

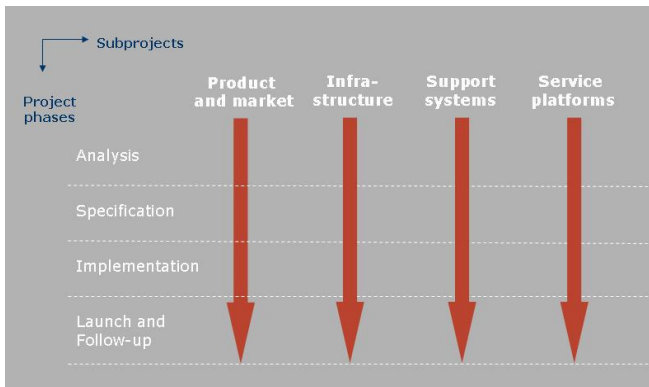
Value added service – design, planning and implementation

Subscribers pay for services, not for infrastructure. Consequently the operators monetize their infrastructure through provision of value added services to the subscribers. The technologies of today increasingly provide the means for a vast range of subscriber services; ranging from simple voice and messaging to advanced payment, content and entertainment services.

Teleplan assist our clients through the whole life cycle of service implementation process; from business planning and service design through implementation and test, to launch. Our developers and consultants provide the expertise for provision of services, based on standardised technology and through tailor-making applications and interfaces for specific needs.

Services

Implementing a service on a telecom/IT platform involves a number of technologies and project disciplines. A service development project by Teleplan is structured according to the illustration below.



Implementing a service not only requires proper product and market planning based on a business plan, but also involves adaptations in infrastructure and the support systems (e.g. rating/billing, CRM). The service may either be implemented on an existing service platform, or new ones may be required.

Teleplan possesses expertise within all relevant service platforms for the telecom value chains:

- Intelligent Network (IN)
- Messaging (xMS, incl. SMS, MMS, IMS)
- Content and entertainment platforms
- Payment technologies and platforms.

The Teleplan services for value added services implementation include:

- Business planning, incl. preparation and negotiation of partner agreements (e.g. content and payment providers, aggregators, etc.)
- Service design and planning
- Procurement (e.g. of system platforms)
- Implementation and integration
- Service/application development
- Test.

Teleplan also has an in-house staff of SW architects and developers who provide tailor made applications and integration services:

- SW and application architects (Microsoft Windows CE/Pocket PC, Win32, Linux, Java)
- Usability and interface experts
- Developers and programmers (C/C++, C#, Java (J2SE), Visual Basic, SQL, .NET Framework 1.1/2.0, MFC, XML, SQL Server 2000/2005, SQL Server Mobile/CE, and Exchange Server).

Tools and methodology

Teleplans competent and experienced staff is accompanied by the following proven tools and methodology:

- Project methodology
- Procurement methodology
- Tools and methodology for SW development and programming, incl. SCRUM, Bugzilla, OpenSource, SharePoint, JBuilder and Eclipse.

Teleplan also provides a middleware platform (mBricks) for development of services and applications on mobile terminals.



For more information about mBricks, please see www.mbricks.no.

Assignment models

Teleplan adapts the assignment model to the requirements and preferences of our clients, e.g.:

- Provision of individual experts
- Provision of project groups
- Turn-key responsibility for a project or the development of a service/application.