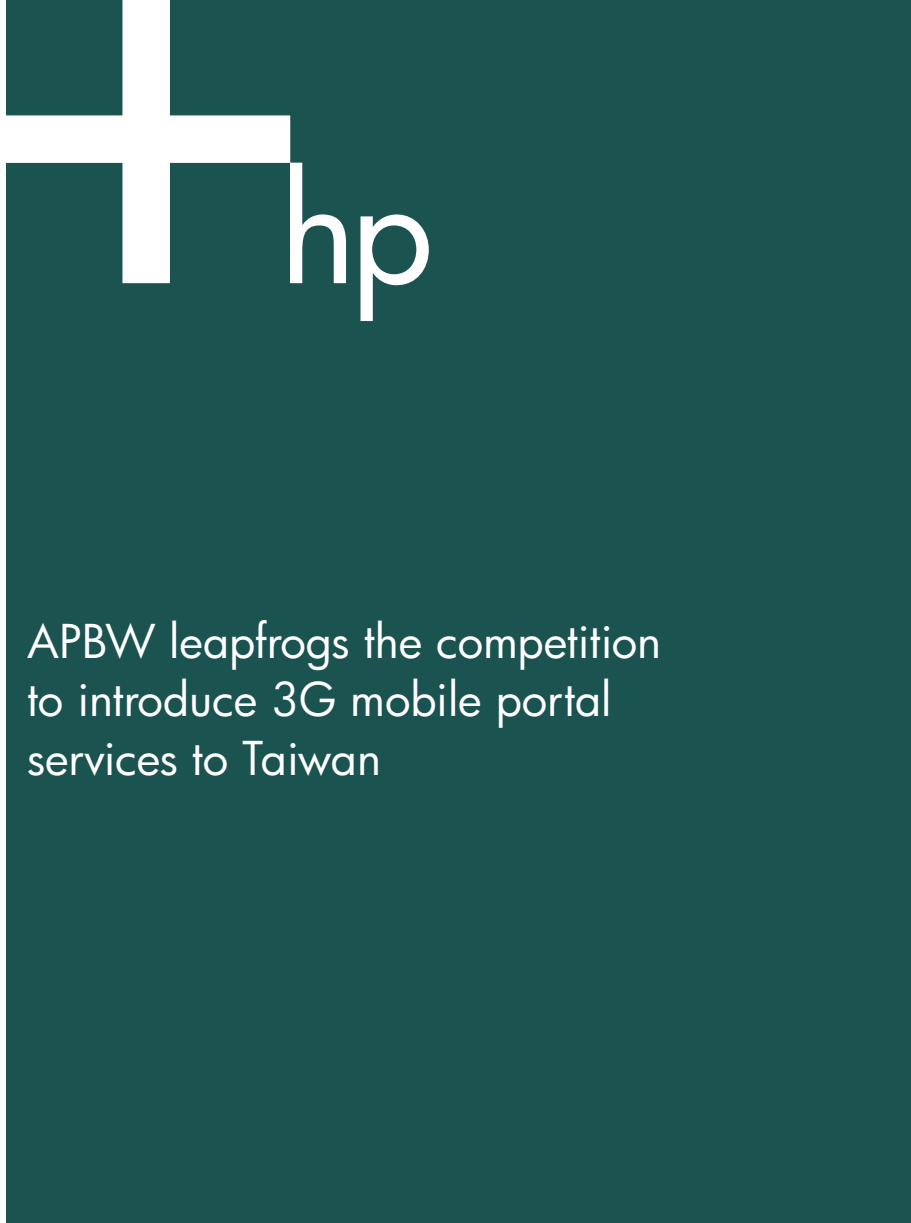


Asia Pacific Broadband Wireless

HP customer success story



APBW leapfrogs the competition
to introduce 3G mobile portal
services to Taiwan



Challenge

- APBW wanted to be the first provider of 3G services to Taiwan, but it needed to build network and application platforms from scratch and differentiate itself from established mobile operators in the market.

Solution

- APBW utilized the HP Service Delivery Platform to launch an innovative Web-based system where APBW customers can use their mobile phones to access a portal to view and download useful information and manage their own accounts. The portal is integrated with 15 back-end systems to automatically provision new services seamlessly to customers.

