



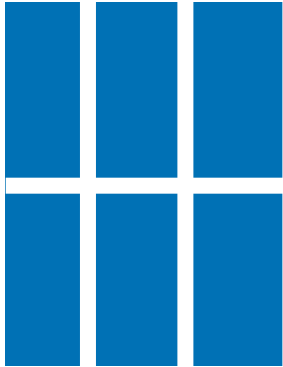
Meeting Today's Network & Service Provider Challenges with HP Software

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HP Software

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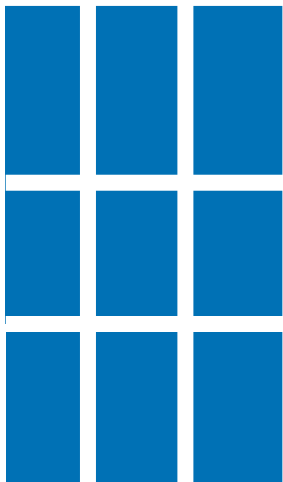


Agenda



How are Network planners, IT and Operations professionals reacting to today's pressures?

Applying the Concepts of the Adaptive Enterprise



HP OpenCall for a common service infrastructure

HP OpenView for Agile IT and Operations

Meeting the Challenges with HP Software

Agenda



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Meeting the Challenges with HP Software

How are CIOs, Network Architects/Planners reacting to today's pressures?

- Reducing Complexity: too many systems, duplication
- Reduce IT, operations, & capital costs: spending out of line with corporate average; network has many custom components; Opex high
- Enhance Customer care and Billing: customer focus helps segmentation strategies and competitive position
- Define and Implement new services and technologies more quickly
- Define Architecture: for above challenges and to prepare for the future a consistent architecture(s) is needed



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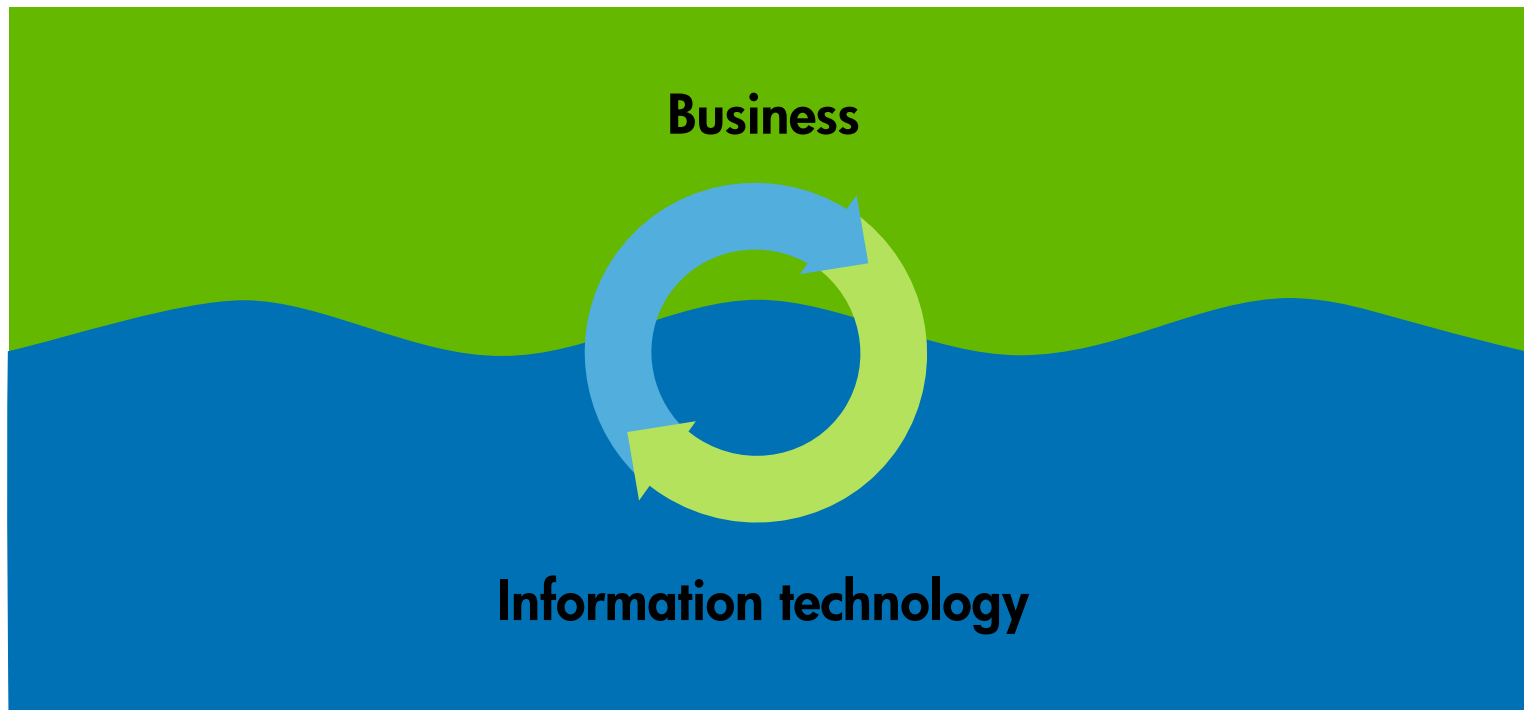
HP OpenView for Agile IT and Operations



