

Project Achievements



Advanced SERVICE Architecture and Service DelivERY Environment

SERVERY's main objective was related to the creation of a Service Marketplace, i.e. the possibility for end user to access to a great deal of innovative services created by professionals or by the user's community.

The main concepts explored were: publication and discovery of services; services assembly and composition; a personalized service environment, a web multimedia subsystem bridging to IMS and a series of intelligent enablers that allow to personalized services.

Main focus

In the SERVERY project, the principles and founding concepts of a truly multi-party marketplace of services were studied, where a complex ecosystem of network service providers, application developers and end-users can create, trade,

consume and reuse services from each other.

The outcomes were tools, software, and knowledge to enable the partners and their ecosystem to assemble the bricks of shared open market places in order to satisfy their customers and company needs. By the Servery approach end-users, Telcos and service developers will find sets of APIs and specialized tools that can be used to allow the composition of telecommunications services with any other conceivable service available on the Web. These services will make it possible to generate income shared between business partners through a flexible revenue sharing mechanism.

Approach

The approach was very pragmatic and may look like agile programming without



SERVERY

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Start Date: 1 November 2008

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Partners:

Alcatel-Lucent Bell Labs France, France

Bull, France

CARSA, Spain

Communication & Multimedia, S.L., Spain

France Telecom, France

Innovalia Association, Spain

Mantica Solutions SL, Spain

Nokia Siemens Networks Magyarozzag Kft, Hungary

NTT, Japan

Software Quality Systems, Spain

Télécom Sud Paris, France

Telefónica I+D, Spain

Turkcell, Turkey

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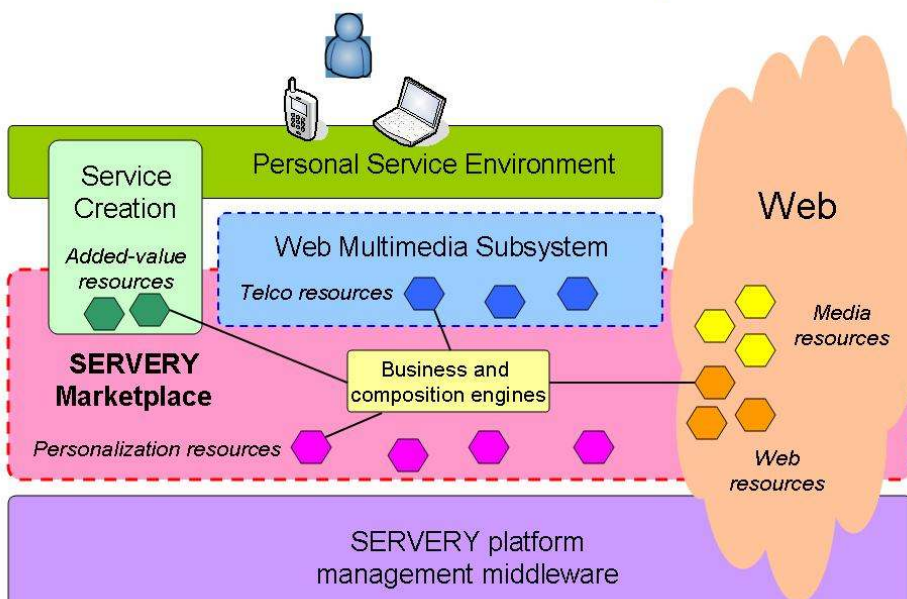
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Project Website

www.celticplus.eu/projects/celtic-projects/call5/SERVERY/servery-default.asp

SERVERY concepts



formalism. Key people and competencies were assembled to design a global picture of what were the goals and what was needed to achieve them. Soon people started to deliver basic bricks that were assembled in 16 demos featuring each a small aspect of the SERVERY platform. During the last year all those demos were integrated to run several important scenarios.

Nevertheless the project was carefully managed by creating plans, verifying plan implementations and staying focused on concrete results. Also user's feedback were taken into account through questionnaires.

The organization was structured around several technical and transversal work-packages. Each work-package is managed by a small team and all the whole work-package leaders participate in the SERVERY main structure: The PMT.

Achieved results

SERVERY results helped creating 11 new products and project results were integrated in 16 existing products. The project partners filed 12 patents and 12 contributions to standards as well as 46 presentations at conferences and 4 journal articles.

Perhaps the most striking result is Telefonica's Bluevia.com which offers nearly all of SERVERY fea-

tures and SERVERY people were involved in it. BlueVia is an excellent example of the next generation telecom platforms friendly for third party developers. BlueVia is an offer from Telefónica that exposes a set of simple APIs that allow developers to use SMS, MMS, and geolocation. Perhaps more importantly, Bluevia is designed to accommodate as many business models as needed.

Orange chooses a slightly different path to offer APIs to partners. Orange's approach was focusing on partnerships with several App shop providers as well as to offer Apps shops to dedicated customer business segments. At Orange shops, Apps were downloaded around 30 million times in 2010. Orange has built a community of 45,000 partners since its creation.

For other partners the results were included in product catalogues, consultancy know-how or academic production.

Impact

SERVERY revenues were not directly generated but SERVERY participation enables stakeholders to do cross fertilization between their "R" and "D" teams. For example Telefónica Bluevia project which is praised by many, as Telco's first step in the right direction. Bluevia's development involved several key people from SERVERY. The same could be said for Orange R&D teams which

are also involved in the community Orangepartner program.

In other cases partners in the project have no vocation to create directly products (university, research centers, and consulting companies). In this case it's much more difficult to assert the business impact.

The fact that SERVERY had 16 demos already at the mid term review shows it has a high potential of reuse. One of the demos -- in fact a small one-- has generated more than one million Euros revenue in 2011 when it was transferred to a development team at one company. There are good indications that overall revenues generated by the project is well above 50 M Euros per year and possibly as high as 200 M Euros.

About Celtic

Celtic is a European research and development programme, designed to strengthen Europe's competitiveness in telecommunications through short and medium term collaborative R&D projects. Celtic is currently the only European R&D programme fully dedicated to end-to-end telecommunication solutions.

Timeframe: 8 years, from 2004 to 2011

Clusterbudget: in the range of 1 billion euro, shared between governments and private participants

Participants: small, medium and large companies from telecommunications industry, universities, research institutes, and local authorities from all 35 Eureka countries.

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