



HP CentralView  
HP CMETV NewsFlash

With Karl Whitelock  
Senior Consulting Analyst  
Stratecast

### Unlocking the power of data

Interviewer

Hello and welcome to this special edition of CMETV, the exclusive program from HP for the Communications, Media and Entertainment industry.

Interviewer

Ever increasing competition is putting pressure on telecommunication companies to rapidly deliver new services and consolidate their revenues. In this aggressive market, HP is announcing CentralView, a new solutions portfolio positioned to help service providers gain a competitive edge by identifying possible lifestyle offerings and managing related risks. Service providers determined to thrive in today's competitive climate must be prepared to change their primary focus.

Analyst Response -  
Karl Whitelock

"For service providers - and I am talking about the communications industry as a whole - the real thing that we must do is to get focused around the customer. That's going to become extremely important both now and much more important in the future. It's really the point of competitive differentiation for organizations; it's the point where we will become much better at actually addressing true customer needs.

We need to be able to provide capabilities that allow customers and their lifestyles to be improved. Now this improvement in lifestyle capabilities for customers is very new to the communications industry. However it is not new overall. For example, we've seen a number of instances where we have concierge services. This is a place where organizations provide capability for customers' lifestyles to be simplified, or more to the point, more specific - not only is it in concierge services but it is in business management services."

Interviewer

And as the industry shifts to a totally customer-centric focus, data is absolutely critical to understanding the requirements of both existing and targeted potential customers. Such providers need to have access to reliable and actionable data. However, it is often buried in silos and multiple systems.

Analyst Response -  
Karl Whitelock

"The idea of handling customer data and in order to support customer needs whenever a customer calls in for service is 100% dependent of the effectiveness of getting the data from the right systems to the right people inside the organization. It sounds simple in theory, but it is very complex.

What often happens is you have disparate systems looking at the real time functionality and are



	<p>looking at more long term trends and issues. And it is summarized in different ways because it is produced by different systems. Often times we can get a disjointed view of that information and the conclusions can be wrong simply because of the way we have accessed and utilized the data. On top of all of this, if there was a way that we could bring a view of the data together continuously so that the summary in a more batch-orientated mode was just a summary of the real time perspective, then it opens up new possibilities for identifying issues across the organization that might otherwise fall through the cracks.</p> <p>Everybody wants to be able to use this data and use it effectively. So we need to create a user-friendly environment – something that will allow let’s say very technical users to access information that would be important for doing their jobs, as well as business analysts in doing their jobs. If we can accomplish that fact along with all the other aspects, I think the industry at large will be extremely interested in whatever type of solution will be offered to the industry.”</p>
Interviewer	<p>The HP CentralView portfolio brings a unique proposition to the industry in terms of seizing and exploiting the full potential that service providers hold. CentralView helps operators place customers at the center of their information universe for the purpose of revenue generation, protection and optimization.</p>
Analyst Response - Karl Whitelock	<p>“The HP CentralView portfolio can be best described as a solution. And what I mean by that is it is a bringing together, first and foremost, of applications that are very specific around the revenue analysis area and these applications then use a common framework. The common framework consists of a database that will house all of the data and the issues around the data that we have talked about previously. But more importantly, it also provides a common look and feel to the applications. And also the framework allows one application or multiple to be used by any given organization.</p> <p>Within the framework, there is a flexible data structure. There is not only a common data model that is tied specifically to the Communications, Entertainment and Media industry, but there is also the ability to store that data - and large amounts of data can be stored very effectively in HP provided products such as Neoview.</p> <p>It really addresses business problems. So you see applications that are very focused on a problem that might be around risk management, it might be around a number of other aspects that have to do with revenue analysis.”</p>
Interviewer	<p>HP is building on years of experience to deliver a solution dedicated to the needs of the Communications, Media and Entertainment industry both for today and for tomorrow.</p>
Analyst Response - Karl Whitelock	<p>“Another critical aspect that I think is very important to this solution portfolio is its modular design. What I mean by this is that we have different applications that address very specific business needs. But certainly business needs of today are not going to be the business needs of tomorrow. So the ability to add additional applications one by one as time progresses is an extremely important characteristic.”</p>
Interviewer	<p>For more information about HP CentralView, visit <a href="http://www.hp.com/go/centralview">www.hp.com/go/centralview</a>.</p>