

# HP / CISCO

capacity planning  
fraud management  
strategic marketing  
usage-based billing

INTERNET

USAGE

PLATFORM

*Transforming Internet  
Services Into Revenue*

## T H E C H A L L E N G E

The dramatic growth of the Internet has created new business challenges for Internet Service Providers (ISPs). A rapidly growing subscriber base is increasing the demand for network bandwidth, performance and predictable quality of service.

To remain competitive, ISPs must continually make substantial investments in their network and services infrastructure. And, as a result they need new and sustainable sources of revenue.

For years, other businesses have effectively collected and analyzed data on how their customers are using valuable company resources. The availability of this data created the opportunity to develop new revenue sources and strategic differentiators. Today, with the introduction of usage management for IP, ISPs can also capitalize on their customer usage data.

## T H E P A R T N E R S H I P

Hewlett-Packard, the world leader in network and systems management solutions, and Cisco Systems, the worldwide leader in networking for the Internet, have combined their leading edge technologies to create the HP/Cisco Internet Usage Platform. The platform, uniquely suited to meet ISPs' critical business needs, takes advantage of revolutionary technology from HP and Cisco. The platform conveniently builds on existing network systems and services—allowing ISPs to leverage their infrastructure investment while generating new sources of revenue.

The HP/Cisco Internet Usage Platform is an integrated system that collects, aggregates and correlates usage data from across the ISP's network and services infrastructure. The platform presents data in an open, usable and consistent format. With this data ISPs can implement usage-based billing systems, manage capacity, and analyze subscribers' needs and behavior to develop effective marketing programs.

This revolutionary platform, seamlessly integrates the HP Smart Internet Usage and Cisco NetFlow™ technology. Together, HP and Cisco are providing ISPs with the industry's first integrated Internet usage management platform.

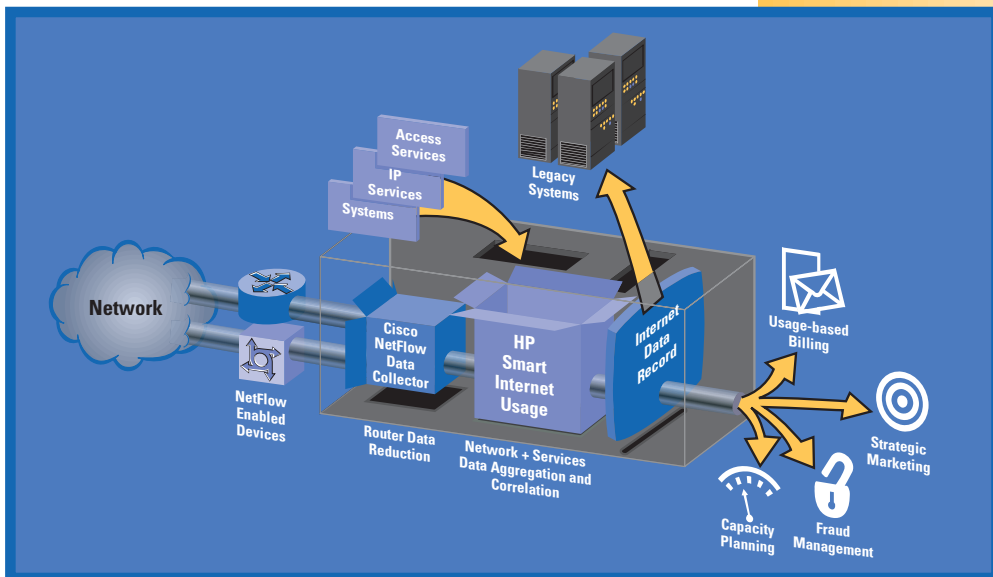
**Cisco NetFlow**  
*Industry Leading Data Collection*

At the router, Cisco NetFlow technology identifies IP packet flows, performs efficient statistics collection, accelerates security filtering, and exports the collected statistics downstream to NetFlow collectors. Cisco NetFlow provides fine-grained metering for flexible and detailed resource utilization accounting. NetFlow data includes IP addresses, packet and byte counts, timestamps, type-of-service and application port number. NetFlow is available today on existing platforms and does not require new generations of networking equipment.

**HP Smart Internet Usage**  
*Helping You Make Sense of Usage Data*

HP Smart Internet Usage (SIU) provides cross-infrastructure collection, aggregation, and correlation of usage data. The SIU collects and manages usage data from NetFlow data collectors and from various other sources including IP services, access services, and systems.

HP SIU provides a key strategic advantage because it stores correlated data in a versatile, open format—the Internet Data Record (IDR). The IDR enables simplified interfacing to multiple billing systems including legacy systems as well as numerous data mining applications. This data is invaluable for capacity planning and targeted marketing and will provide ISPs with the opportunity to capitalize on countless new revenue possibilities.



**Internet Usage Platform**

## THE BENEFITS

*HP and Cisco together with their best-in-class partners allow you to:*

- ❖ Collect, correlate, and aggregate customer usage data—enabling integrated billing and data mining solutions.
- ❖ Create new services and accurately bill for them—leading to new and increased revenues.
- ❖ Standardize usage data with the Internet Data Record (IDR) format—allowing multiple applications easy access to usage data.
- ❖ Increase revenues and customer satisfaction with strategic marketing:
  - Simplify advertiser billing by tracking subscriber usage and hit rates.
  - Develop focused marketing programs based on knowledge of subscriber behavior.
  - Model new billing plans against actual subscriber usage data.
- ❖ Exploit other data mining opportunities including capacity planning and fraud management.

### *Why HP?*

*Industry leading HP  
9000 HP-UX platforms*

*HP's world class  
professional services  
and consulting*

*HP's Global Support*

*Leading global provider  
of OpenView™ intranet  
and Internet service  
management solutions*

### *Why Cisco?*

*Over 50 of the largest  
ISP's are Cisco Powered  
Networks*

*Unique quality-of-  
service capabilities*

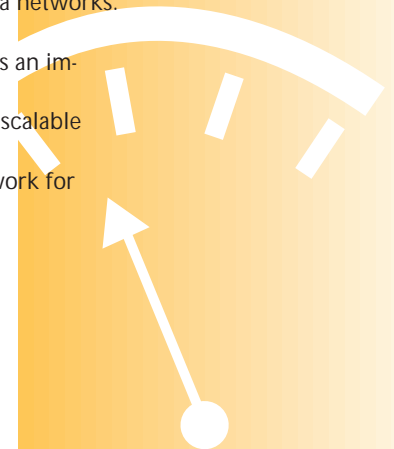
*True end-to-end net-  
working for lower  
cost of ownership*

*Worldwide leader in  
networking for the  
Internet*

## THE FUTURE

Together, HP and Cisco are committed to providing next-generation solutions for data networks.

The HP/Cisco Internet Usage Platform is an important step toward providing reliable, scalable solutions that will serve as the groundwork for carrier-class IP services.



*For more information, please visit the HP Web site at*  
<http://www.hp.com/ovtelecom>

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