



# service providers in the always-on marketplace

**greg michels**

general manager  
service providers  
software solutions organization  
hewlett-packard

software press conference  
february 13, 2001

# service providers in the always-on marketplace



hp is uniquely positioned to provide solutions that enable service providers to rapidly develop, integrate, deploy, and manage new e-services

**don't forget ...**



hp has been delivering service provider solutions for years ... our leadership will strengthen as we continue to implement our strategy

hp solutions enable the rapid implementation of new services that generate new revenues

hp enables a complete value chain to deliver leading solutions for service providers

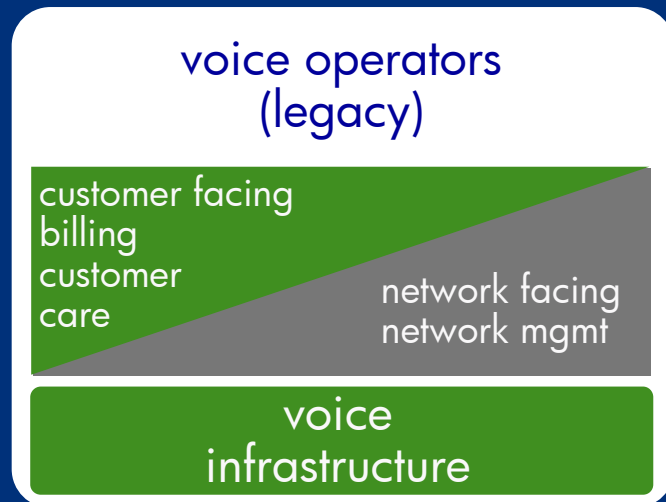
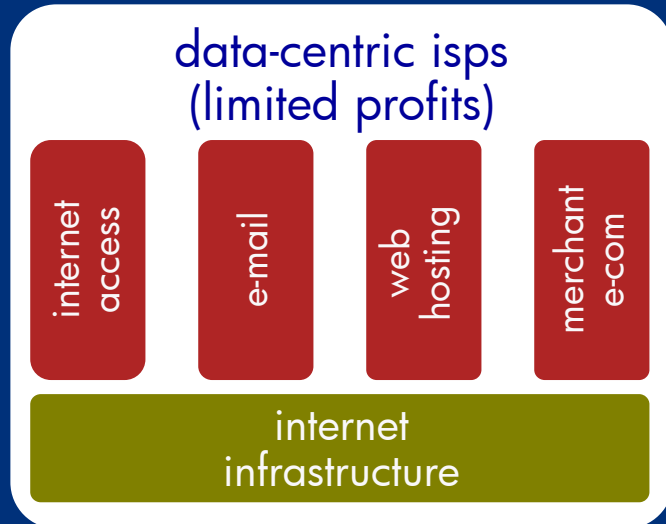
# hp's leadership today



- 125 of the largest financial organizations depend on hp security products
- 1<sup>st</sup> usage mediation solution addressing the emerging needs of GPRS mobile IP service providers
- 10 of 10 largest u.s.- based ISPs managed
- 25 million on-line customer accounts managed
- 67% of u.s.- based internet service providers
- 70% of internet devices managed
- 16 years of public and private network & systems management experience
- 1,000 hp opencall installations in wireline and wireless networks in over 50 countries
- 1<sup>st</sup> to market with IP usage mediation and management

# service provider trends

today...