Results

- APBW's Web portal is helping to :
- Establish and differentiate APBW in the Taiwan mobile telephone services marketplace
 - Sell new mobile services
 - Increase revenues
 - Enhance customer goodwill

HP provided a platform that can easily integrate different back-end servers and applications—which contributed greatly to a streamlined APBW.

Alan Chiu, vice president, mobile information division, APBW

Imagine: You're the new player in an established mobile phone services market. You have none of the competition's advantages, such as an established customer base; a network infrastructure in place; or an existing portfolio of services. But you have a powerful partner: HP.

For Asia Pacific Broadband Wireless (APBW), that was enough. The company was awarded a 3G license by the Taiwanese government in February 2002 and wanted to become the country's first provider of 3G services. To get up and running quickly, however, APBW needed a way to harness and manage a large ecosystem of applications that could help differentiate and drive network traffic.

"To compete with our larger rivals, APBW must do everything better," observed Alan Chiu, vice president of the mobile information division at APBW. "Our goal from the start was to become the number-one 3G provider, but we faced enormous problems: How can we attract users once we start our service? How can we provide a total wireless communication experience?"

Then there was the competition to consider.

"Without a doubt, the incumbent mobile phone service providers here had formidable advantages when it came to running a portal," Chiu pointed out. "These included the ability to set up the mobile phone so subscribers can access their company portals and services and to customize different content for different user groups. And from a technological point of view, APBW did not have the network structure that our 2G competitors were already equipped with."

This meant that new platforms for both network and applications had to be built from scratch, but APBW didn't want to overlook the issues of long-term planning and functionality in a 3G era where the emphasis is on data transmission. "Our goal was to provide our users with personalized services, as well as the best m-commerce applications and environment available," Chiu said.

HP SDP enables integrated mobile services and an enhanced customer experience

To create an innovative Web presence to market its new services and provide customers with a way to access Internet content, APBW turned to the HP Service Delivery Platform (SDP). SDP is HP's blueprint for developing, provisioning, and deploying standards-based end-user services. SDP allows service providers to deliver these services across multiple network types – fixed, mobile, and broadband – and generations – 2G/2.5G/3G/IMS. The blueprint addresses the delivery of services, including web and real-time IMS services, from the core network to the edge to devices. Deploying services within this blueprint allows carriers to get to market faster with new niche services, reduces service deployment complexity, simplifies service interaction, and eases service management – positively impacting revenues and reducing costs.

Based on open technology standards, the SDP is delivered with world-class design consulting, implementation, and support services from HP.

"As a new mobile operator in Taiwan, we knew we needed to aggressively sell our services and build customer goodwill," explained Chiu. "The SDP enabled us to launch a 3G services portal where our customers can view and activate mobile services, access Internet-based news and entertainment sites, and manage their own accounts."

The APBW 3G services portal is tightly coupled to back-end network systems, such as security, billing, and customer management, so that when a customer selects a new mobile service, the system quickly and automatically provisions it. The SDP also ensures that new services can be integrated and managed efficiently, with reduced risk and complexity.

The HP SDP enabled us to launch a 3G services portal where our customers can view and activate mobile services, access Internet-based news and entertainment sites, and manage their own accounts.

Alan Chiu, vice president, mobile information division, APBW

With the HP professional service team, its IT advice and integrated platform, APBW was able to comprehend and manage the system with confidence at the end.

Alan Chiu,
vice president,
mobile information
division, APBW

“With the new Web-based environment, APBW provides our customers with fast, simple, and personalized attention—anytime and anywhere they want it,” Chiu noted. “And it is helping us sell new services and generate new revenue.” He added that the integration project was completed in less than nine months, which was instrumental in accelerating APBW’s time to market—and time to revenue.

