integrated service management for advanced cable services

the operations management platform for next generation cable services

reduce operational costs, ensure quality of service, and increase market share through profitable new services
Your world is changing drastically
You moved from analog to digital, and can now more effectively manage your voice, video, and data services. HP is here to help. With a wealth of network management experience and a strong commitment to the cable industry, HP is ready to partner with you to ensure your success in the new world of broadband.

Will you survive or thrive in the broadband era?
The opportunities are as compelling as they are profitable: Video-on-demand. Interactive gaming. Enhanced high-speed Internet access. Anywhere, anytime business and entertainment. Today, new broadband services are connecting content with consumers through digital ecosystems that are transforming the way we live, work and play.

But today, a host of new wireline and satellite-based challengers have entered the market with convergent voice, data and video services. As a result, cable operators like you must find ways to cover the high costs of network upgrades while facing formidable competitive pressures.

To succeed, you’ll need to evolve your infrastructure into a flexible, dynamic operations management architecture that enables you to rapidly deploy personalized, on-demand services – from high-speed Internet access to VOD to convergent data and voice services and more. Provision and manage the transactional nature of many new offerings. And stay ahead of your competition.

Enter: HP Integrated Service Management for Advanced Cable Services.

Get your share of the broadband revolution – with HP ISM for Advanced Cable Services
Optimize your operational efficiency and achieve quick time-to-revenue while offering high service quality and an enhanced customer experience. HP Integrated Service Management (ISM) for Cable enables you to evolve your existing infrastructure to deliver new, Cable IP-based data, voice and video services that generate demand and create profitable new revenue streams.

HP ISM solutions provide streamlined and end-to-end management of the various processes involved with delivering, managing, tracking, and billing for a rich set of services.

Combining the ability to analyze existing processes, recommend automated solutions, and provide an integrated hardware and software infrastructure to enable service management at both the network and the application layers, HP ISM offers you greater visibility, reduced operating costs, as well as direct control over the entire services lifecycle.
the operations platform for the broadband revolution

HP Integrated Service Management for Cable delivers a modular, integrated operations and business support system (OSS/BSS) that provides the back-office and front-office capabilities required to support current and emerging broadband services. ISM enables cable operators to quickly deliver, manage, track and bill for new voice, data and video cable services using best-in-class components. Functionality includes:

multi-service provisioning
Create new services faster across network and application layers. Interactive service activation and management of cable services via applications from HP partners

comprehensive service assurance
Improve service availability and quality of service while reducing truck rolls and operational costs. Proactively manage your network by detecting a network problem before your customer, isolate the problem and resolve it quickly. When a problem occurs know which customers are affected. Get your network under control and provide the level of service that customers expect, using HP OpenView software suite.

Generate more revenue today. As your service requirements grow to manage telephony, video servers, applications, and databases, the ISM solution can easily evolve to address the new infrastructure.

differentiated service usage
Create new service tiers based on user segmentation. HP collects, mediates, and aggregates users services billing records. HP IUM is Cablelabs compliant, meets Packet Cable specifications, and integrates with cable industry record keeping server (RKS) and industry-leading billing applications

strategic business intelligence/CRM
Dynamic NetValue Analyzer uses data collected from HP Internet Usage Manager to analyze subscribers’ behavior and simulate various pricing models so you can deliver multi-tiered service plans to individual customers and optimize average-revenue-per-user

Whether you’re offering basic services, advanced services, or even addressing the enterprise, the HP ISM solution has the architecture and scalability to grow with you.

take the next step: start capitalizing on hp ism for advanced cable services today

In the next five years, the race to develop, deploy, and manage profitable new voice, data, and video services will determine the winners and losers in today’s dynamic and evolving cable industry. Only HP, together with its partners, provides a complete management solution for Internet, network service providers and cable operators. HP OpenView is #1 for service providers worldwide based on success in the IP and telecom network and service management market.

This leadership is reflected in the following statistics:

• 135,000 installations
• 1,000 wireline and wireless networks
• 8 of the top 10 international long distance carriers
• 70% of the world’s Internet devices
• 99 of the Fortune 100 companies

HP provides a comprehensive suite of industry-leading components to support the build out of all broadband solutions. To learn more about HP ISM for Advanced Cable Services Solution, visit www.hp.com/go/ism

Telstra turns to hp ism for advanced cable services to initiate usage-based billing

Telstra initially launched Internet access services on a flat rate monthly subscription basis over the company’s cable network, Big Pond Cable. Forced to pay per-megabyte charges on the wholesale market for new high-speed Internet connections sold to subscribers, Telstra turned to HP for answers. The result: a new usage metering subscription management solution made available to customers through a range of pricing tiers for high-speed Internet access. The joint Telstra-HP team worked together to rapidly develop an application that implemented usage-based billing and also gave Telstra’s customers a way to track their own usage of cable-based Internet services online.

“HP improved the code developed by the project, and established the means by which collected traffic data would be passed on for aggregation and fed into a rating system. Once the measures had been set up in this way, it was a relatively simple matter to apply charges for actual data downloaded by users.”

Glenn Law, Telstra Project Manager

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