

from data stream to revenue stream

HP Internet Usage Manager 4.0 includes new features and enhancements to promote greater cost efficiency and new ways to increase revenue.

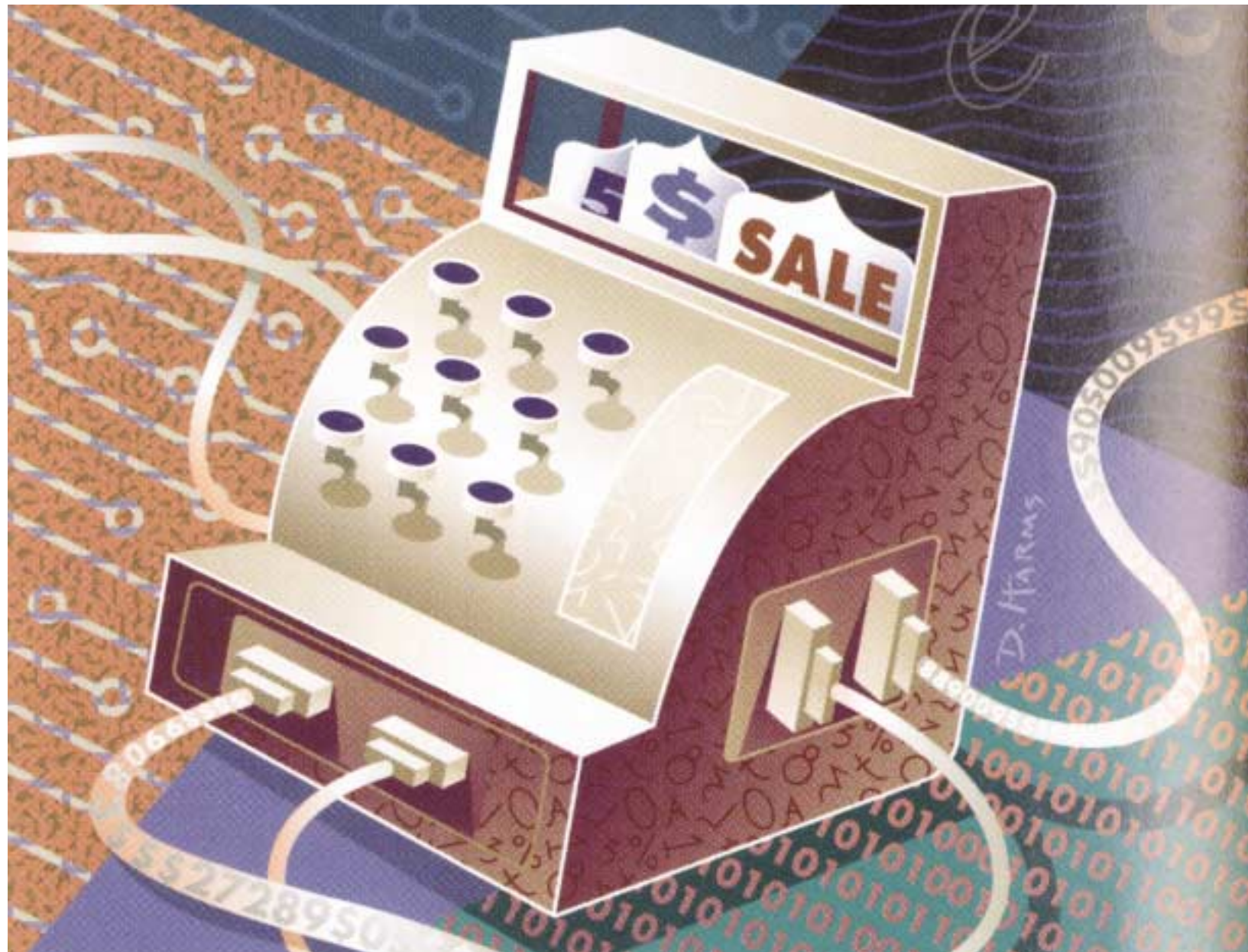
The industry's premier mediation and usage management platform, HP's Internet Usage Manager (IUM) gives you the essential link between your service delivery infrastructure and your business systems to help you create and deliver value-added services built on customer usage patterns. IUM collects, aggregates and correlates service usage data to help you implement usage-based billing systems and manage capacity.

