

IP/IT Convergence/ Service Delivery Platform

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Abstract

IP telephony services using VoIP (Voice over IP) technologies have spread rapidly through the world over the last several years. Telephony services and Information systems are now integrated into one common IP network. By this network integration, high value-added services will come in soon. For example, an advanced enterprise Web scheduler service with IP telephony integration can transfer a customer call to an appropriate sales person. Fujitsu Laboratories is researching and developing an IP/IT convergence platform, to develop applications integrating telephony services and information systems easily, and to provide a service delivery framework.

Technology

- **IP telephony services that are easy to plug into existing information systems, based on SOA framework**
It comes to be easy to control Telephony services in Information system framework, where it used to be very difficult to control them. As a result, IP/IT convergence services can be delivered more easily and quickly.
- **Interactive media data control to develop brand-new services**
Media, exchanged directly between terminals so far, are drawn into the platform, to be controlled via Web service I/F. Various services utilizing media contents can be developed more quickly and easily, such as voice logging services, voice alarm services, file sharing services during talk.

Application Examples

Communication services can be easily plugged into existing business solutions like SFA (Sales Force Automation) and CRM (Customer Relationship Management) systems, to speed up your business, and to increase customers satisfaction.

- Clicking a hyperlink can initiate a telephony connection from a scheduler or a CRM system (Click to call/dial).
- Customer calls can be transferred to the currently appropriate sales person, or, if no sales person is available, the customer can leave a message to notify sales staff via email.
- Record conversation logs automatically depending on call information (e.g. Caller status, Callee status, and so on).
- When the sales person receives an email from an important customer during a call with an another person, the email arrival notification by voice from the system is announced to him in the same call.

SIP/HTTP^(*) Application Server: Interstage SIPnet
<http://interstage.fujitsu.com/jp/sipnet/>

*1 SIP: Session Initiation Protocol
 HTTP: Hypertext Transfer Protocol

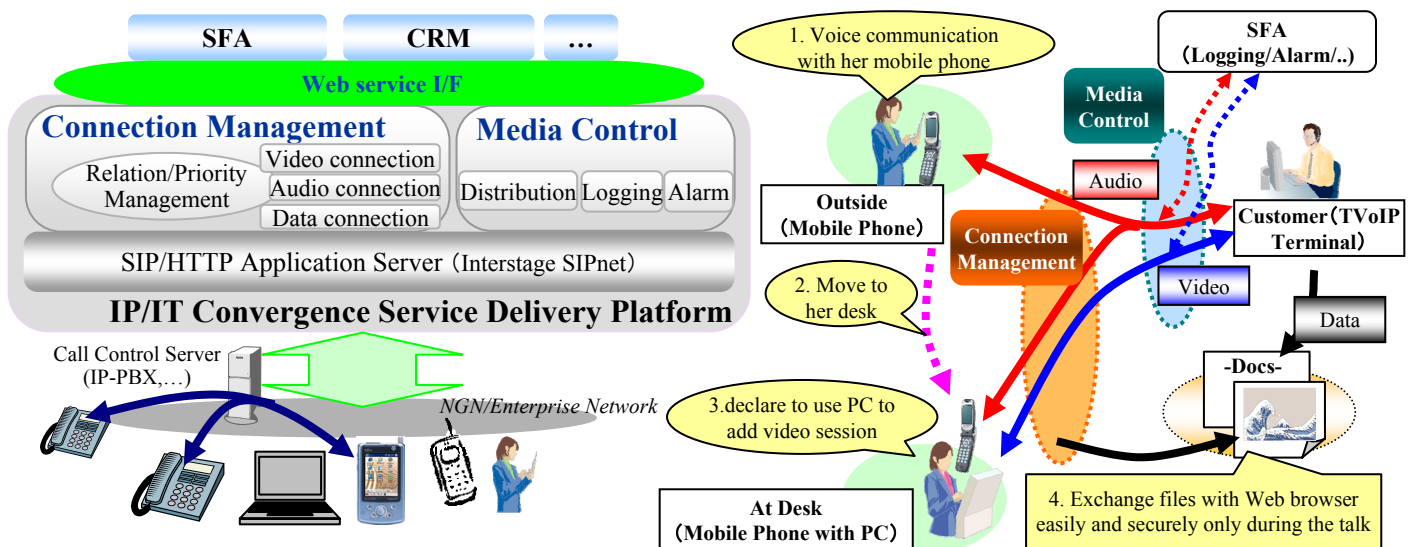


Figure. IP/IT Convergence Service Delivery Platform