

## Delivering Carrier Class Self-Service Solutions with Oracle Communications Converged Application Server and Dialogic® PowerMedia™ XMS

Delivering carrier class business communications services, such as Interactive Voice Response (IVR), for customer self-service and conferencing applications have become a profitable opportunity for service providers. Value added business communication services have proven to be a natural portfolio fit for service providers delivering core communications bandwidth and wide area networking services to large commercial accounts and government agencies. Thanks to the combined solution set of the Oracle Communications Converged Application Server paired with Dialogic® PowerMedia™ XMS, carriers and service providers can introduce value-added communication services, such as IVR self-service and conferencing solutions, to their portfolio in a cost effective and efficient manner. Both PowerMedia XMS and the Oracle Communications Converged Application Server are powerful, software based server technologies that are well suited for service creation, deployment, manageability, and scalability within service provider regional datacenters.

### A Rich Service Creation Environment

The Oracle Communications Converged Application Server is considered by many to be the industry's premier open, SIP-based, converged Java EE-IMS-SOA application server for large-scale mission-critical communications services deployments. The Oracle Communications Converged Application Server delivers a powerful, highly available, service convergence platform for network operators, network equipment providers, systems integrators, and independent software vendors that are seeking to develop, integrate, and operate revenue-generating, real-time multimedia communication services.

Detailed information on the Oracle Communications Converged Application Server can be found on the related product webpage: [www.oracle.com/us/products/applications/communications/unified-communications/converged-application-server-edition/overview/index.html](http://www.oracle.com/us/products/applications/communications/unified-communications/converged-application-server-edition/overview/index.html)

### PowerMedia XMS – A Powerful Software Media Server

PowerMedia XMS energizes application delivery by boosting performance with state of the art mixing of media-rich communications, software with seamless transition to virtualization and cloud, telco-hardened scalability. Application delivery can range from traditional IVR, voice messaging and conferencing to innovative video conferencing and social interaction applications, such as delivering internet content into a video conference in real time.

Detailed information on PowerMedia XMS is available on the related product webpage at the following address: [www.dialogic.com/en/products/media-server-software/xms.aspx](http://www.dialogic.com/en/products/media-server-software/xms.aspx)

### Dialogic's JSR 309 Connector Software for PowerMedia XMS

Dialogic's JSR 309 Connector Software for PowerMedia XMS is a standards compliant media server interface that runs on Java EE application servers such as Oracle Communications Converged Application Server and enables very efficient control of a corresponding media server such as PowerMedia XMS. Because it supports the JSR 309-compliant object model development environment, the Connector Software allows Java developers to more easily integrate and command the audio and video<sup>1</sup> communication capabilities of a media server into their applications. In this way, the Java application server and connected media server can be used to develop a wide range of applications, ranging from a simple announcement and notification services to complex multi-media<sup>1</sup> conferencing solutions.

<sup>1</sup> future capability planned

## Oracle Communications Converged Application Server and PowerMedia XMS Integration Benefits

Service providers and network operators seeking a new service creation and delivery platform for their value added communication services are well positioned to derive the following benefits from the combined Oracle Communications Converged Application Server – PowerMedia XMS platform:

- Provides a rapid development environment for new services
- Leverages the strength of the Java development community
- Fully integrated and field tested for fast deployment
- Software-based for deployment efficiency in service provider data centers
- Delivers high availability for scalable, high density services
- Utilizes standard control protocols such as SIP and JSR-309 to maintain flexibility and future product options
- Supported by world-class service organizations

## Deploying the Platform in VoIP and IMS Networks

Service providers have been transitioning their networks from Circuit Switched TDM architectures to 'Next Gen' VoIP architectures over the past decade, and are presently adopting the more rigorously defined IP Multimedia Subsystem (IMS) network architecture. In both architectures, the Voice Application Server (AS) and the Media Server (aka MRF in IMS vernacular) are key components in value added services delivery. The following diagrams identify examples of how the Oracle Communications Converged Application Server and PowerMedia XMS can fit within these two network architectures.