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The Adaptive Enterprise

Business and IT synchronized to capitalize on change



Business benefits: simplicity, agility, value

You have to measure and manage Agility



Assess IT's ability to respond to business change

Time

The speed at which business process and infrastructure changes can be implemented

+

Range

The breadth or scope of change that can be supported or introduced

+

Ease

The facility with which changes can be introduced or supported

Profile

Examine IT and telco network strengths, weaknesses and ability to enable business agility

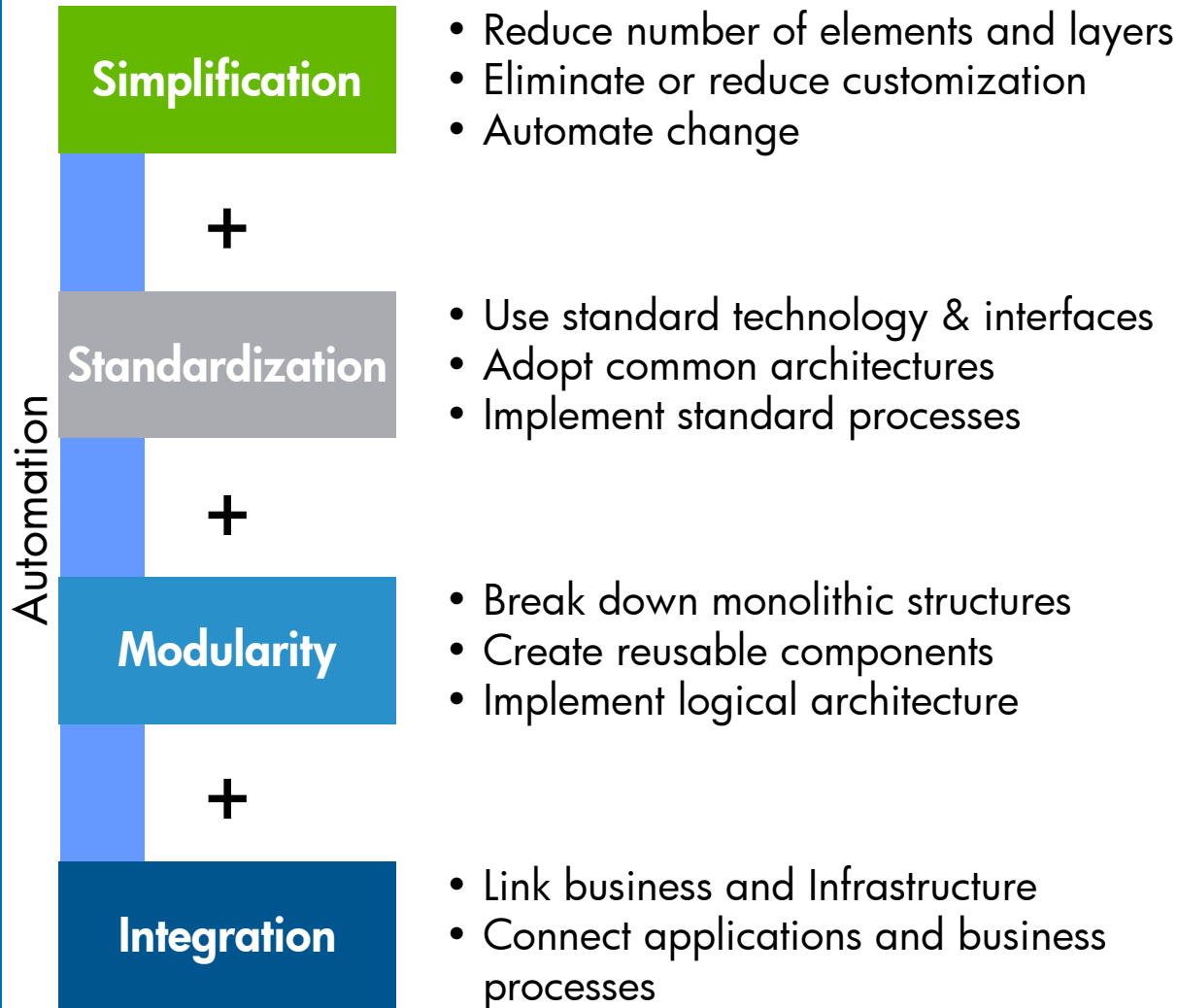
Prioritize

Identify critical priorities for agility impact and investment optimization based on client priorities

