

# HP customer case study

Alcatel-Lucent

As end to end IPTV Solution Integrator Alcatel-Lucent needed a strong global IT partner to jointly develop optimized server and storage solutions for the IPTV platform within its Triple Play Solution.



**“HP understands the industry utilization that is needed for a successful IPTV solution and enables customers to reach efficient TCO.”**  
— Willem Verbiest, Managing VP IPTV Practice, Alcatel-Lucent

## Company Profile

Alcatel-Lucent provides solutions that enable service providers, enterprises and governments worldwide, to deliver voice, data and video communication services to end-users. With operations in more than 130 countries, Alcatel-Lucent is a local partner with global reach. The company has the most experienced global services team in the industry, and one of the largest research, technology and innovation organizations in the telecommunications industry.

## Industry

Communications, Media and Entertainment

## Solution

IPTV solution on HP ProLiant and BladeSystem servers coupled with HP Storage Systems

## Business need

As end to end IPTV Solution Integrator Alcatel-Lucent needed a strong global IT partner to jointly develop optimized server and storage solutions for the IPTV platform within its [Triple Play Solution](#).

## Solution overview

- HP recommends and tests the appropriate HP ProLiant, HP BladeSystem servers and Storage Systems based on Alcatel-Lucent specific requirements to optimize the performance and scalability
- Alcatel-Lucent validates selected bundled server solutions in its end-to-end triple play offering
- HP adds expertise in end-to-end test management, media content management, IPTV customer profiling, data center and IT services

## Results

- High availability solutions supporting the required Triple Play SLA
- Short time to market due to standardized and pre-installed solutions
- Less operational risk due to end-to-end validation and hardening
- Lower TCO due to optimized solutions taking migration into account



“IPTV offers operators a unique opportunity to help them compete against cable and satellite providers along with offering innovative service bundles to ensure new revenue streams.”

“Operators are looking to Alcatel-Lucent’s vast background in end to end IPTV solution integration in helping them better assess their existing network and readiness for the complexities of delivering this service.”

“Alcatel-Lucent is working with customers worldwide as a trusted advisor to better define design, installation, and BSS/OSS integration requirements”

“Portugal Telecom and SingTel are just two examples of customers that Alcatel-Lucent has deployed a full end-to-end IPTV solution based on Microsoft Mediaroom software and HP hardware.”

“HP is a preferred IPTV partner for Alcatel-Lucent for not only their fully tested and reliable ProLiant, BladeSystems and storage hardware platforms but also test management software, IT services and responsive support. HP understands the industry utilization that is needed for a successful IPTV solution and enables customers to reach efficient TCO.”

**Willem Verbiest**  
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For more information, visit [www.hp.com/go/cme](http://www.hp.com/go/cme)

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