BEA, elata, Incomit and Volantis form Service Delivery Platform Alliance

Submitted by: Nelson Bostock Unlimited

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Key players join forces to manage complex infrastructure issues surrounding mobile data services

London, April 9 2003: Leading software and service providers to the mobile industry - BEA, elata, Incomit and Volantis – today announced the formation of the Service Delivery Platform (SDP) Alliance, an open forum to clarify issues surrounding SDP infrastructure and promote open standards and device platform independence. The SDP Alliance will help mobile operators and vendors to better understand infrastructure requirements and make informed strategic decisions to achieve their business plans for mobile data.

The concept of the service delivery platform is rapidly being adopted across the mobile industry as the technology infrastructure that can provide packaged applications, operational & business support systems and over-the-air networks. This infrastructure collectively provides the mobile operator with an end-to-end platform for delivering content via an over-the-air network to subscribers and their mobile devices.

The creation of the SDP Alliance comes in response to the lack of recognised standards and clarity within the mobile service delivery market. The founding members aim to speed market adoption of SDP infrastructure, helping the industry convert years of hype into solid and effective new business and technology models for wireless data service delivery.

"The SDP Alliance will act as an industry-independent forum that provides independent verification and education to reduce the current confusion in the mobile market," said Neil Sholay, Industry Marketing Manager - Telco, BEA. "BEA's heritage in this sector combined with the commitment of the Alliance to open standards will facilitate interoperability and integration throughout the mobile industry."

According to leading analysts, Ovum, the service delivery platform is a crucial issue for mobile operators. "Mobile operators are well aware that they need a sophisticated service delivery platform to manage the portfolio of new data services coming to market. But they've still got some way to go in terms of dumping their old "silo" mentality. For example, there's no point in implementing downloading platforms, which are exclusively tied into Java applications. The infrastructure has to be application-neutral," commented Jessica Figueras, senior e-infrastructure analyst, Ovum.

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About elata

elata, the UK-based innovative wireless software specialist has been developing solutions for mobile operators and service providers since 1996. The elata senses subscriber management and service delivery system forms the software foundation of a mobile operator's wireless service delivery platform (SDP) and enables the operator to manage their subscriber base and deliver different content types, including wireless Java, to mobile devices. Both platform and device independent, elata senses enables mobile operators to drive revenues from new generation wireless data services. 3 (formerly Hutchison 3G UK Limited) and Amena in Spain are among those who deploy elata senses throughout their networks.   Visit the website at: http://www.elata.com

About BEA

BEA Systems, Inc. (Nasdaq: BEAS) is the world's leading application infrastructure software company, providing the enterprise software foundation for 13,000 customers around the world, including the majority of the Fortune Global 500. BEA and its WebLogic® brand are among the most trusted names in business. Headquartered in San Jose, Calif., BEA has 81 offices in 34 countries and is on the Web at http://www.bea.com

About Incomit

Incomit is a leading provider of solutions for managing, controlling and monetising an operator's application provider ecosystem. We ease the creation and delivery of new, richer mobile applications by enabling operators to evolve their existing closed and fragmented legacy infrastructures into one open

solution. This provides third parties with controlled access to the operators' network assets so they can create and deliver new mobile applications in a standard IT environment through the use of Web Services and Java.

Incomit's Movade has been deployed at leading operators world-wide, and forms the heart of HP's Mobile Service Delivery Platform, a global offering backed up by HP's world-wide deployment, system integration and support capabilities. Incomit is a member of the JAIN Council and sits on the OSA/Parlay board. Visit us at www.incomit.com

About Volantis

Founded in March 2000, Volantis (www.volantis.com) provides a cost-effective and flexible approach to the design and implementation of multi channel 'Device Aware' applications. With Volantis, organizations can rapidly deploy new applications, or extend existing applications, to wireless handsets, interactive television (iTV), interactive voice response (IVR) services and other emerging information appliances. Volantis serves Global 2000 companies across a number of industry sectors.