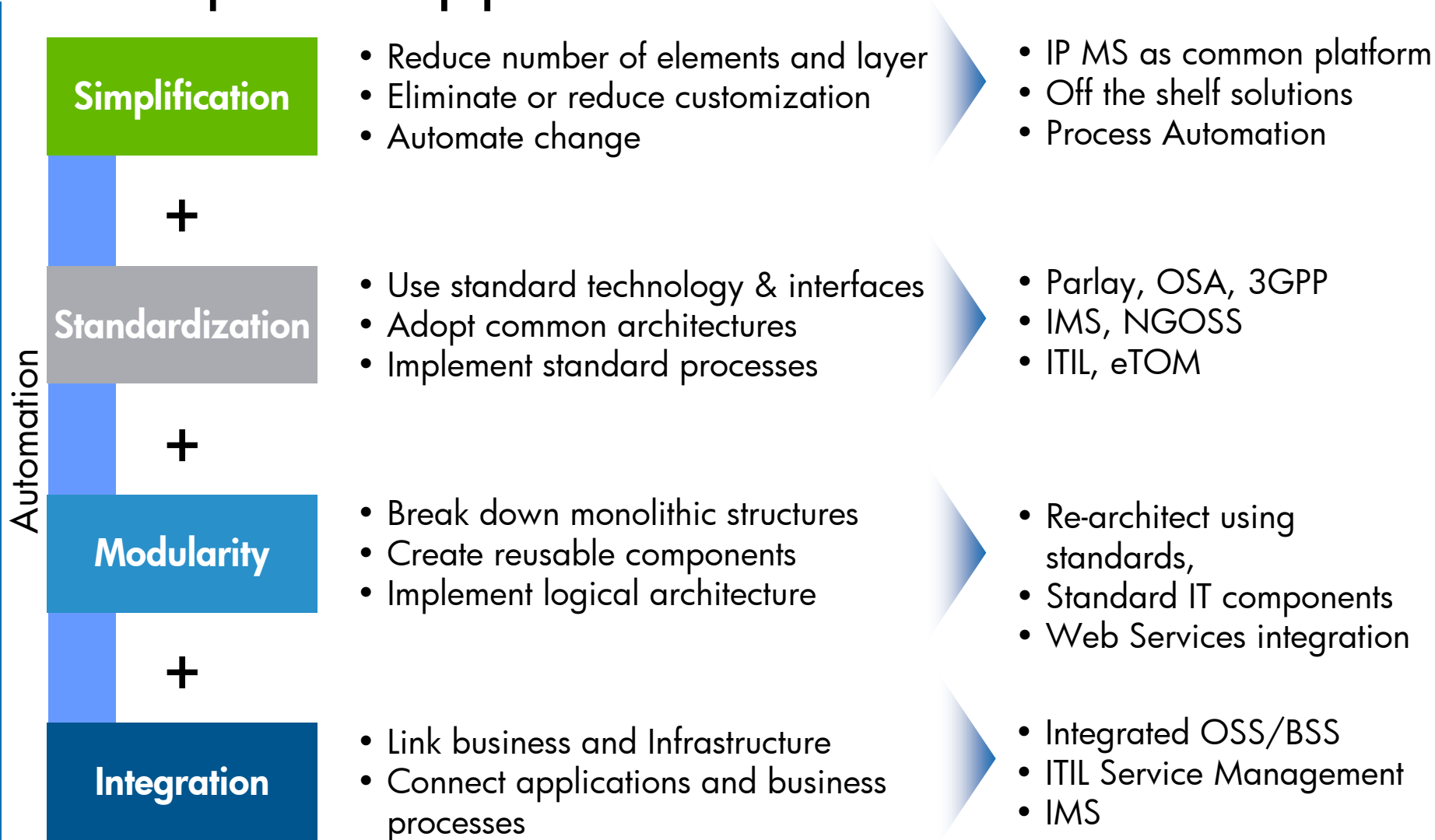
Prescribe

Recommend adaptive IT and network approaches and investments that address the critical priorities

Facing the challenges – HP Adaptive Enterprise



