

HP Communications Industry Overview

Parker Hansen is waiting on the platform for his commuter train when a musical chime on his WAP enabled mobile phone lets him know he has a phone call. It's the office—turns out he's needed in Geneva, Switzerland next week to host an important meeting. Accessing his travel portal, he enters his preferred time of departure and return, requests a hotel near the firm's Geneva office, and orders a conference room, catering services, and a presentation link back to the NY office so some colleagues can sit in on the meeting. Automatically, in the background, the system makes his travel reservations based upon his already



entered preferences for airline, seating, in-flight meals, and rental car. At the same time, the conference room is reserved, and translation services and catering are assured. Hansen decides to talk directly to his ISP's customer service representative about the critical presentation link between Geneva and New York. He activates the "talk" function on his WAP phone and the Customer Service Representative, a specialist in the high-speed technology, immediately appears on his screen. She is located in Singapore—optimum service, not geography determines the response. She confirms the broadband link and informs

him that, as a premium customer, he'll be receiving high-speed performance at no rate change. She also tells Hansen that the currency exchange rate for Swiss francs is very favorable at the moment, and, with his approval, transfers travel funds to his company account.

In the meantime, Hansen's wife, Marie, is sipping a cup of Chai in a café in their home town and accessing the Internet from her voice-activated PDA. She opens a video message from her son's teacher which includes a video clip of Andy giving a book report on dinosaurs earlier in the day, complete with a huge T-Rex hand puppet that takes on a life of its own. She is so pleased that she uses her PDA to order a new game for her son—Dinosaur Darrell—and bumps up their home Internet access to a higher bandwidth so he can play it with his friends in the neighborhood. With one voice command on her PDA, which is equipped with a tiny video camera, she calls Andy. In the living room, a call waiting notice on the large screen TV informs Andy that the call is from Mom—the rest of the screen is taken up with the new dinosaur game that Andy just received from his mom.

Andy answers the call and his mother's image appears in a box on the screen. He's thrilled with the new game and, being an Internet-savvy kid, the extra bandwidth.



Marie leaves the café to pick up her husband at the train station. Parker has been listening to vintage jazz recordings that he accessed through his mobile MP4 recorder's entertainment portal.

He sees his train in the distance and quickly retrieves a soda from the train station's vending machine by using the infrared port on his cell phone. This expense, as with many other services, will be recorded on his cellular phone bill. He shakes his head, remembering when vending machines used to require coins. He hops on the train ready to relax during his commute home. It's been a good day.

The Power Behind E-services

The adventures of the Hansen family are just a few examples of e-services in action. HP's e-services vision helps people and businesses derive new value from the Internet by moving beyond web-based access to information to a world where people simply plug-in to a rich array of nimble, modular electronic services on the Net. As the pioneer of open systems, HP understands how to build this new open-services marketplace and is leading the way to this next logical evolution of the Internet.



E-services are the logical outgrowth of fundamental changes in the communications industry whose infrastructure is being transformed by:

- Worldwide deregulation and competition
- The need to be highly customer-centric
- The rapid growth of wireless communications
- The emphasis on IP-networks

E-services are also being made possible by the rapid change in IT provisioning triggered by the emerging market for hosted enterprise applications (Apps-on-Tap). Network-based, rentable applications are becoming increasingly attractive to companies unwilling to tie up precious resources to deploy and manage the extensive IT infrastructure required to support these services.

For example, here are just a few of HP's enabling

Customer Scenario
Scenario 1 Parker Hansen's WAP enabled mobile phone is able to connect to a number of sources, which allows complex travel plans to be simple and quick.
Scenario 2 Parker uses the "talk" feature of his phone to contact a customer service representative. He's offered high-speed performance at no rate change.
Scenario 3 Marie connects to the Internet using her intelligent PDA and is able to receive emails, voice, video and fax messages.
Scenario 4 Marie orders a new game for her son and a high-speed line so he can play with his friends.
Scenario 5 Parker is listening to music that he has accessed via his mobile phone.
Scenario 6 Parker retrieves a drink from the vending machine without using coins.

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Primary stakeholders in this market are the communications industry Service Providers (SPs). SPs include existing and emerging telecommunications companies, ISPs, ASPs and the many other organizations that offer communications and information/content services.

E-services are ushering in Chapter 2 of the Internet's development. In Chapter 1, Internet users forged new interactions with customers, including e-Commerce. Chapter 2 introduces e-services, which will fundamentally broaden and change how individuals and businesses interact over the Internet.

A World of Communications

HP is helping SPs take full advantage of opportunities generated by the emergence of e-services.

HP Provides SPs with:

- Service delivery infrastructure needed to create, provide and manage e-services—for example, messaging service management, operations support systems, usage management, appliance and application management, e-security products and services, and billing and customer care systems.
- Packaged e-services solutions such as Smart Internet Messaging/OpenMail, e-payments from VeriFone, and e-commerce portals such as Commerce for the Millennium.
- Next generation network infrastructure. In addition to its own family of hardware and software solutions, HP partners with industry leaders such as Lucent®, Nortel®, Cisco®, Nokia®, Ericsson®, Oracle®, and Microsoft®.
- Mobile e-services solutions that enable Internet based services or include new types of services for mobile users.

ere are just a few of HP's enabling technologies illustrated in the scenario above that include:

HP E-services Solution	
enabled mobile phone is able to connect to a number of complex travel plans to be simple and quick.	<ul style="list-style-type: none"> • Chai • E-Speak • Internet Telephony • HP Messaging Solutions • Apps-on-Tap • VeriSmart • Praesidium E-security • Mobile e-services platform with WAP server
feature of his phone to contact a customer service offered high-speed performance at no rate change.	<ul style="list-style-type: none"> • HP Front Office including SmartContact • Open Call • Smart Internet Usage • Next Generation CyberCenters
Internet using her intelligent PDA and is able to receive and fax messages.	<ul style="list-style-type: none"> • HP Unified Messaging • OpenMail Anywhere
ame for her son and a high-speed line so he can play it with	<ul style="list-style-type: none"> • Provisioning on Demand/Network Management (OpenView) • Internet Call Waiting
music that he has accessed via his mobile phone.	<ul style="list-style-type: none"> • Streaming Media
nk from the vending machine without using coins.	<ul style="list-style-type: none"> • Microbilling • OpenMail Short Messaging Service (SMS)