reducing costs, increasing efficiency

Architectural enhancements in IUM 4.0 now give you a single, unified platform for managing both wireline and wireless networks and the services they provide. This patented architecture captures and correlates massive quantities of distributed event data. Now IUM meters even more data sources with a single collector than ever before.

new in internet usage manager 4.0

- increased efficiency with expanded multi-device collectors and unintrusive data collection methods
- new revenue streams and better interaction with customers through support for prepaid billing and integration with service information portal
- faster report setup and generation with new report configuration wizard.



The IUM Packet Collector uses an unintrusive method to collect usage data at wire speed, minimizing the impact of management activity on network throughput. When you want to view reports on usage data, a new report configuration wizard helps generate them faster and more automatically. These enhancements both reduce management complexity and widen your span of network control — all adding up to lower operating costs and higher efficiency rates for your business.

business options

While IUM continues to provide all the elements necessary for supporting traditional post-paid billing mediation, it now also supports the critical process-

es required to deliver pre-paid data services, such as AAA, Service Control Points and others. IUM includes a rich set of tools to help you set up multiple aggregation and correlation schemes that map to your business objectives — all without needing to write code by hand.

Being able to offer your customers prepaid data services brings more revenue into your business faster, and the ability to set up complex event schemes that match your business needs helps turn that revenue into profit.

integration, integration, integration

IUM 4.0 offers integrations with:

- Performance Insight for Networks to help you see how fluctuations in

network usage patterns may be contributing to network performance.

- Service Information Portal to give your customers new insight into their service levels and billing rates.

These new integrations can help highlight the value of the services you are providing relative to your competitors. As a result, you can point your customers to new or enhanced services, tailored specifically for them, which you can offer at lower cost or with higher profit margins.

More than ever, IUM is your key to unlocking new revenue streams while locking down costs. ▶

www.hp.com/usage

hp openview internet usage manager CDMA solution extends IUM to CDMA access networks

The hp openview IUM CDMA solution processes usage data from network equipment using the CDMA2000 specification. The IUM CDMA solution helps you capture more value from your complex mobile network by correlating usage against individual users' IP sessions, aggregating usage records according to rules you specify and enabling comprehensive auditing. It identifies errors and coordinates reprocessing.

The IUM CDMA solution helps you monitor usage of the different devices your network contains, including CDMA switches, IWF devices and WAP gateways. It also provides data collection methods that are both robust and scalable. And it includes a focused set of IUM objects specifically designed for a CDMA network. CDR/UDR collectors gather detail records from CDMA switches and mobile IP infrastructure. The collectors are easily extended to match your network. The IUM plug-in developer's kit gives you total flexibility to create these extensions.

WAP collectors validate and filter data, as well as optimize the aggregation of WAP logs to ensure scalable processing of WAP logs.

Data collectors automatically correlate data gathered from various network elements with user session data. Correlated data can be aggregated before being sent to the rating system, minimizing network load and improving performance. At the same time, partitioning offers the kind of scalability required by tier-one operators.

lots of options

The IUM CDMA solution gives you a range of usage options to customize the way it gathers and sends data. It allows you to set business rules that minimize the amount of customization you need to have to identify different CDMA switches from different vendors. It also lets you choose from a variety of transport options, such as FTP, RADIUS and FTAM file transfer, for moving data between your CDMA network and the mediation infrastructure. These options help you tailor IUM CDMA to give you the kind of flexibility and choice that is an integral part of the openview management philosophy.

With hp openview IUM CDMA solution, the power to extract even greater value from your mobile network is now within your reach. ▶