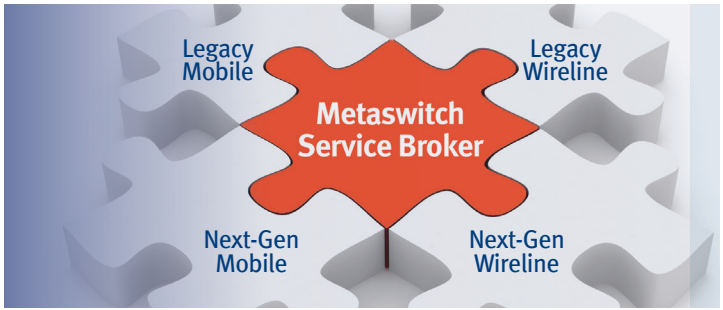


# SERVICE BROKER:

LEVERAGING NETWORK ABSTRACTION  
AND WEB 2.0



TODAY THERE IS MUCH DISCUSSION IN THE MARKETPLACE AROUND "WEB 2.0". STATISTICS ON HOW QUICKLY SOCIAL NETWORKING SITES ARE GROWING AND HOW MANY PEOPLE ARE INVOLVED IN THIS NEW FORM OF "NETWORKING" CONTINUE TO DOMINATE THE NEWS REGARDING HOW WE COMMUNICATE. AT THE SAME TIME, THERE IS TREMENDOUS INNOVATION AND CREATION OF NEW BUSINESS MODELS WITH THE GOAL TO COMPLEMENT THESE SITES AND THE RESULTING END-USER EXPERIENCE.

Service Providers hold a key element not found in today's Web 2.0 world and thereby have a tremendous asset to leverage: voice services. Voice remains the #1 social networking application in the world and thus can serve a major role in defining new services and providing differentiation for Service Providers as they move forward within an increasingly competitive communications space. Service Providers have a unique opportunity to maximize these trusted revenue producing voice assets as networks continue to converge and develop.

The Metaswitch Service Broker provides the opportunity to leverage these key voice services by bringing innovation and creation of new applications into play via an ecosystem of Web 2.0 developers.

Our Service Broker Web 2.0 solution provides a simple and scalable approach to enable fast and rapid deployment. Our out-of-the-box solution provides a simple abstracted view of key network elements that can blend existing voice services platforms with new web applications. The key component resides in a set of simple APIs that provide powerful functionality and easy integration with any Web application. By providing these simple-to-use building blocks the power of voice can be leveraged by in-house developers as well as non-telco/web 2.0 savvy application developers.

## ENABLING HIGHLY-SCALABLE WEB SERVICES

**PROBLEM:** A SERVICE PROVIDER DEPLOYED A PARLAY/X GATEWAY TO EXPOSE CALL CONTROL TO ITS SDP FRAMEWORK AND FOUND THAT NEW APPLICATIONS WERE LIMITED IN THEIR ABILITY TO DISCRETELY CONTROL AND MANIPULATE CALL LEGS DUE TO THE HIGH LEVEL OF ABSTRACTION EMPLOYED BY THE PARLAY/X SPECIFICATIONS.

**FIX:** The Service Broker offers a simplified Web Services interface to its rich call control API that allows application developers to have precise control over call legs at every stage of the CS2 Call Model. In addition, our Service Broker offers Parlay/X compliant Web Services for messaging, location and presence allowing application developers to mix and match Web Services to meet the requirements of the application. The process was simple and easy to design via the out-of-the-box API elements allowing the developers to leverage voice within their innovative applications.