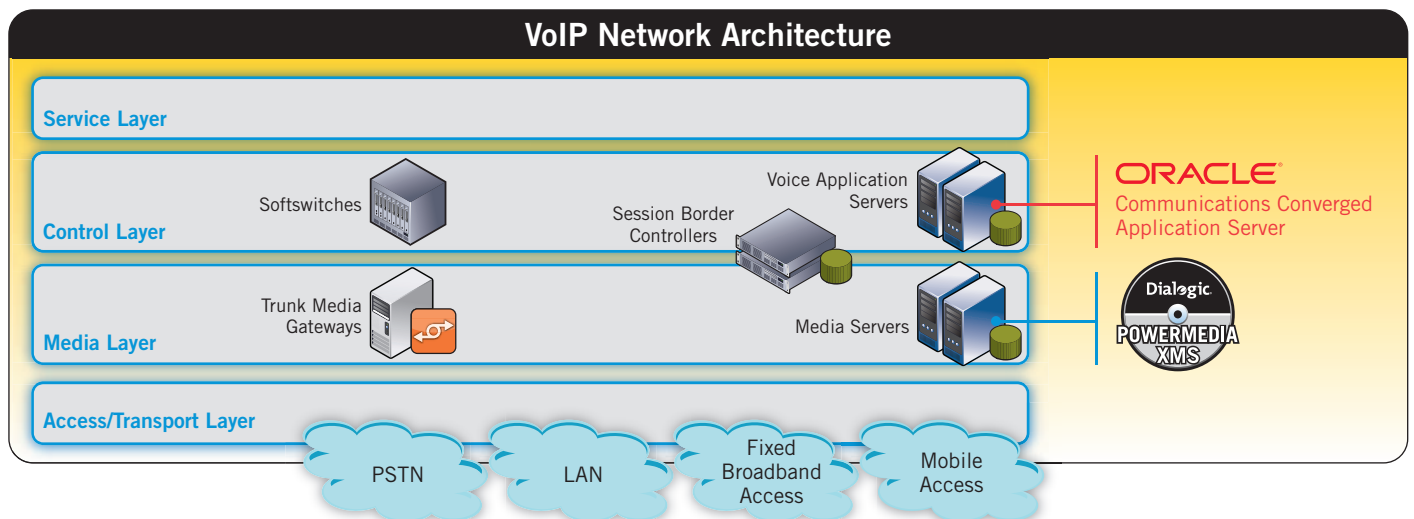


Figure 01: Oracle Communications Converged Application Server and Dialogic PowerMedia XMS within a typical VoIP Network Architecture

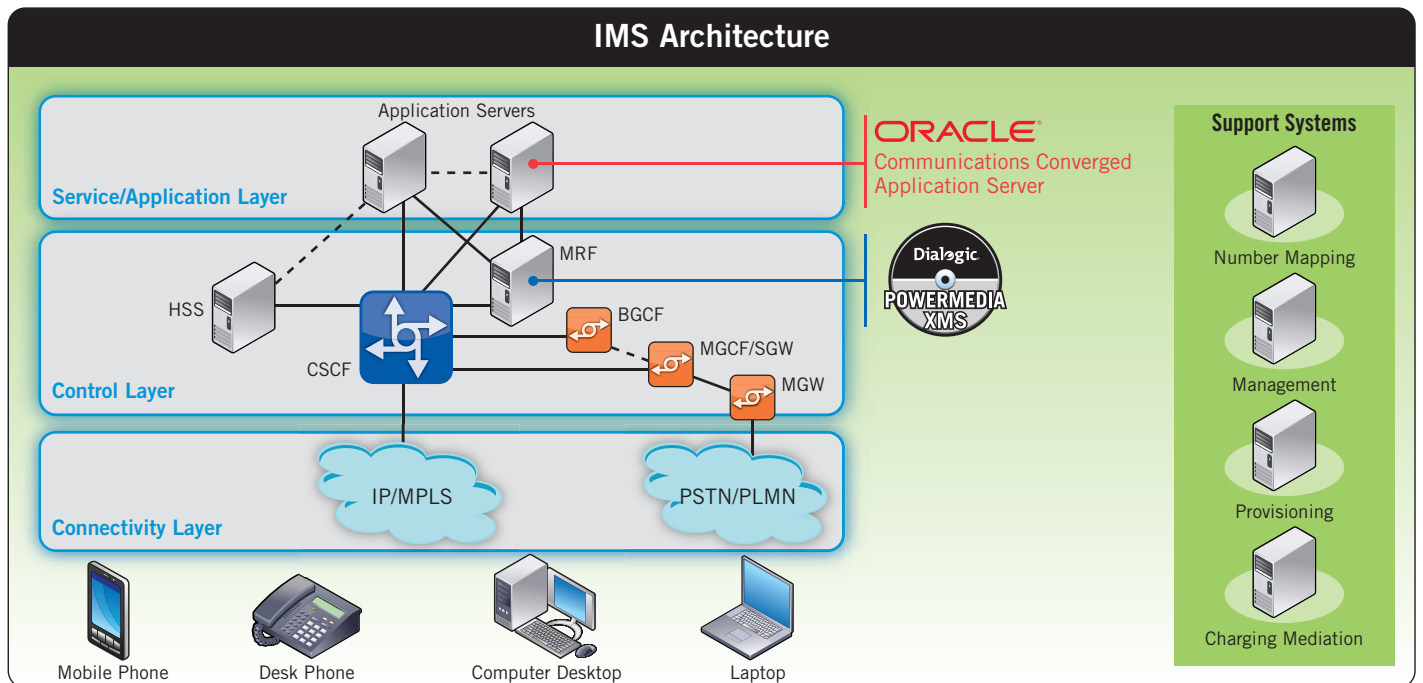


Figure 02: Oracle Communications Converged Application Server and Dialogic PowerMedia XMS within a typical IMS network architecture

## Summary

The efficient creation and delivery of revenue generating value added communication services such as IVR self-service and conferencing in next generation VoIP and IMS networks is a priority for most service providers and network operators. Oracle and Dialogic provide a well-designed and integrated platform to address this priority with the Oracle Communications Converged Application Server and Dialogic® PowerMedia™ XMS.

# Dialogic®

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The logo for Network Fuel, featuring the words "NETWORK FUEL" in a bold, sans-serif font. The text is white and set against a dark, rounded rectangular background. The entire logo is centered within a decorative footer graphic consisting of a complex network of interconnected nodes and lines, resembling a fiber optic or data network map.

**NETWORK FUEL™**