



Service Creation and Execution (SCE/SEE)

A friendly environment for creating tailored and innovative applications

Key Benefits

Ease of use

The “drag & drop” service creation toolkit allows non-expert telecom users to rapidly create real, usable telecom services

Drives revenues and reduces costs

Jinny SCE/SEE provides the perfect platform to create and execute cost effective VAS applications. It also helps to reduce the cost of ownership of telecom services

Eases network integration and reduces integration cost

Integration within a network — using the same element for value-added services like SMS and USSD — significantly reduces integration costs. Once the Jinny SEE has been integrated, services created by SCE are easily deployed with no additional effort

Fast to market

Enables you to quickly bring new value-added services to your network

Market Dynamics

The demand for quickly delivering new applications is increasingly becoming a business imperative. For example, given the intense competition in the telecom sector, mobile telephony service providers need to continually develop compelling applications to attract and retain end-users, and launch them rapidly to market.

Often, if a competitor introduces a new service, you must offer a similar or better service within days or weeks, to avoid losing customers. Also, you can attract enterprise customers by offering custom-developed, value-added services that leverage your telecom and IT infrastructure. Enterprise customers typically offer significantly higher margins than consumers, and are thus more attractive. Service providers therefore need tools and standards-based runtime platforms to quickly develop and deploy new applications. This assists the transition towards operating an on-demand, responsive business.

Product Overview

The Jinny Service Creation Environment (SCE) is a graphics-based intuitive development environment with enhanced Web services support for rapid development of new value added services.

It allows an operator or content providers to create new services without a need for software developers, accelerating the time-to-market of tailored services and at the same time improving the control over these services.

The SCE is fully web-based. There is no need to install any software on the administrator’s computer and it can be used anywhere. The Jinny SCE is supported on Microsoft IE, Firefox and Chrome.

The Jinny Service Execution Environment (SEE) is a carrier-grade run-time environment for the deployment and execution of services created by the network operator or third party application developers.



Key Features

User-Friendly Graphical Editor

The Jinny SCE equips you with a graphical user interface for designing and creating new applications. The drag and drop user experience allows you to create innovative applications without coding experience.

User Management

The Jinny SCE user management tool allows the administrator to manage user accounts. It allows him to create different types of users; e.g admin, publisher, tester, and so on.

File Management Graphical User Interface

The SCE file management module allows you to manage the applications repository.

Simulator

The SCE simulator environment provides a web-based simulation environment to test the applications before running them in the operator network.

Reports and Statistics

SEE delivers details on usage characteristics for submitted messages, giving information such as application access during a month, day or hour, or the number of requests served successfully.

