

HP Internet Usage Manager

# empowering service providers

**HP usage management solutions enable service providers to more rapidly achieve usage-based revenue capture through a superior distributed mediation platform and integrated business analysis and planning tools.**

As a service provider, gathering the maximum revenue from both new and existing customers is the name of the competitive game. The industry's premier IP usage management platform, HP Internet Usage Manager Version 3.1, provides the edge for capturing value.

With IUM, service providers have a view of their customers' behavior and usage patterns. Utilizing this information, they can develop new, innovative services that increase revenues and support a wide range of revenue-driven business decisions.

IUM 3.1's features include improved device and platform support, interoperability and tools. To further its service provider reach, IUM 3.1 significantly broadens the range of tools for collecting usage information and



a view of customers' behavior  
and usage patterns

analysis, providing its customers with more choice and flexibility.

## Collecting and fine-tuning usage data

IUM collects, aggregates and correlates usage data from the entire network and IP services infrastructure, allowing service providers to implement usage-based billing systems, manage capacity and analyze subscribers' needs and behavior to develop strategic marketing programs and profitable value-added services.

## Added tools

New to IUM, HP's General Pocket Radio Service (GPRS) Mediation Solution extends the capabilities of IUM to enable mobile service providers with the tools to implement usage billing and revenue assurance processes.

Another IUM solution, HP Dynamic Netvalue Analyzer (DNA), is an innovative business intelligence tool that transforms customer usage data into business information for mobile or fixed Internet data service providers. By blending the capabilities of streaming analysis of live usage data with

interactive financial modeling into one package, DNA is the first of a new category of business intelligence products that can truly support fast decisions about competitive response, customer/service lifecycle management and new revenue paradigms.

## Industry leader depends on IUM

The leading provider of domain-based Web hosting, Verio, with more than 400,000 customer Web sites and 40 data centers worldwide, relies on HP IUM.

Isabel Ehringer, vice president of technology services at Verio, commented, "HP IUM solutions play a critical role in our ability to meet our customers' needs. These products proactively tell us if we have a problem on our networks, so we can correct the problem in a timely manner. They also allow us to more accurately bill our customers ... and add value by allowing our customers to get a real-time view into their own systems."

For more information, please visit the HP Web site at:

<http://www.hp.com/go/e-process>

## new capabilities at a glance

- collection of usage information for dozens of new network devices, double-byte data consumption for some international markets and support for multiple platforms, including Linux, Windows NT TSE and Windows 2000
- usage management for mobile service providers
- real-time business intelligence for a mobile or fixed Internet data service providers focused on profitability management