



HP Communications Industry Overview

Recently it seems that communications technology is a two-edged sword—it's a great enabler, but it's also intruding on our lives in ways we could not have foreseen just a few years ago. That's why the next step in communications is to make technology work harder and in the background, so we can be more productive and still lead balanced lives. The capabilities to do this are already here—HP calls it e-services. How does it work? Let's start with a brief scenario that illustrates just a few of the ways e-services can increase our productivity while providing more time for other activities.

In addition, HP's support of SPs is enhanced by HP's E-Services-on-Tap, HP Financing, HP Consulting, HP Network Services and HP Telecom Critical Support.

- HP will provide E-Services-on-Tap over the Net on a pay-per-use basis to service providers including all the bulletproof infrastructure, management processes and global capabilities required to run and rapidly scale their business.
- HP offers complete financing solutions for hardware, software, services and support. From technology refresh programs that transfer technology and obsolescence risk to HP, to innovative business models that reduce business risk, HP works with new entrants as well as incumbents who are transforming their business. Models such as venture financing, IT project financing and pay-per-use cater to the diverse needs of the communications industry.
- HP Consulting enables communications service providers to deploy or reengineer their operations in order to integrate business processes, guarantee quality of service, and gain customer confidence.
- HP Network Services provides rapid implementation services and high availability support for IP infrastructure in the core backbone network, at the network edge (POPs) and on the customer premise.
- HP Telecom Critical Support provides a worldwide 24-hour a day, 365 days a year support infrastructure through 600 offices in 120 countries staffed by more than 27,000 technical support experts.

HP works with SPs to develop the open, flexible infrastructure that allows them to offer e-services to an eager and growing market. Both large enterprises and small- to medium-sized businesses (SMBs) will use e-services to speed up the pace and lower the cost of business processes. They will outsource selected business functions, invent new, breakthrough applications and construct innovative business models. E-services will become fundamental to business operations.

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As SPs adapt to e-services, a highly layered, functional service provider industry will evolve:

- Consumer and SMB access brokers will provide personalized access to a brokered, transaction-based e-services world
- Trading communities (large enterprises working in partnership with one or more SPs) will create focused e-communities and secure workflow/data definitions among supply chains, customer groups and partners.
- Transaction brokers will provide recommendation/rating services and manage content routing.
- ASPs will host branded, packaged applications, often customized to the needs of specific markets or net-based e-communities. Some will offer IT-outsourcing services.
- Value-added service bureaus will provide specialty services to help SPs get to market quickly. Services will include information-on-demand, secure mobile payments, usage management, billing, help desks and customer care.
- Data center operators will provide secure, highly reliable and available data center hosting and systems administration service for the SPs.
- Network infrastructure SPs will supply traditional facilities with highly available connectivity, access and Internet access services.

As existing enterprises adapt their operations to take full advantage of e-services and new businesses emerge to offer Net-based products and services, the world of business will be changed forever. For the SP's, this transformation represents an unparalleled opportunity. HP's role is to help SP's achieve their full potential in this dynamic, emerging new market.

For more information about HP's products, solutions and services in an e-services world, visit our web site at <http://www.hp.com/communications>





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