile-data users and in one installation serves 1 million page views/hour.

Ericsson is shaping the future of mobile and broadband internet communications through its continuous technology leadership. Providing innovative solutions in more than 175 countries, Ericsson is helping to create the most powerful communication companies in the world.



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