

# Alcatel-Lucent Open API Service

Unlock network access with open  
API and ecosystem management

Alcatel·Lucent 





Embracing a new business model, Alcatel-Lucent offers a hosted service to help service providers open their networks and allow third party application developers, content owners and advertisers to develop and deliver enhanced applications. The Alcatel-Lucent Open API Service is supported by a mediation environment benefitting all players in the application value chain with unique network assets, such as location, presence and network address books.



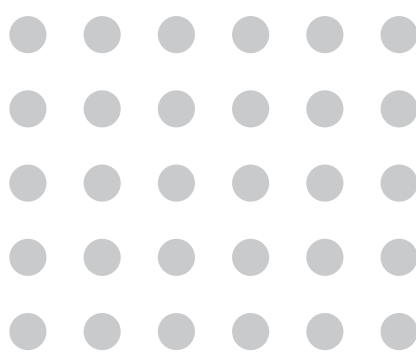


## Address end-user demand for new services

The increasing use of smartphones, notebook computers, netbooks, and other handheld devices has created an ever-growing demand for advanced applications and services. End users have demonstrated a willingness to adopt new services that allow them to stay connected with family, friends, colleagues, and customers, and access multimedia content and entertainment anytime and anywhere. As a result, service providers are continuously looking for new applications and services that go beyond providing basic voice and data and address the end-user appetite for a more personalized communications experience.

To develop and introduce the advanced applications and services end users want, service providers must find a profitable balance between adoption rates and development costs. This often requires service providers to work with third party developers, content providers, and advertisers who need access to critical network information and elements to enable their applications. Complicating the development and introduction process is the simple fact that mass market adoption of certain applications requires inter-carrier coordination and brokering.





### **Streamline application enablement**

The Alcatel-Lucent Open API Service streamlines the application development process and improves time-to-market with new applications.

Through the service, Alcatel-Lucent can help network providers manage and distribute network capabilities (location, presence, etc.) in a trusted and secured environment. At the same time, it eliminates the challenges developers, content providers, and advertisers face getting network information for their applications from multiple service providers to introduce new, innovative services to end users. As a result, developers only need to be familiar with a single set of Application Programming Interfaces (APIs) for services deployed by many service providers on many networks.

### **Maintain security and end-user privacy**

Application and network security is maintained with the support of policy and throttling enforcement capabilities. In addition, because Alcatel-Lucent manages the hosted service on behalf of service providers it monitors the usage of network resources to ensure everyone adheres to the terms, conditions and standards included in the service agreement.

To ensure end user privacy is protected, Alcatel-Lucent adheres to privacy best practices for the mobile industry. Subscriber privacy is maintained with opt-in support features that allow subscribers to establish privacy settings and controls to suit their needs.





### Access multiple network enablers

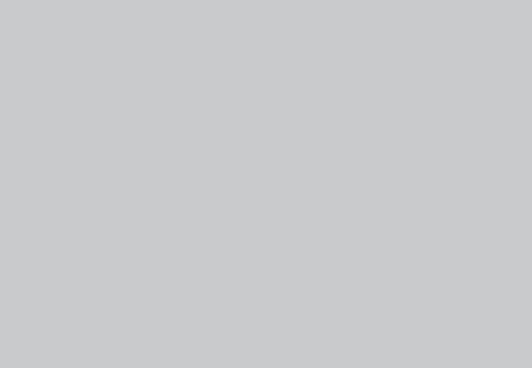
Inconsistent policies, practices, requirements, and capabilities across multiple networks make application development a costly and lengthy process. Supported by a mediation platform, the Open API Service allows developers, content providers and advertisers to access multiple network capabilities via a single, published set of standards-based APIs. The APIs cover all development needs and enable consistent support policy evaluation and enforcement across all networks.

For service providers, this streamlined approach reduces the operational complexity associated with managing a large number of external developers by funneling all third party applications through a central, controlled, and secure environment. The initial release focuses on location-based service enablement featuring:

- Standards-based interfaces to the network (Parlay X for Location Query), which ensure interoperability
- Cache subscriber location capabilities, which guarantee scalability and performance
- Carrier-grade geographic redundancy for data and services, which ensure performance and reliability

For developers, content providers and advertisers, development and testing time associated with launching new applications on multiple networks is reduced through a variety of key features:

- Single sign-up portal for application provider self-administration, which ensures ease-of-use and enables centralized support
- Support for multiple service provider networks, which allows developers to use one set of APIs to communicate with multiple network elements
- Support for multiple location determination methods per network, including AGPS, cell sector and cell tower, which enable a variety of applications that may require different levels of location accuracy



### **Leverage Alcatel-Lucent hosted service environment**

By creating a secure, hosted application environment, the Open API Service relieves the operational burden of service development for service providers and offers an open environment for developers, content providers, and advertisers. Alcatel-Lucent provides the end-to-end support, including service registration, network access charges, payment settlement, application interface testing and system monitoring for compliance with network access conditions. The entire process is managed through the Alcatel-Lucent Naperville Hosted Application Data Center.

With this hosted service, service providers do not need to incur large capital and operational expenses dealing with multiple developers accessing their networks. Likewise, developers can devote their energies to application development rather than tearing down the barriers to reach multiple service providers.



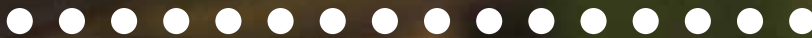


## Work with a trusted partner

The Alcatel-Lucent Open API Service delivers a superior network enablement environment for value added service creation. As a trusted partner Alcatel-Lucent enables a cross-carrier service in a Software-as-a-Service business model in a secure development environment that protects application and network data.

The hosted service and the back-end service mediation platform are backed by the extensive experience and expertise Alcatel-Lucent has with fixed, mobile and converged networks and services in markets around the world. We build networks and have access to network enabling technologies, including location determining technologies and location caching, that make it possible for us to give our partners an advantage in application development and introduction. In addition, we understand application development economics and can work with service providers, developers, content providers, and advertisers to make new applications profitable.

Visit the Alcatel-Lucent web site at [alcatel-lucent.com](http://alcatel-lucent.com).



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