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## Bharti Airtel Signs Up 4 IT firms for its SDP Platform Project



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India's leading mobile operator, Bharti Airtel, has ambitious plans to tap the ever evolving mobile phone market in the country. Sometimes ago, the company started to build a service delivery platform (SDP) in collaboration with IBM ([News - Alert](#)). The company is planning to introduce many futuristic mobile services in the country such as mobile money transfer, mobile wallet, third generation  services and other value added services. All these services will be based on SDP platform.

Now, according to a report in Times News Network, the company has entered into partnerships with four global IT majors — Alcatel-Lucent owned Mobilitec, Germany-based CoreMedia, US-based Adamind and UK's Apertio ([News - Alert](#)), to improve the SDP platform.

Since this will be an open standards platform, it will be accessible to all content and application developers of Bharti. Also, Bharti and IBM can distribute the content through multiple channels such as SMS, MMS, WAP  and Web once the project is implemented. The company can use the same platform to all mobile, broadband and fixed lines and Airtel can use it across all the communication systems.

A platform to test new devices and content services is currently being offered by Telco in India and after the launch, Airtel too would be able to offer this service. According to Bharti Airtel's group chief innovation and information officer Jai Menon, the recent service offered by the company where the customers can check and send emails, chat and use search functions, will be integrated with this platform.

The platform is expected to be functional by 2008 and the company is planning to spend \$ 100 million on this venture. According to Menon, this is a scalable platform and IBM can look beyond the \$ 100 million budget by Airtel to expand this platform.

But what's the role of the 4 major IT companies which Airtel has signed up? Well, Menon says that Mobilitec will provide content management solutions, digital rights management will be handled by CoreMedia, Adamind will handle the transcoding and the parlay gateway part will be provided by Apertio.

The SDP platform would primarily consist of three major gateways related to content, messaging and application.

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