

HP Smart Internet Billing Solution

Transform User Data Into Revenue

To remain competitive and profitable, you must find new sources of revenue beyond those generated by flat-rate billing. You need ways to accurately measure how your customers are using new services and network resources, and must have an effective means to bill for that usage. To help you meet this challenge Hewlett-Packard, the world leader in network and systems management solutions, has developed the Smart Internet Billing Solution, a complete usage-management system.

Based on the foundation of the HP/Cisco Internet Usage Platform, the Smart Internet Billing Solution enables you to offer new IP services to your enterprise customers. Moreover, it is designed to work with current network and systems infrastructure – allowing you to leverage your existing investments while generating new revenue.

The Smart Internet Billing Solution is an integrated bundle that includes the HP/Cisco Internet Usage Platform, a choice of billing applications, systems integration services from HP Consulting and billing solution integration services from one of our systems integrator partners.

The HP/Cisco Internet Usage Platform

The HP/Cisco Internet Usage Platform provides the ability to accurately extract accounting information from an IP environment for use in a variety of valuable business functions including billing, marketing and capacity planning. The platform is the result of the seamless integration of Cisco Systems' NetFlow™ technology and HP's Smart Internet Usage.

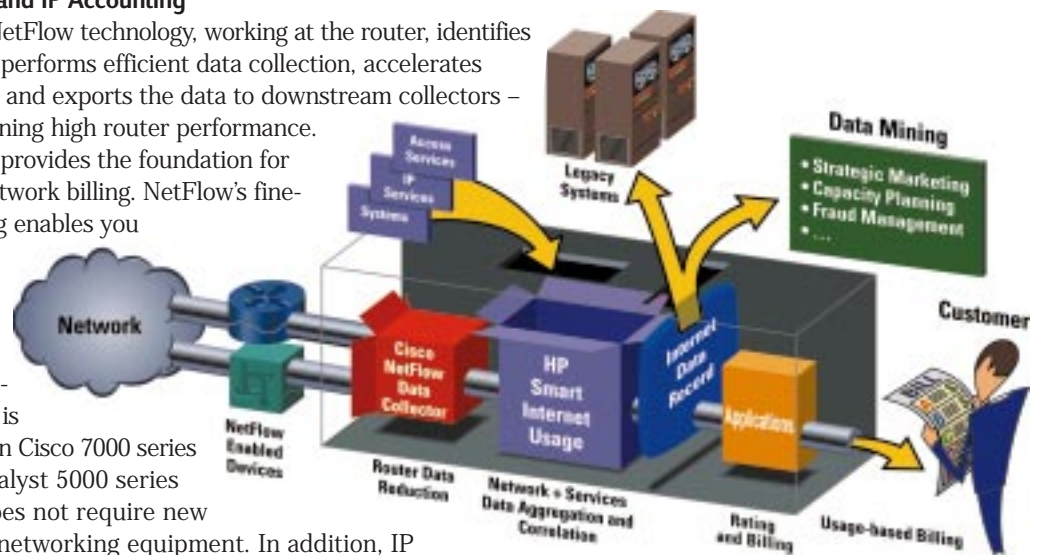
Cisco's NetFlow and IP Accounting

Cisco Systems' 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. Cisco's NetFlow provides the foundation for sophisticated network billing. 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 7000 series routers and Catalyst 5000 series switches and does not require new generations of networking equipment. In addition, IP accounting is also supported to collect usage data. It offers less information but is available on every router.

Benefits

With the Smart Internet Billing Solution, ISPs can now:

- flexibly bill usage by time, traffic volume, application, source and destination
- leverage current investment – generate new sources of revenue with existing network and services infrastructure
- create differentiated, multi-tiered pricing structures tailored to customer needs
- provide quality customer service with up-to-the-minute account information
- support payment in real-time through an electronic interface to credit card processing
- have customized integration with current billing environments



Powerful Solutions for ISPs



HP Smart Internet Usage

HP's Smart Internet Usage (SIU) product is at the core of the Smart Internet Billing Solution. SIU is the key technology that enables the accurate aggregation, in near-real time, of customers' traffic data and then correlates this data to the critical resources and services used (e.g. IP services, access services and systems). This information is summarized in an open and extensible format called the Internet Data Record (IDR). Many different billing, marketing and capacity planning applications can utilize the IDR. In the Smart Internet Billing Solution, this information is automatically fed into the integrated rating and billing applications. With this solution, you can more accurately segment, and bill for, value-added services.

