

HP Smart Internet Usage Analysis Solution

Transform User Data into Competitive Advantage

In today's competitive market, you must contend with ever increasing challenges. Faced with high customer churn, volatile customer satisfaction and marginal profitability, your success is dependent on your ability to understand your subscribers' needs and demands. Capturing subscriber usage data is a key differentiator in accomplishing this task.

To address this need, Hewlett Packard has developed the Smart Internet Usage Analysis Solution. This solution gives you the critical information you need to implement strategic marketing programs, churn analysis, capacity planning and financial analysis based on customer usage patterns.

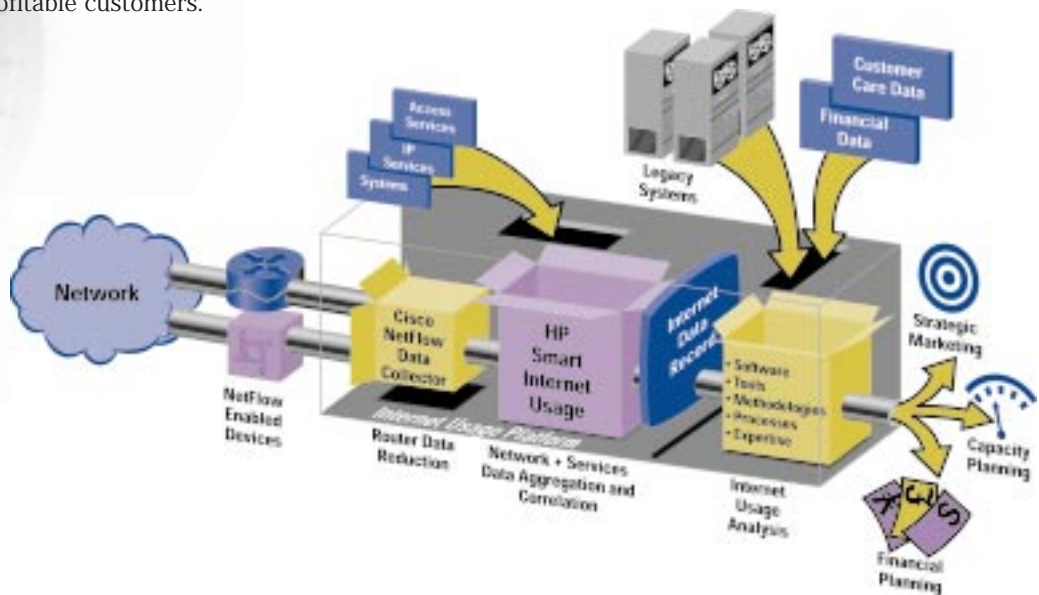
Smart Internet Usage Analysis is a unique solution that combines the breakthrough HP/Cisco Internet Usage Platform and HP's industry-leading consulting expertise. The HP/Cisco Internet Usage Platform enables you to effectively collect customer usage data from your network and services infrastructure. HP Consulting then applies its traffic-based data mining expertise and usage-analysis software components to integrate this with data coming from other systems throughout your organization.

The resulting solution allows you to make better decisions and creates new opportunities for strategic marketing, capacity planning and financial analysis. This helps you identify and target new customer segments and focus on the needs of your most profitable customers.

Benefits

With the Smart Internet Usage Analysis Solution, ISPs can now:

- increase profitability and marketshare by effectively analyzing customer behavior to improve segmentation and target marketing
- gain in-depth knowledge of individual customer usage for financial reporting and accounting applications
- adjust network capacity based on actual demand
- determine the financial and operational impact of new services before offering them



Powerful Solutions for ISPs

HP/Cisco Internet Usage Platform

The HP/Cisco Internet Usage Platform is an integrated system that collects, aggregates, and correlates customer usage data from across your network and services infrastructure and presents this data in an open and consistent format. The platform is a seamless integration of Cisco Systems' NetFlow™ technology and HP's Smart Internet Usage.

Cisco's NetFlow and IP Accounting

Cisco, the world leader in IP network solutions offers router-based NetFlow software. NetFlow identifies IP packet flows, performs efficient data collection, accelerates security filtering, and exports the collected data to downstream collectors – all while maintaining high router performance. Cisco's NetFlow provides the foundation for sophisticated data-mining applications. NetFlow's fine-grained metering enables you to gather customer usage data according to time, traffic volume, application, distance, and quality-of-service level. In addition, IP accounting is also supported to collect usage data. It offers less information but is available on every router.

HP Smart Internet Usage

Leveraging its strengths in network management and computing platforms, HP provides the first comprehensive usage-management solution designed especially for ISPs – HP Smart Internet Usage (SIU). SIU collects and manages data from NetFlow collectors and from various other sources including IP services, access services and systems. After the data is collected, SIU then mediates and aggregates the raw data into an open, consistent and versatile format – the Internet Data Record (IDR).

HP Consulting

Beginning with customer usage data and ending with increased profitability and customer satisfaction, HP Consulting takes an end-to-end solution approach. HP Consulting provides the expertise, re-usable software components, frameworks, tools and methodologies needed to quickly integrate the customer usage data contained in the IDR with data obtained from various functions within your organization – such as finance and customer care. HP Consulting will work closely with you to create a usage analysis solution specifically tailored to meet your unique needs.

Availability

The Smart Internet Usage Analysis Solution is available now through HP Consulting.

Contact Information

Hewlett-Packard

www.hp.com/smartinternet

For more information, please contact your HP account representative or call the **Smart Internet Hotline** at (USA) 408 447 4815.

Cisco Systems

www.cisco.com

For sales assistance or product information in the U.S., please call 800 553 6387.

