

Project Destination

Helping SPs deliver web-based converged services to subscribers — anywhere, anytime

Highlights

- End-to-end software infrastructure that enables quick, dynamic deployment of personalized, contextual network based services
- Client side Java ME application (MIDlet) providing a framework to rapidly create and deploy network based services in a compelling user experience
- Set of core network based services and the ability for operators to add and manage these services across currently deployed Java technology enabled devices on their network
- Tools for developers to create new services that the operator can easily deploy to Java technology enabled devices



Today's service providers face a dramatically different marketplace than the one they competed in just 10 years ago. The fixed-line revenue base for both consumers and businesses, which had once seemed so dependable, has flattened or deteriorated. In the meantime, wireless-voice revenue that seemed so promising because of rapid growth has also slowed. Competition from other service providers, from new entrants taking advantage of deregulation, and from nontraditional competitors such as Web players have commoditized fixed and wireless services much more rapidly than many in the industry expected.

While technology trends have been largely responsible for many of the challenges, these trends also offer service providers the opportunity to attract new revenue in other areas. Two key trends are the increasing use of both infotainment and social networking services by consumers, and the growing demand for converged and personalized services.

As mobile devices continue to grow much more powerful each year, and as high-speed networks continue to be deployed by service providers, their users have demonstrated an insatiable appetite for new applications and services to capitalize on this power. Consumers are becoming more demanding of having the services, applications, and data they use available to them at any time, on any device, and personalized to their preferences and current status. If service providers can meet this burgeoning demand and capitalize on their special relationship with their subscribers, they have the opportunity to be a true destination: a major Web player as well as the provider of a complete range of converged communication, infotainment, social, and enterprise services for all the screens that a consumer sees — whether on mobile handsets, computers, or set top boxes.

Sun's Project Destination is a comprehensive platform that can allow service providers to realize their business objectives of being the services destination for their customers. It provides for rapid development of services on the client side, along with a server infrastructure that delivers easy orchestration and integration of multiple online services. It acts as a service-creation "manufacturing system" that allows service providers to engage an ecosystem of community developers and partner organizations to help in the generation and deployment of new, compelling services — quickly and efficiently.

Personalized client applications

Project Destination provides a customizable and themable *MIDlet* — a Java™ program for embedded devices — enabling personalized services to be created and delivered to users in an intuitive, easy-to-use carousel user interface paradigm designed to run on currently deployed MIDP handsets with services that can be dynamically changed. The framework includes an ad engine, enabling service providers to deliver targeted advertising to their subscribers. An HTTP proxy servlet even allows devices that can't support Web services to participate in these applications.

A wide array of devices and applications

Project Destination client applications sit on top of the Java Platform, Micro Edition — the most ubiquitous application platform for mobile devices — so Service Providers have the ability to provide personalized, contextual and network based services to the 5.5 Billion Java technology enabled devices now being used worldwide.

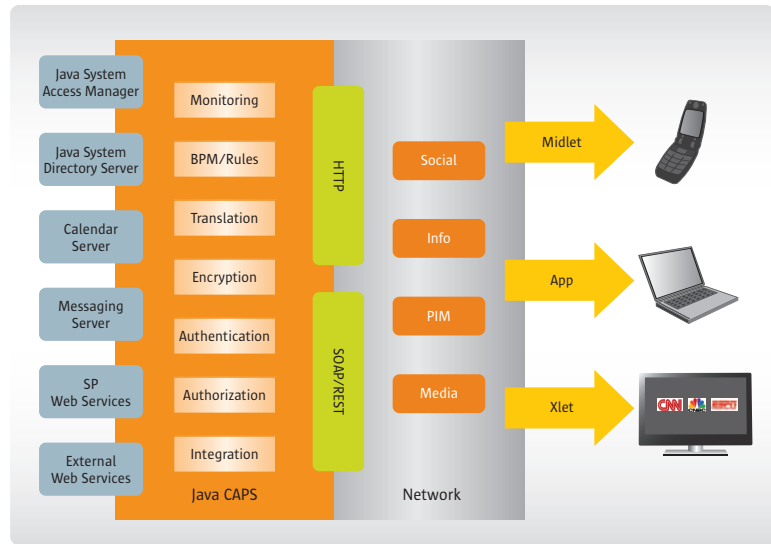
Orchestration using an outstanding service-oriented architecture

Project Destination leverages the Sun Java System Composite Application Platform Suite (Java CAPS), which contains everything an enterprise needs to develop, deploy, manage, and monitor a service-oriented architecture. The integration components of Java CAPS share a common user interface, toolset, repository, and deployment methodology, plus a single runtime, enabling a short learning curve within a productive orchestration environment.

Java CAPS enables connectivity to operator services provided by parlay X gateways, IMS, and mail servers along with 3rd party content services such as point of interest databases, news and information feeds, network based calendar services. Java CAPS then enables the mashing up of these services to create personalized and context aware end user services that can then be deployed to Java devices.

Industry-leading identity, access, and directory services

The Java System Identity Manager product suite streamlines and simplifies the process of managing user identities across a variety of applications, providing Project Destination with authentication, authorization, user provisioning, and identity federation for linking identity credentials beyond domain boundaries.



Functional Overview of Project Destination

Scalable and performant platform

On the server side, Project Destination applications run in the Java System Application Server, which is based on Project GlassFish™, an open source (CDDL and GPL v2 with ClassPath Exceptions), enterprise-quality (includes clustering and high availability) implementation of Java Platform, Enterprise Edition (Java EE) 5. Project Destination users will benefit not only from the technical strength of the underlying application server, but also from the vibrant community of 7000 GlassFish members, and many contributors from outside Sun.

Comprehensive range of project lifecycle services

Sun offers integrated and broad portfolios of services which encompass the full lifecycle of Project Destination, from evaluation, through architecture and integration, and to management of the solution. These services address

each of the four disciplines of people, process, practice and platform for the major components of Project Destination, including Java CAPS and the Sun Identity Management product suite.

Delivering revenue and speed with Project Destination

Project Destination is a comprehensive solution for rapidly building and deploying new end user services worldwide. Leveraging this end-to-end solution, Service Providers establish new means of fulfilling their subscribers insatiable appetite for personalized content which in turn will deliver a better overall experience for their customers and an increased average revenue per subscriber (ARPU) for the Service Providers.

Learn more

For more information about Project Destination, please contact us at destination@sun.com