



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

Central to many of the conversations I have had with HP's global carrier customers is the growing desire for a single, integrated, real time understanding of their subscriber populations. With disparate, often disjointed databases holding critical subscriber data, operators are challenged to proactively offer personalized services to key customers. Yet it is clear that only with truly targeted services based on an understanding of the individual can carriers impact customer loyalty and enhance their margins.

At Mobile World Congress (MWC), HP will take the opportunity to announce the strengthening of our considerable software portfolio, particularly in the area of helping service providers to generate revenue and loyalty from their subscriber base while containing costs.

The HP OpenCall profile manager federates, in real-time, previously isolated databases and provides the means to ensure data consistency across the various data silos traditionally associated with network elements or service applications. This focal point for sharing and accessing subscriber data also makes centralized service provisioning and data access practical and cost effective – not to mention accelerating the deployment of personalized services by giving service provider a unified means to share a single, consistent view of a subscriber across its application portfolio.

Our second new software announcement will help carriers face the growing need to manage and control the development of new services. As service providers encourage thousands of non-telecom developers to create innovative services, they need more rigorous governance to ensure that services adhere to network policies for management, security and control.

The HP Service Governance Framework provides this governance within the framework of the HP Service Delivery Platform 2.0 (SDP 2.0). The Service Governance Framework builds on the service oriented architecture technologies in the HP SDP 2.0, and as well as comprehensive management capabilities it offers a registration portal for third-party developers to integrate Web 2.0 services, a change of contracts facility between applications and services, and real-time policy enforcement.

I believe with the introduction of these new solutions to our existing software portfolio HP can offer a comprehensive means of both subscriber data management and control. To find out more contact your HP Account Team to discuss how HP's network software capabilities and systems integration experience can move you closer toward improved customer loyalty and greater revenues or please visit our websites at www.hp.com/go/cme and www.hp.com/go/opencall