



hp OpenView dynamic netvalue analyzer 2.0

up-to-the-minute business intelligence for the service provider on the move

the information you need for profitable business growth—right now!

Understanding your customers' usage of services in a next-generation network environment is critical to business success. Whether your focus is on mobile or fixed data services, the HP OpenView Dynamic Netvalue Analyzer (DNA) is ideally suited to service providers who need to make business decisions rapidly.

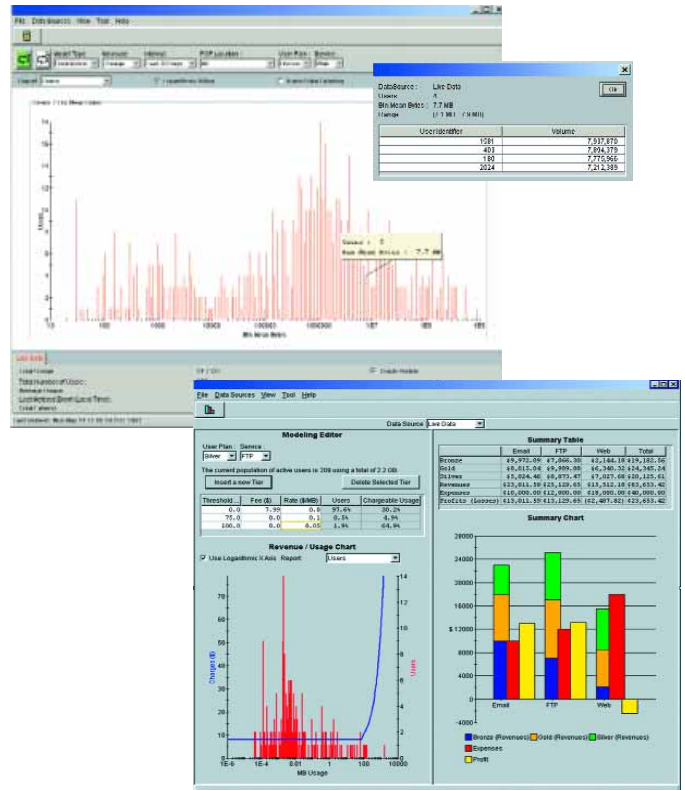
Today's Internet generates large volumes of data. But how do you transform that data into useful information for quick decision-making? DNA offers a nimble solution that will help you get the key business information you need to manage your business profitably.

DNA monitors incoming data and converts it to key business information immediately. Now you can interactively model and analyze high-volume, real-time, service-specific customer usage data. DNA delivers accurate revenue and profit information using your own pricing and cost models in easy-to-read graphical and tabular formats. What's more, DNA is designed with a highly scalable, distributed architecture to meet your current and future infrastructure requirements. DNA is *the only real-time IP solution that transforms raw usage data into business information!*

benefits of hp dynamic netvalue analyzer

- simplifies, speeds, and improves decision-making by enabling you to:
 - focus on profitable business growth
 - identify, monitor, and understand business changes and their impact—in minutes
 - better understand your customers and their usage
 - evaluate alternatives across a broad range of mobile and fixed Internet services
- identifies and quantifies revenue and profit opportunities
- supports the development of new, differentiated service offerings

instills confidence—provides instant interactive profitability models with the assurance that your business information is always up-to-date

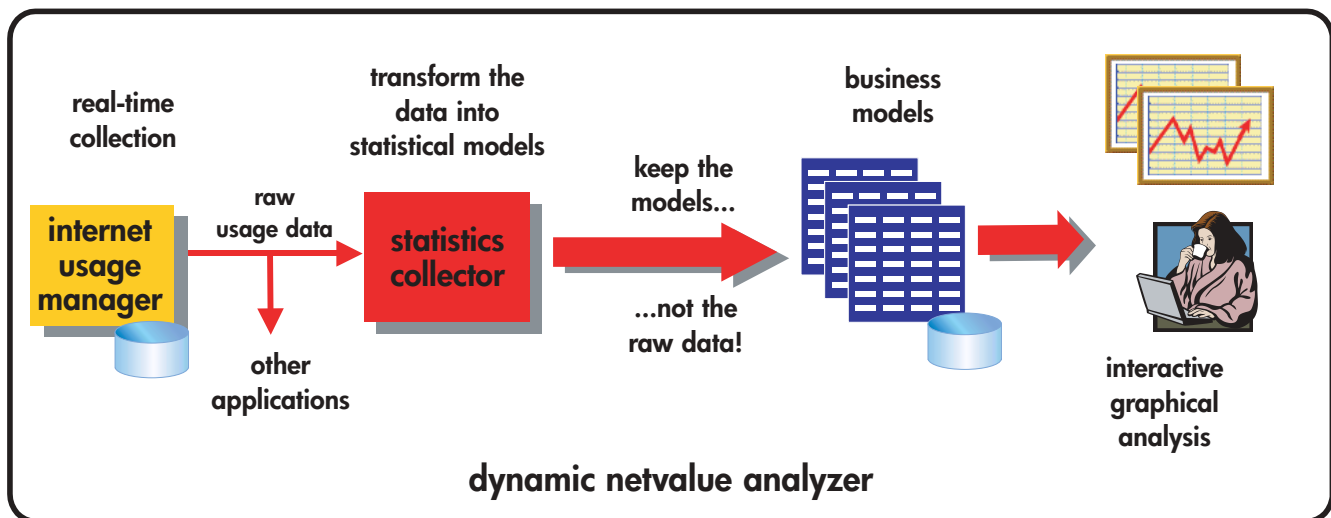


DNA provides a wealth of modeling and analysis tools to transform customer usage data into revenue and profit terms

