



A Message from
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In a highly competitive industry, keeping customers happy is key to keeping the bottom line healthy. Profitable growth hinges on making and executing sound business decisions quickly, accurately and efficiently. The information you need to make those decisions is hidden in the gold mine of untapped customer data.

Today, with the introduction of HP CentralView, we can help you achieve a competitive edge by mining that vast resource. In CentralView, HP has developed a portfolio of Communications, Media & Entertainment (CME) business-focused solutions which gives you a single, intelligent view of your customer related data—and the monitoring and analysis tools to transform that data into actionable business information for decision-makers.

The HP CentralView portfolio has three primary elements:

- **Tightly integrated, business-focused solutions** that quickly transform key under-used data from disparate sources into competitive opportunities for revenue generation, protection and optimization;
- **A common, technology framework** that includes unique HP CME data models and is designed for flexibility, extensibility, consistency and overall cost-savings; and
- **HP services** that bring CME business intelligence experience coupled with more than a decade of helping protect the revenues from more than 400 million end customers worldwide.

With HP CentralView, you can realize the value of both your real-time (operational) and batch (analytical) data for purposes of solving your unique business challenges rapidly, accurately and cost-effectively. HP CentralView helps you generate new service offerings, create new business models, guard against fraud, prevent revenue leakage, retain customers, manage content partners and more. The portfolio is modular so it readily adapts to your strategy and available resources.

We are very excited about the potential that HP CentralView brings. The HP CentralView portfolio, including software, hardware and integration services, helps you mine the gold hidden in your customer data and places customers at the center of your information universe.