



## **SERVERY Press Release, December 12th, 2008**

### **SERVERY Celtic Project proposes research on a Web Telco convergent marketplace**

**SERVERY (Advanced SERVICE Architecture and Service DelivERY Environment) researches prototypes and evaluates an open European Service-marketplace, allowing creation and delivery of multimedia services to Mobile and Fixed Broadband users through combination of the abundant and flexible Internet world with the stable and trustworthy Telco environment. It was launched on 3-5 November 2008 in Paris/France.**

The **telecommunication market** is characterized by few actors owning the infrastructure in contact with the end-user, their customers. Service Providers have to negotiate with them many technological, economical and strategic aspects. Business growth of the Service Providers sector could be enhanced by facilitating cooperation with operator, thus increasing the number of players,.

In the **Internet environment**, the openness has enabled the development of a vast amount of services by lowering the cost to create and distribute them. Yet some serious problems remain, especially for the small and tiny players: each Service Provider has to be involved in several roles, e.g. content creator, marketers, advertisers, distributors, billing department and after sale service.

To overcome these observations, SERVERY proposes to define a model in which such cooperation is effective and profitable for every actor involved, by enabling an innovative marketplace or service ecosystem in which services will be easily advertised, discovered and combined by enabling new business rules for all actors in the value network, including operators, infrastructure vendors, content providers, end users and others.

The key SERVERY project objectives are:

- Combine the best of Telco and Internet worlds by enabling the convergence between NGN-IMS, Web and Media service technologies
- Provide an intelligent business environment "Service-marketplace" to create new business opportunities, models and roles with the revenue sharing capacities.
- Bring to the end-users advanced end-to-end solutions for easy to use (e.g. Natural-language based) service creation.
- Provide intelligent Service Enablers that allow users service personalisation.
- Build-up a generalised flexible architecture and middleware infrastructure, allowing dynamic, intelligent and contextual service discovery with platform management.

**SERVERY** research project, coordinated by France Télécom, will be carried out by a consortium of 18 organisations from 6 EU countries which comprises manufacturers, operators, solution and services providers and academia. The project will run over a period of 36 months until October 2011, with a total of 140 men year involved.

#### **Partners:**

France Telecom Orange (coordinator), Alcatel-Lucent France, Bull, Carsa, CBT Comunicacion & Multimedia, Fraunhofer Fokus, Institut Telecom Sud Paris, Innovalia, Mantica, NEC Europe Ltd., Nokia Siemens Networks GmbH and Co. KG, Nokia Siemens Networks Kft, SQS Software Quality Systems, Sintef, Telefonica I+D, Universität Kassel, UPV Universidad Politécnic de Valencia, Turkcell.

**SERVERY site (under creation) :** <http://www.celtic-initiative.org/Projects/SERVERY/>

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