Facing the challenges - HP Adaptive Enterprise Applied



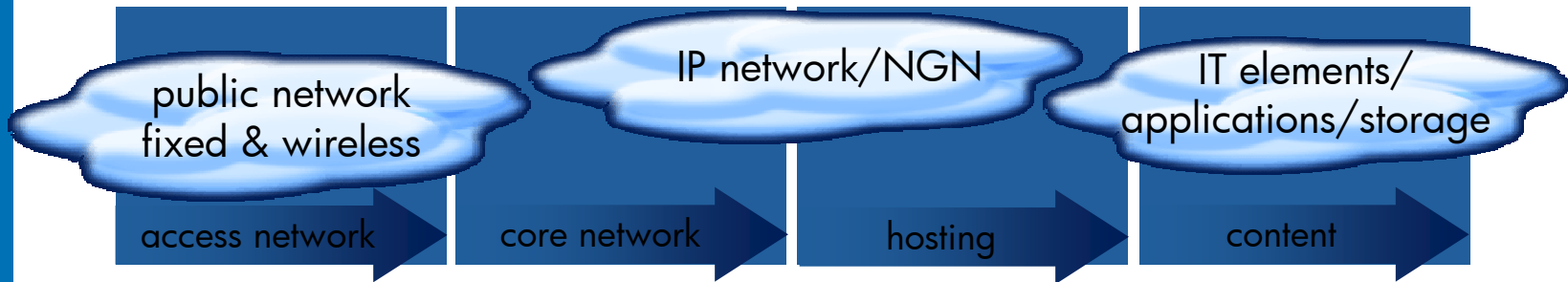
Flexibility & Virtualization of Communications Infrastructure with HP Software

