

**ACCELERATING NEW SERVICES THROUGH IP USAGE MANAGEMENT**

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**MAXIMIZE PROFITABILITY WITH THE IP USAGE MANAGEMENT SOLUTION**

EDS, Hewlett-Packard and Cisco Systems come together in the integrated IP Usage Management solution for service providers – the only usage management solution that can help you grow market share, retain existing customers, and improve your profitability.

As a provider of IP services, you have a tremendous opportunity for accelerated growth and increased profitability by delivering a wide range of new and differentiated services – from managed bandwidth and virtual private networks (VPNs) to interactive voice, video, messaging and E-commerce. It is these new services that will give you a competitive edge in attracting and retaining customers, and your ability to profitably deliver these value-added services will be a critical factor in your future success.

But matching your infrastructure costs to customer revenues and managing your capital outlay is extremely difficult. Worse yet, customer preferences for services are constantly changing, making it almost impossible to analyze usage, performance, and capacity for optimum profitability with traditional usage tools.

So, how can you gain the up-to-the-minute insight to satisfy your customer base, maximize your profits, and cut operating expenses at the same time? Only one offering can do this: the IP Usage Management solution from EDS, HP, and Cisco. It is a complete suite of business support services that can take you into the New World of service management with confidence.

The IP Usage Management solution can help you gain a decisive advantage by allowing you to:

- Understand how your network is performing and how you can leverage it for additional delivery capabilities
- Develop a competitive service differentiation to retain your customers and win new ones
- Gain a detailed understanding of customer behavior to reduce customer churn
- Reduce the time-to-market for new services
- Improve your staff productivity and asset utilization

At the same time, the IP Usage Management solution allows you to:

- Strengthen subscriber retention by delivering the choice and flexibility of tailored service plans
- Improve service differentiation by allowing customers to pay for actual use or value delivered rather than flat-rate billing
- Improve expense management and accountability by providing internal charge-back capabilities

## EDS, HP and Cisco All in One Solution

The IP Usage Management solution represents the combined strength and expertise of EDS, HP, and Cisco and is focused on delivering the best technology available for successful service provider operations.

Teams of specialists from each of these companies have joined forces to empower you to maximize your profits, improve customer retention, and differentiate your market position. All of this is now possible by leveraging your IP usage data to drive a suite of key business support systems such as billing, network and marketing analysis, and performance management.

### How IP Usage Management Solution Works: Best-of-Class Components

The three industry leaders that created the IP Usage Management solution each contribute a unique set of best-of-class offerings to create a single solution.

EDS is a leader in developing end-to-end business-process solutions that span and link an enterprise's operational and business support systems throughout the value chain. Focused on business results, EDS uses best-in-class technologies to provide bottom-line value through innovative solutions. The company's solution objectivity, expertise in business support-system applications and knowledge management, and experience in network consulting and resources for ongoing support make it an ideal partner for understanding the financial and business implications of a complete IP delivery solution.

HP's Smart Internet Usage (SIU) allows usage information to be collected, aggregated and correlated, and made available in convenient formats for complete capacity planning, billing, data mining, customer behavior analysis and other applications. SIU runs on all the common open computing platforms.

Cisco NetFlow technology, working at the router, identifies IP packet flows, performs efficient data collection, accelerates security filtering, and exports the data to downstream

collectors – all while maintaining high router performance. NetFlow's fine-grained metering enables you to flexibly bill usage by time, traffic volume, application, source and destination. NetFlow is available today on Cisco routers and switches and does not require new generations of networking equipment.



**The IP Usage Management solution leverages the technology and expertise of EDS, HP and Cisco to create a continuous feedback and improvement cycle based on actual detailed subscriber event activity to enhance profitable IP service delivery.**

By combining EDS' world-class business process management and integration expertise with industry-leading Cisco network services and HP's breakthrough Smart Internet Usage Program, this solution delivers what no other can: a single, integrated system that enables service providers to track the usage of their services down to the individual subscriber, department or company level.

Best of all, it's available now, with all of the advantages these three industry leaders offer, including ongoing product development, world-class billing partners, and worldwide support.

### Get the Real Facts Whenever You Want Them

The IP Usage Management solution gives you intelligent visibility at the event level by translating packet information into detailed subscriber information across all of your IP services.

This level of insight and intelligence lets service providers develop new value-added services and monitor the success of each, allowing rapid time-to-market and an unprecedented level of competitiveness. You immediately know detailed customer information as well as how your network is performing. Never before have you been able to roll out new services with the assurance that your network can completely handle the traffic. Even better, you can influence user behavior while maximizing network utilization.

