



HP Communications & Media Solutions (CMS)

Overview

HP serves two converging industries, telecom and entertainment, through a single business unit, HP Communications and Media & Solutions. CMS overall objective is to help service providers transform the customer experience.

With 30+ years experience and core competence in both industries, HP CMS is helping service providers and network equipment suppliers meet the changing needs of hundreds of millions of wireless, wired, and broadband subscribers.

Convergence is driving change on many levels. Consumers want content-rich, personalized services – and they want them to be seamlessly available across all their devices – phones, computers, TVs. Previously separate networks, telephony, Internet and TV, are converging. Telecom and IT are converging, as operators evolve away from legacy networks toward IP-based networks that are open, modular and service-oriented.

HP CMS delivers a broad array of solutions and services for network infrastructure, service creation and delivery, OSS and BSS environments, and digital media. HP CMS utilizes its own products, including carrier-grade hardware, OpenCall software, OSS software, BSS software, and Service Delivery Platform – as well as the products of more than 500 partners. HP CMS supports its solutions globally with a telecom-specific professional services team.

For media and entertainment companies, HP CMS provides solutions for content creation, content management and distribution, and specialized media storage. HP CMS brings entertainment and telecom companies together to exploit the value of digital content on the “small screen” – the world’s 2+ billion mobile devices.

HP leadership positions in telecom markets

- 100% of all e911 deployments in tier 1 CDMA carriers in North America
- 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 240 million people at 35 operators on five continents depend on HP mobility management solutions (HP OpenCall Home Location Register - HLR)
- No. 1 in TMN-based network management (HP OSS Software, 220 networks worldwide)
- 100 million+ subscribers depend on HP mobile prepaid wireless solutions (HP OpenCall and NonStop platforms, HP Services/Consulting & Integration)
- 460+ Service Control Points (SCPs) around the world deliver mission-critical core

network transaction processing for wireline and wireless networks

HP Offerings in Telecom and Media/Entertainment

HP CMS strategy to transform the customer experience focuses on infrastructure transformation, operational excellence, real time customer insights, and services innovation. HP CMS' broad array of products and solutions are grouped into four main solutions domains:

1. Service Delivery Infrastructure and Applications

- HP Service Delivery Platform 3.0 – accelerates service creation/delivery
- HP SOA Manager & SOA Systinet – enhance HP SDP governance/management
- HP OpenCall Media Platform – handles interactive video & multimedia services
- HP OpenCall Home Location Register (HLR) – core mobility management software
- IMS-ready versions of products (i.e. OpenCall Home Subscriber Service, HSS)
- HP Testing & Certification Solution
- HP Solutions Consulting Services for business process re-engineering

2. Next Generation OSS

- HP NGOSS Service Fulfillment and Service Assurance
- Fulfillment: HP Service Activator and HP Network Automation
- Assurance: HP TeMIP, HP Network Node Manager, HP Operations Manager, HP Service Quality Management, HP Service Management, HP Performance Insight
- HP Customer-Centric Service Assurance

3. Digital Media

- HP Control Room streamlines video operations with real-time monitoring of video feeds
- HP Traffic Control unifies scheduling of content distribution over multiple user platforms
- HP Digital Media Workflow solution streamlines content management/distribution
- HP Media Storage provides fast, efficient archiving and handling of large video files

4. Real-time BSS

- HP Revenue Intelligence: HP CentralView – taps value of customer data by integrating “silos” into unified view
 - HP Fraud Risk Management – to prevent fraudulent use of a provider’s network assets
 - HP Subscription Fraud Prevention – to identify anomalies and fraudsters at time of sign up
 - HP Revenue Leakage Control – to detect and prevent leakage in the revenue stream
 - HP Credit Risk Control – to predict and mitigate customer payment defaults
 - HP Customer Retention – to model and predict customer behavior – to drive loyalty
 - HP Dealer Performance Audit – to help operators monitor retailer activity
- HP SNAP – real-time policy management
- HP Real-Time Charging – unified real-time billing for voice & data, pre-paid & post-paid
- HP Internet Usage Manager (IUM) – advanced mediation for voice and data transactions

- HP Data Retention and Guardian Online (DRAGON) – helps EMEA operators meet EU mandates

Additional information on HP CMS is available at <http://hp.com/cms>