Operations Support Systems
Business Support Systems
IT Management

Process Automation
Standardization
Simplification

Signaling, Network Elements
Service Control,
Location & Mobility

Modularity
Integration



HP OpenCall and HP OpenView

HP OpenView

Process Automation

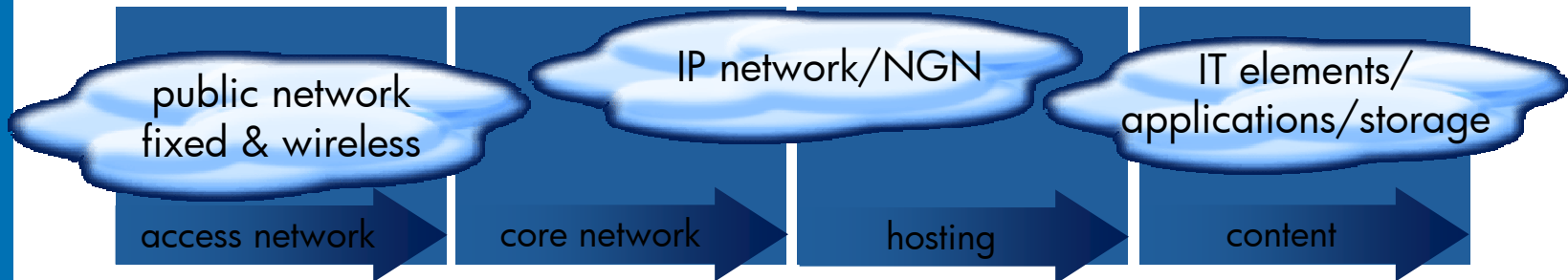
Standardization

Simplification

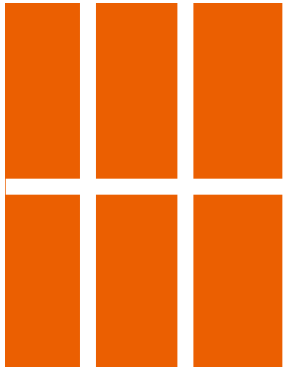
Modularity

Integration

HP OpenCall



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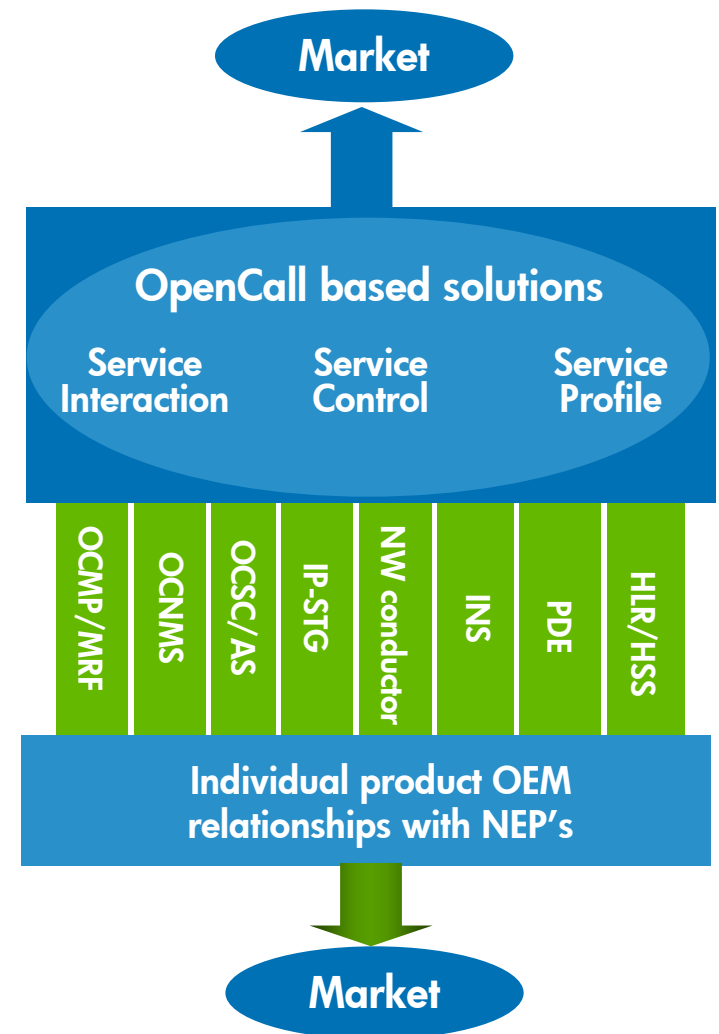
HP OpenCall vision

- We envision a world where businesses and individuals tap into information and services — whenever they want and wherever their day takes them
- A world where these services are personal, rich with content, and adapt to human ambition
- A world where network, service and content providers are highly adaptive, and able to anticipate and meet the needs of their customers



HP OpenCall approach

- End-to-end suite of integrated software & hardware based products...
- ...which form the basis of solutions that address Service Interaction, Profile & Control, otherwise known as Integrated Service Delivery
- ...that is brought to market directly to SPs as solutions that take advantage of the variety of OpenCall based partner applications.
- ...or as a component part of the core infrastructure offering of a NEP
- ...through HP C&I or other regional or boutique integrators
- ...supported by a world class 24 x 7 HP support team