This integrated solution also lets you move from the rigid structure of flat-rate billing to flexible billing based on time, traffic volume, application, source, and destination. It lets you accurately develop multi-tiered structures that are tailored to your customer needs based on actual usage data and

up-to-the-minute account information. You can now offer your customers rates based on usage and the value they derive from the network.

In fact, the IP Usage Management solution is designed specifically to work with a heterogeneous network and systems infrastructure, building on the investments you've already made.

## The Broad Reach of the IP Usage Management Solution

The IP Usage Management solution opens a new world of services and applications for service providers. Some of its capabilities include:

- **Strategic marketing** – gain a complete analysis and understanding of your customer behavior
- **Capacity planning** – apply “just enough infrastructure” policies to optimize capital expenditures
- **Fraud management** – use real-time, detailed user profiling to spot unauthorized users, nonbilled use and excessive data storage problems
- **Enhanced billing systems** – offload your billing system with IP Usage Management solution's tens of thousands of transactions per second performance at its front end
- **Application hosting** – reduce your cost of operation by having applications such as general ledger and payroll reside on your server locally
- **Remote collaboration services** – minimize travel costs with videoconferencing, whiteboarding, and audio conferencing on the Internet
- **Education and training** – offer just-in-time delivery of training and knowledge

If your particular business objectives and revenue goals are related to understanding and responding to customer behavior, the IP Usage Management solution can help you achieve them quickly and precisely. It gives you the advantage of responding to what users do, rather than what they say. And that gives you the inside track on delivering truly

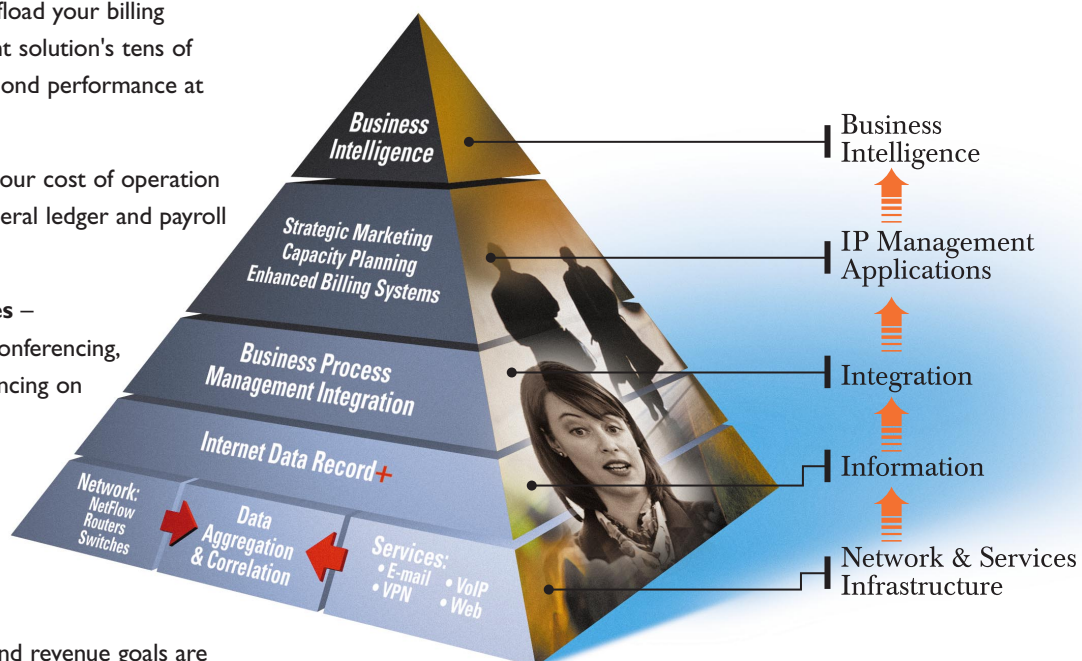
relevant differentiation – targeted offerings based on insight obtained from actual subscriber behavior.

## Capabilities for the New World of IP

There has never been an opportunity like the one that service providers face today: escalating profitability powered by explosive Internet growth and down-to-the-penny, value-based billing. The business is there for the taking, and starting now, the solution suite to make it happen matches the job. The proven telecommunications, internetworking, computing and systems integration expertise of EDS, HP, and Cisco is now funneled into one solution that will put service differentiation and profitability in your hands.

It took three industry leaders to do this, and there is no other offering that can compete with the IP Usage Management solution.

Which means you can't successfully compete in the market without it. For more information, call the **Alliance Hotline at 1.888.346.8287.**



**The IP Usage Management solution is built on a solid foundation of data collection, aggregation and correlation services from Cisco and HP, and provides valuable network and subscriber insight by leveraging EDS' business process, integration, and application expertise.**



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