



## A Message from Sebastiano Tevarotto Vice President & General Manager Communications, Media & Entertainment

I am pleased to announce that HP is launching the next phase in our already successful HP Service Delivery Platform offering, the HP SDP 2.0. The future potential for this platform is so significant as the market for services grows that I want to share my enthusiasm with you personally.

Developed to leverage the flexibility of a service-oriented architecture (SOA), the HP Service Delivery Platform 2.0 optimizes the convergence of IT, networks and Web 2.0 functionality to bring governance, management and quality to service delivery.

We have reacted quickly and decisively to the market needs, directly driven by increasingly sophisticated subscriber demand for rich, context-aware converged services and we are introducing a number of new key features to the platform including:

- Third Party Framework enhancements to provide overall governance
- Virtual Identity and Profile Broker which acts as a single point of access for customer information and improves security
- Context and Session Management features including Service Chaining to enable services to change automatically to reflect the subscribers' environment
- Testing products from HP BTO and partners improve the speed and quality of service delivery
- Seamless integration of Service Provider network services with OSS/BSS environments
- Integration with Opencall service enablers to bridge current telecom environments to emerging Internet Protocol Multi-Media Subsystem (IMS) and Internet Protocol Television (IPTV).

We have built on our field-proven HP Service Delivery Platform 2.0 to produce a standards based service-oriented architecture that rapidly and cost effectively integrates and manages converged voice, data and content services.

Most importantly, the introduction of an SOA based service delivery platform in a carrier network requires a different kind of partner - one that has demonstrable systems integration, network and IT experience in equal measure. I truly believe that only HP can offer the breadth of experience and technology necessary to produce rapid service delivery innovation and transformation for fast moving companies in the Communications, Media & Entertainment markets.