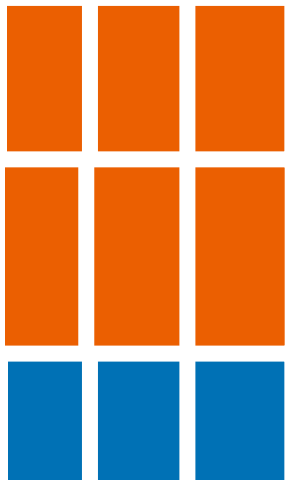


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HP OpenCall for a common service infrastructure

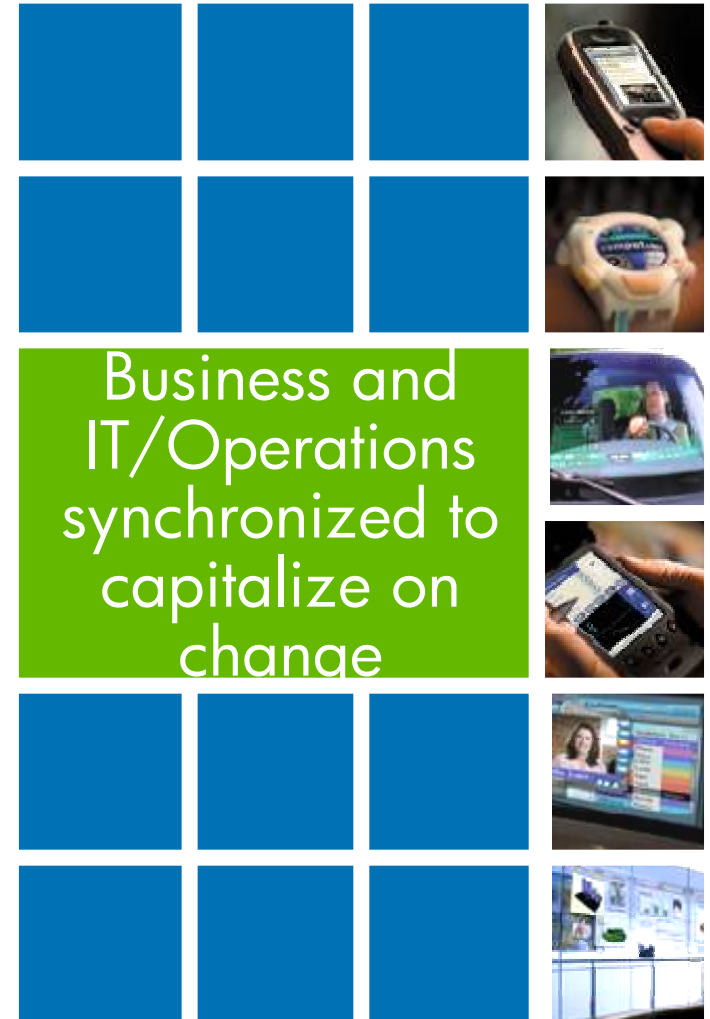
HP OpenView for Agile IT and Operations

Meeting the Challenges with HP Software

HP OpenView vision for the Network & Service Provider Market

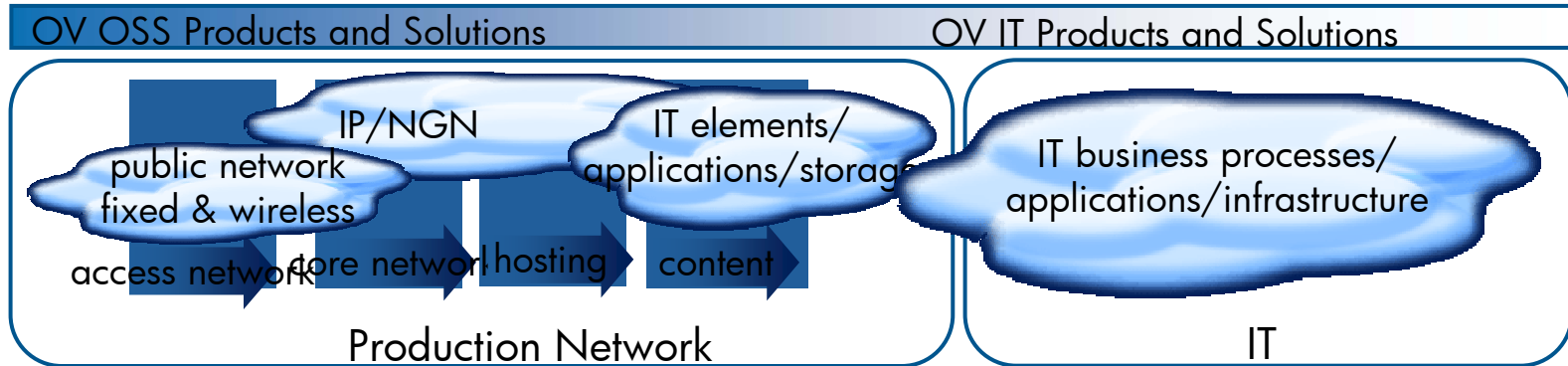


- To enable IT and Operations departments to become more agile so service providers can capitalize on change.
- To enable IT and Operations groups to manage from customers, business processes, through applications, integration software and network infrastructure.
- To provide the communication industry's broadest reach of management software.



HP OpenView approach

- End-to-end suite of integrated software which is...
- ...bringing efficiency to Operations support systems in Operations groups
- ...bringing IT service-driven operations to IT organizations in the NSP.
- And bringing IT and Operations together



OSS
 "Business/Network and Operations synchronized to capitalize on change"

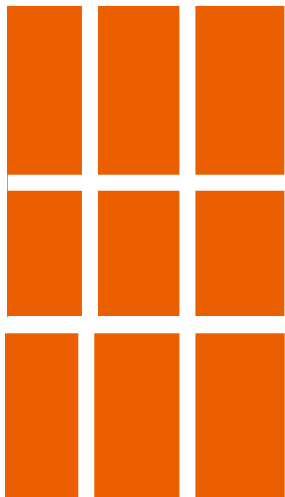
Enterprise IT
 "Business/IT synchronized to capitalize on change"