speed and performance

DNA: the underlying technology

DNA works in conjunction with HP OpenView Internet Usage Manager (IUM), a real-time IP mediation and data collection tool. DNA takes data from IUM and transforms that data into compact statistical models. DNA then applies your own pricing plans, cost structure or other business variables to immediately model your business results. Unlike other solutions, it keeps the models instead of the raw data, dramatically improving speed and performance while sparing large data storage costs.



key features of DNA

- **complete, end-to-end solution**—provides a full solution, from data collection to business information.
- **unique in its field**—provides financial modeling, analysis, and actual customer behavior information in near-real time. (DNA technology is patent-pending.)
- **high-performance design**—highly scalable and configurable, allows hands-on access to critical business information in just minutes—or less.
- **compact, portable client**—performs sophisticated offline modeling, even from a notebook computer.
- **unified reporting view**—integrates with HP OpenView Service Information Portal to make DNA business and network management information available through a common portal.



customers

real-time

revenue

product specifications

real-time measurement and monitoring

- understand customer usage by pricing plans (pre-paid, post-paid), service options, time and customer identifier
- geography: city, state, point of presence
- summarized, easy-to-read financial roll-ups of services and plans
- all dimensions are highly configurable to reflect your actual business

interactive modeling

- financial modeling of pricing plans, multiple tiers of fixed and variable rates per plan, multiple usage thresholds, fixed service cost allocations
- summarized, current financial impacts in tables and charts
- evaluate service profitability relative to overall business portfolio
- model online or remotely from your notebook computer

analytics and drill-down

- analyze and examine:
 - individual customer usage information
 - distributions, densities, and quantiles of subscribers and usage
 - hourly, daily, weekly, monthly profiles and history
 - multiple usage metrics
 - service and pricing plan options
- histograms, distributions, and cumulative distribution graph formats
- import data for period-over-period analysis or cross-market comparisons

hypothetical planning

- advanced modeling and analysis capabilities
- merge and segment pricing plans to optimize profitability

web client

- convenient access to valuable usage information for internal decision makers throughout your organization
- enables value-added service to end customers

valuation module

- includes configurable models that provide flexibility for changing business needs

archive server

- easy retrieval of models for historical analysis
- easy set-up and improved Web-based administration
- XML file formats to enable enterprise application integration

architected end-to-end

- achieve high-volume, real-time analysis
- single supplier, quick to implement
- scalable, configurable, and extensible

data export

- XML, binary, CSV (for export to spreadsheet packages)

other hp OpenView usage management solutions

Interested in a convergent mediation solution for your wireline or mobile network? Look at these other closely related HP OpenView products:

- **Internet Usage Manager (IUM)**—the industry's premier IP mediation and usage management platform, and the built-in data collector for DNA
- **IUM GPRS and IUM CDMA Solutions**—extend IUM and DNA to equipment and services in the mobile data services environment
- **IUM Prepaid Data Solution**—extends IUM and DNA to equipment and services in the prepaid data services environment

hp added value services

In an effort to provide you with predictable cost structures and business efficiency gain, HP offers a comprehensive set of services that includes Consulting, Outsourcing, Support, Education, and Finance. For more information, go to the HP Services Web site at www.hp.com/hps.

configuration

DNA 2.0 server is available for HP-UX, Microsoft® Windows® 2000, Windows NT®, Linux, and Sun Solaris. The client is available for Windows running JVM 1.3 and higher. The size and number of machines for any of the platforms depends on the service provider's performance requirements and network topology.

system requirements

- DNA server* will interoperate with existing IUM deployments, IUM 3.1 or later preferred
- DNA client
 - OS: Windows
 - RAM: 64 MB or higher
 - Screen resolution: 1024×768 or higher recommended
 - CPU: 200 MHz or better

*Based on scale of deployment, an Oracle® license may be required.

ordering

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License to use, which includes the following:

- DNA license:
 - One server
 - Up to 5 Windows clients
- IUM license (to support DNA only):
 - 3 data stages: modeling, rolling datastore, correlation
 - Up to 4 leaf node collectors
- Software (includes Valuation Module):
 - DNA server and client software
 - IUM software

take the next step

To find out more about DNA and other HP OpenView Internet usage management solutions go to www.hp.com/usage, or call the HP OpenView Internet Usage Manager Hotline at +1 408 447 4815.

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