



## HP Communications, Media & Entertainment

Telecom heritage + IT innovation + digital media expertise + personal devices

### Overview

Everything is changing. De-regulation, wireless, the Internet and digital media are re-shaping the market landscape. Consumers, once limited to voice-only services, now rule the market. They expect seamless access to information, entertainment and communications services – whenever and wherever their day takes them. They want services that are content-rich, personalized and relevant to their lifestyles.

The global telephony industry – mobile operators, broadband providers and mobile virtual network operators, supported by network equipment suppliers – must now bring to market hundreds of innovative services quickly and efficiently. To do this, they need to evolve toward streamlined networks and operations infrastructure that are based on digital, IP-based (Internet protocol) technologies.

They also need to deliver services that are enriched with the video, music, news and sports that consumers want. To deliver entertainment-based services, telecom service providers need to cooperate closely with the media and entertainment companies that are creating and distributing the digital content.

Telecom and entertainment are converging – and the point of convergence is digital media.

HP has a unique combination of experience that places it at the point of convergence: 30 years of experience in telephony networks and operations systems; core competence in digital content creation, management, storage and distribution; leadership in the standards-based IT technologies that both telecom and entertainment companies need; and, an informed understanding of the consumer behavior that now drives the market.

To enable the desired consumer experience, HP is helping telecom and entertainment companies build a broad digital “ecosystem” that integrates previously separate networks: wireline voice, wireless, Internet and television.

The HP Communications, Media and Entertainment (CME) business unit accounts for 10 percent of the company’s revenue, about \$9 billion across all business groups.

### HP CME offerings in telecom and media/entertainment

In telecom, network and service providers (NSPs) still rely on cumbersome and costly legacy infrastructures, which are mostly proprietary and circuit-switched. HP CME’s core strategy is to help NSPs streamline their networks and OSS/BSS with IP technologies, standards-based solutions and service-oriented architectures – all proven in the IT world to reduce costs and increase flexibility and all optimized by HP to meet carrier-grade

requirements.

To achieve this objective, HP provides customers with an array of server platforms, software such as HP OpenCall and HP OpenView OSS, global professional services, and the technologies and support from more than 500 tightly linked partners.

#### **Four comprehensive blueprints**

HP's broad array of software, platforms, services and complete solutions are grouped into four major "blueprints" that map directly to service provider needs:

**1) HP Service Delivery Platform.** A service-oriented architecture, HP SDP provides carriers with a unified, secure framework for creating and delivering new services across different network types (fixed, mobile and broadband) and generations (2G, 3G, etc). Multiple services can share a common set of resources, thus increasing services interoperability and reducing operating cost and management complexity. With a standards-based interface to the network, HP SDP simplifies and streamlines service development for 3rd parties – which reduces cost and shortens time to revenue. Leveraging HP OpenCall IMS software, HP SDP provides a framework for carriers to integrate IMS-based technologies.

Related to HP SDP is the HP Services Marketplace. It provides operators an environment where they can analyze business and market needs, work with a large community of developers to explore creative new services, then test and demo them in real-world pilot programs – and finally, deploy them in the network – via HP SDP or other solutions.

**2) HP Integrated Service Management.** HP ISM is a comprehensive framework for integrating OSS and BSS. It provides operators with the flexible, service-oriented approach they need to effectively manage their networks and services, improve mediation and billing, and assure quality of service for customers. HP ISM is aligned with Next Generation OSS (NGOSS).

**3) HP Digital Media Solution.** HP DMS is a portfolio of solutions that enables broadcasters and network operators to automate every aspect of the digital workflow, from ingestion or creation of new content, through editing, processing and storage, to archiving and retrieval.

It enables media companies to create content once and distribute many times in any format. HP DMS includes a suite of specific "editions" that are optimized for specialized business and operational needs. Available now are the Syndicate Edition and the IPTV Live Edition.

**4) HP Advanced Open Telecom Platform.** HP AOTP includes the industry's most complete offering of enterprise and carrier-grade platforms (rack-mount, ATCA blade and custom), operating systems including carrier-grade Linux, SAF-compliant management software and other telecom software such as HP OpenCall and HP OpenViewOSS. These standards-based technologies can help operators accelerate time to revenue, while reducing structural cost and risk. To deliver these benefits, HP enhances commercial off-the-shelf technologies to meet the stringent requirements of telecom operating environments.

HP AOTP also includes platform testing and validation, consulting and integration services, global support, and a large partner network.

### **HP CME taps expertise and solutions from across the company**

HP's presence in consumer devices is also valuable. HP has "mobilized" its entire line of notebooks and iPAQ handheld devices so consumers and business professionals can enjoy anywhere, anytime access to voice, data and entertainment services. HP also brings to market an array of home entertainment devices such as Media PCs, digital TVs and digital projectors.

In the enterprise market, HP works closely with businesses and NSPs to extend key business applications (such as email and sales force automation) beyond the confines of the office -- to help mobile workers work productively outside the office. HP leadership in IT is useful to CME telecom customers as they seek to expand their business in the enterprise market

HP is also very active in driving the worldwide growth of wireless local area networks (WLANs or "hotspots"), both public and private.

Finally, for both businesses and consumers, HP is leading the effort to make mobile printing a reality. From devices to infrastructure, HP, along with many NSPs, is making it easy to capture, print and share images wirelessly -- for both personal enjoyment and business productivity.

### **HP leadership positions in NSP markets**

- 100 percent of all e911 deployments in tier 1 CDMA carriers in North America
- No. 1 provider of off-switch signaling software (HP OpenCall, 3600 SS7 platforms in 50 countries)
- No. 1 provider of SMS enabling platforms (hardware and software) -- more than 70 percent of short message traffic runs on HP OpenCall SS7 software platforms
- More than 220 million people at 35 operators on five continents depend on HP mobility management solutions (HP OpenCall mission-critical Home Location Register)
- No. 1 in TMN-based network and systems management (HP OpenView OSS, 180 networks worldwide)
- 100 million+ subscribers depend on HP mobile prepaid wireless solutions (HP OpenCall and NonStop platforms, HP Services/Consulting & Integration)
- More than 460 Service Control Points deployed around the world (39 percent market share) deliver mission-critical core network transaction processing for wireline and wireless networks

Additional information on HP CME is available at [www.hp.com/go/cme](http://www.hp.com/go/cme).

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