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Meeting the Needs: Reducing Complexity



Too many systems, duplication

- HP's broad portfolio of integrated OSS and IT management applications: one portfolio, shared tools and architecture across IT and Operations
 - **E-plus** uses HP OpenView across IT and Telecom management for a single console management view
- HP OpenCall products provide flexibility to unify operations, and deliver revenue and cost benefits
 - **Rural Cellular** deployed HP OpenCall's HLR to consolidate their network, manage voice and data services, authentication and multiple wireless network technologies – from a single platform

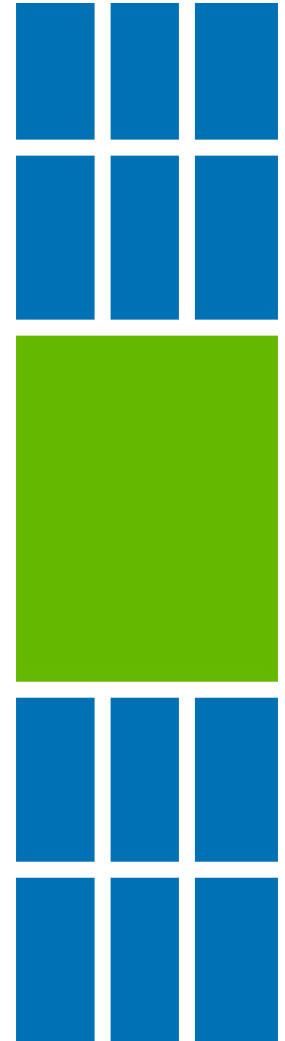


Meeting the Needs: Reduce Opex and Capex costs



Reduce IT, operations, and Capital costs: IT

- HP OpenView delivers automation across IT and Operations processes
 - MCI is 50% more efficient in their transport network operations with OpenView
- HP OpenCall provides standards-based, carrier-grade, cost-effective infrastructure solutions
 - Proof point: HP OpenCall Media Platform VoiceXML enables 35% lower Total Cost of Ownership compared to top Voice XML competitors