Within the SDP standards-based, modular blueprint, HP integrates its own and its partners’ best-of-breed technologies and creates a fundamentally flexible infrastructure that can be adapted efficiently to respond to changing market needs. In addition to enabling the presentation of new services and personalized account management, the SDP user interaction and presentation layer

- Provides content-rich mobile services, such as ring tones, games, unified messaging, audio and visual, and personal information management systems
- Delivers interactive content and applications to end users
- Provides a multi-language user interface
- Offers integrated services, including authorization, customer services, and accounting and message integration
- Enables a more versatile and flexible portal

“The SDP provides multiple benefits,” confirmed Chiu. “It lets us increase our revenue potential by aggregating and presenting new mobile data services in a timely manner. It reduces costs through efficient integration of content and back-end support systems. And it increases customer loyalty by letting customers self-provision new mobile services and self-manage their own accounts.”

Changing markets and conditions demand an adaptive enterprise

APBW did its homework prior to project kick-off, Chiu said, and the company had a good idea of what was required in today’s mobile services marketplace.

“To cope with the ever-changing market and customer demands, both new and old enterprises need to constantly update their IT environments,” he stated. “This critical market need harmonized with an important concept at HP—the adaptive enterprise.”

In HP’s adaptive enterprise strategy, modular, standards-based solutions translate to lower costs, simplified management, better business agility, and improved ROI. HP developed standardized codes to help enterprises use the latest technology to link their operations and IT applications together, with the aim of making IT the force behind higher performance, enhanced effectiveness, and a sharper competitive edge—as well as lower IT costs and operational capital.

“‘Standardized’ was HP’s priority, while a high-quality, customized platform was what APBW needed most,” Chiu related. “Updating personal information and payment mailing addresses—and all other 2G services—have become service requirements for APBW. As a new mobile provider, we not only had to build network and application platforms from scratch—we had to roll out attractive services rapidly and be the first to market with 3G services. It was important to keep long-term planning and management top of mind.”

By providing APBW with an infrastructure that is both cost-effective and flexible, the HP SDP enables APBW to be a more agile competitor. The value of the HP adaptive enterprise approach was demonstrated by the system’s rapid integration time—which facilitated getting APBW to market and revenue sooner.

The HP SDP...lets us increase our revenue potential by aggregating and presenting new mobile data services in a timely manner. It reduces costs through efficient integration of content and back-end support systems. And it increases customer loyalty by letting customers self-provision new mobile services and self-manage their own accounts.

Alan Chiu, vice president, mobile information division, APBW

"Since the new system is aimed at generating new revenues and reducing costs via simplification, it is delivering a very attractive ROIT," Chiu emphasized. "And with the standards-based, partner approach, APBW is not locked into specific technologies—we have ample flexibility."

Delivering a robust customer experience

Topmost on APBW's list of requirements for its 3G Web service portal were an attractive, friendly user interface and an easy-to-use service window where users can access the different value-added services they want.

"In the future we'll be introducing more m-commerce and paid services to our subscribers," Chiu explained. "Users will also have access to convenient options, such as creating their own personal settings, and a search function."

This capability could also apply to content management, he added, so the marketing teams at APBW can easily manage the information. "HP provided a platform that can easily integrate different back-end servers and applications—which contributed greatly to a streamlined APBW," remarked Chiu.

APBW also maintains a corporate website, mainly to exhibit enterprise-related information, provide a number-choosing service, and personal information alteration and

maintenance. This platform is also integrated with the company's back-end customer management system, provisioning system, and accounting system. "By connecting the front-end system, content platform, and back-end system, HP created a perfect end-to-end service procedure," Chiu noted.

Streamlining the system for confident management

Concluded Chiu: "In the beginning, APBW spent a vast amount of time developing platforms, even as the enterprise was still establishing and allocating departments and tasks. The IT department encountered numerous obstacles to integrating the different departments, platforms, and software within the organization. But HP provided professional consultancy and determined the various needs to act as the conciliator between the departments. With the HP professional service team, its IT advice, and integrated platform, APBW was able to comprehend and manage the system with confidence at the end."

Imagine: Through a combination of sound planning, integrated solutions, and comprehensive support, you've established yourself as the first 3G mobile phone services provider in Taiwan. Sometimes a powerful partner can help you beat the odds.

For more information go to www.hp.com/go/communications

© 2005 Hewlett-Packard Development Company, L.P. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein. The information contained herein is subject to change without notice.

5983-0529EN, 01/2005