Billing Partners

HP and Cisco have created the Usage Management Partner Program to encourage broad industry participation and enable you to confidently select usage applications and integration partners suited to your usage-management requirements. HP will work with billing partners to ensure integration between the IDR and the billing application, and will provide comprehensive training on the Internet Usage Platform to maximize success with usage-management solutions.

Belle Systems

Belle Systems is a leading Danish software company with solid experience in the fields of computer networking and data communications. Belle Systems develops the software solutions that enable telecommunications companies to offer specialized and differentiated services by providing flexible payment options and customer care services.

Belle's Internet Management System (IMS) is the core product designed especially for telecommunication companies and ISPs. This customer billing system will combine HP's Smart Internet Usage, which collects, aggregates and correlates subscriber usage data into an Internet Data Record (IDR), with IMS. Specifically, the IDRs generated by SIU will be fed directly into Belle's IMS rating and billing systems. This will enable you to bill by usage, time, bandwidth allocation, distance (e.g. local vs. long distance traffic), application or quality of service. You will also be able to differentiate and charge for international and local network traffic. The combination of SIU and IMS provides a wide range of features for efficient network management and service accounting.

Kenan

Kenan Systems Corporation is a leading provider of strategic software products for billing and customer care to single- and multi-service IP companies worldwide. Arbor®/Internet, Kenan's comprehensive billing and subscriber management solution, is designed specifically to meet the expanding needs of IP companies.

HP's Smart Internet Usage products collect, aggregate and correlate subscriber Internet usage data from multiple data services into an Internet Data Record (IDR). Kenan's Arbor/Internet rates the IDRs according to sophisticated pricing and discount plans to generate detailed subscriber-billing statements in real-time. This initiative allows IP companies more flexibility and profitability as they incorporate usage-based pricing.



Arbor/Internet offers a full range of functionality for single- and multi-service providers and can deliver a unified bill containing charges for any combination of services, including IP telephony, IP fax, Web hosting, QoS and other enhanced IP services.

Portal

Portal Software, Inc. offers scalable and adaptable customer management and billing software for ISPs. Portal's Infranet® software was designed specifically for the Internet and offers comprehensive functionality to register, manage and bill customers. Infranet has been seamlessly integrated into the Smart Internet Billing Solution and is designed to utilize data contained in the IDR. With the data collected from the IDR, Infranet's rating engine gives you the ability to create any type of pricing plan for any type of service.

With Infranet, the Smart Internet Billing Solution can rate any tracked event as it occurs, so that service representatives and customers have access to current account balances and available credit. Infranet's rating engine supports multiple resource balances and limits such as dollar balances, free hours of usage, megabytes of E-mail stored or any other resource defined by you. The rating of a single event can simultaneously update any or all of these balances. Billing cycles can be any multiple of a month and can begin on any day of the month. Accounts are always accurately closed at the exact end of the billing period regardless of how long it takes to run billing. Infranet supports multiple currencies and payment in real-time (through an interface to FirstUSA PaymentTech credit card processing) or by invoice.

Systems Integrators

Hewlett-Packard has recognized that using the Internet to enhance productivity and increase sales takes experience and expertise. To provide the best possible solutions HP has developed strategic alliances with key systems integrators including Cap Gemini and EDS to provide low risk and high value offerings to meet your Internet requirements. Utilizing HP's technology, solutions and services in combination with the systems integrator's understanding of your business requirements enables the system integrator to accelerate Internet offerings to your customers and enhance the return on your investment.

Cap Gemini

With hundreds of customer care and billing projects to its credit worldwide, Cap Gemini Telecom & Media excels in the implementation of rating and billing engines for the telecommunications and Internet markets. As a systems integrator for this solution, Cap Gemini is uniquely suited to help you move away from flat-rate billing to usage-based billing systems.

Teaming with Cap Gemini Telecom & Media enables you to leverage your investments in IT to create customer value. Cap Gemini will work directly with you to fully utilize the capabilities of the Smart Internet Billing Solution and provide customized integration with legacy systems.

EDS

EDS is a professional services firm that applies consulting, information and technology in innovative and productive ways to enable you to improve your overall performance and billing. For the telecommunications sector (local, long-distance, wireless and Internet service providers), EDS provides a complete array of services that handle revenue management, customer acquisition, customer care and service creation. EDS is committed to transforming existing ISP architectures - thus increasing the capability to manage network and IT environments while enhancing your ability to offer a richer suite of offerings to your customers. EDS will provide worldwide systems-integration and in-depth billing and subscriber-analysis solutions



Powerful Solutions for ISPs

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