Meeting the Needs: Enhancing Customer Focus and Billing



Customer focus helps segmentation strategies and competitive position

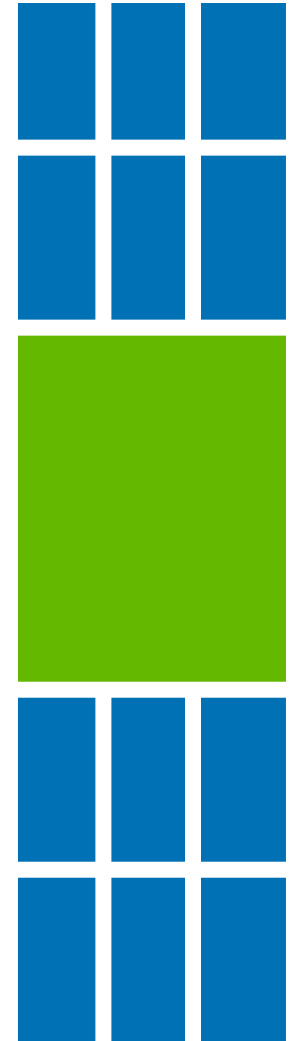
- With HP OpenView customer and service-driven operations is facilitated; Industry-leading convergent mediation delivers advanced billing and customer segment data.
 - **KT Freetel** replaced home-grown mediation with HP for more flexible 3G data service billing. Over 10 companies use HP OpenView Service Quality Manager to track real-time SLAs.
- HP OpenCall allows more flexibility and ease of creation of the new services customers want.
 - As part of HP's Service Delivery Platform (SDP), and with our IMS strategy, HP OpenCall is driving a whole new generation of services



Meeting the Needs: Define and Implement new services & technologies

Define and Implement new services and technologies more quickly

- With the breadth and flexibility of HP OpenView, new services are quickly managed and easily automated and billed.
 - **Vodafone UK** uses a three level quick-start management plan for new mobile services in conjunction with HP.
- HP OpenCall allows rapid time to market for new services with a common, equipment vendor independent services platform.
 - **EMT Estonia** uses HP OpenCall Service Controller based IN Platform and Services for fast time to market, openness and flexibility

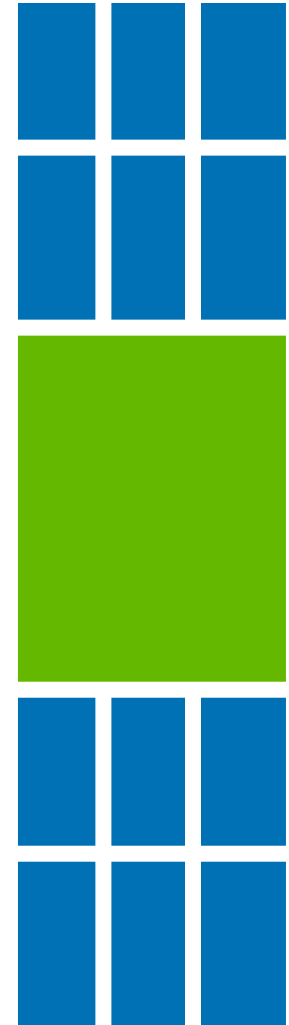


Meeting the Needs: Define Architecture



Define Architecture: to meet other challenges and to prepare for the future a consistent architecture(s) across the business is needed

- HP OpenView leads with support for ITIL, eTOM and a web services lifecycle management offer
 - **Telefonica Moviles** uses the Web Services-based HP Service Delivery Platform and manages it with HP OpenView.
- HP OpenCall delivers an open communications architecture which enables operators to rapidly deploy next-generation services at reduced cost with improved operational efficiencies
 - Proven commitment to industry standards - leadership positions in W3C, IEEE, VoiceXML Forum, and other standards body organizations



HP OpenCall and OpenView – Our Customer base



TeliaSonera



NEC



Telefonica

- 40 of top 50 operators use HP OpenCall solutions
- Over 400 service providers use HP OpenView solutions
- Eleven Network Equipment Providers resell or reference HP OpenView products, most of these also sell OpenCall-based products
- More than 50% of HP Software revenue comes from the NSP segment



NOKIA
CONNECTING PEOPLE



Conclusion: Software is key

HP OpenView the “Glue” Linking
Business and IT; Customers and
Operations



OpenCall is the “fuel” for the business
of Network Service Providers
to become an adaptive NSP