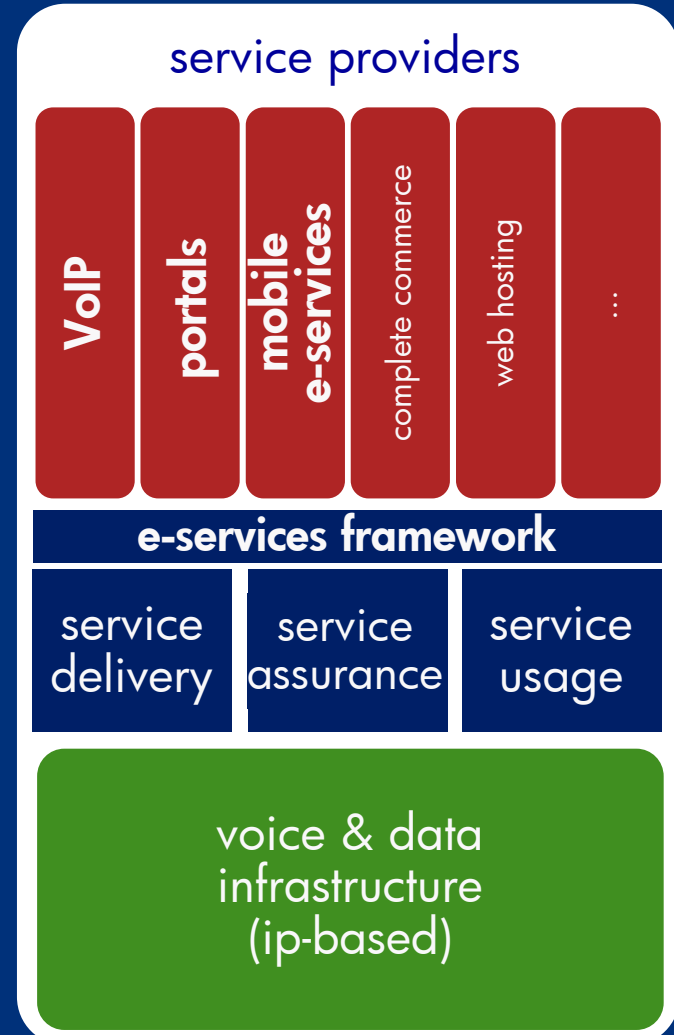


drivers



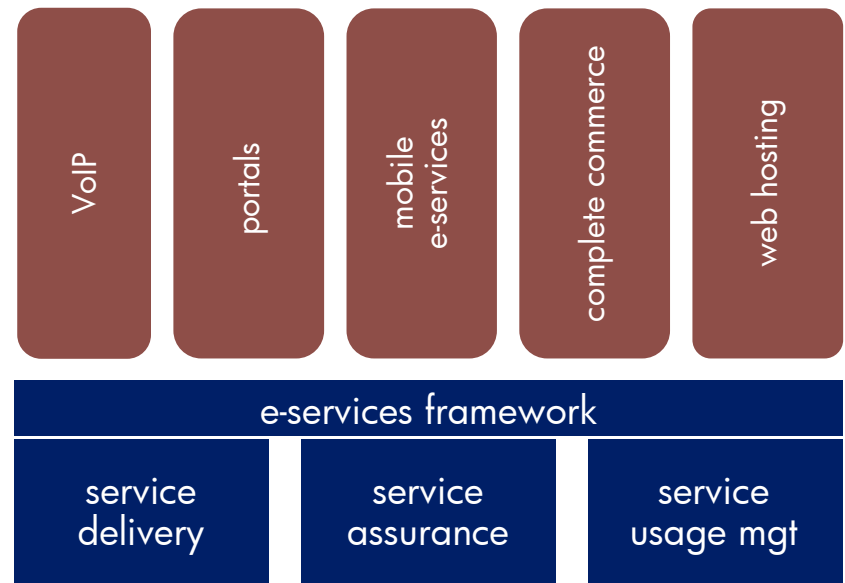
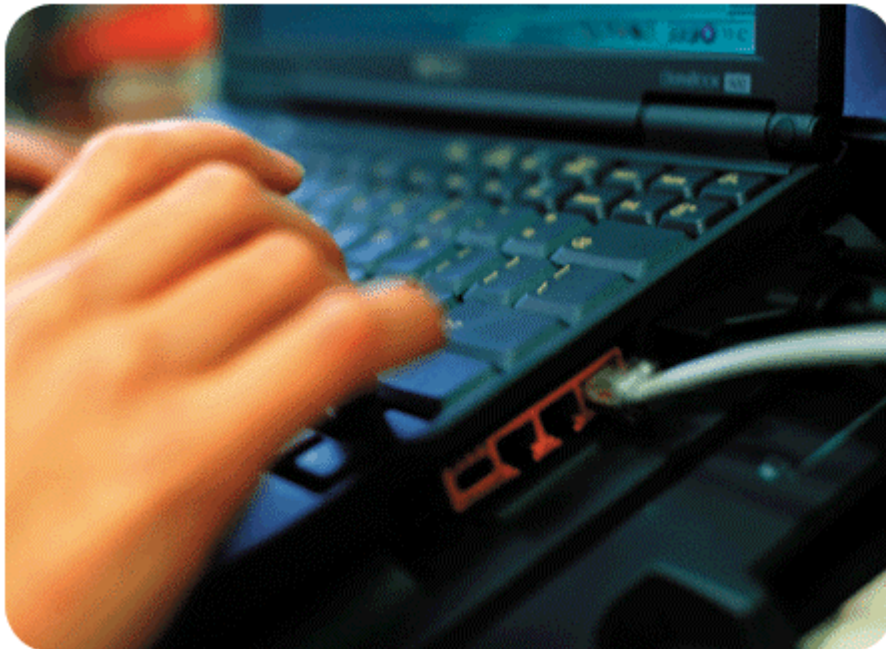
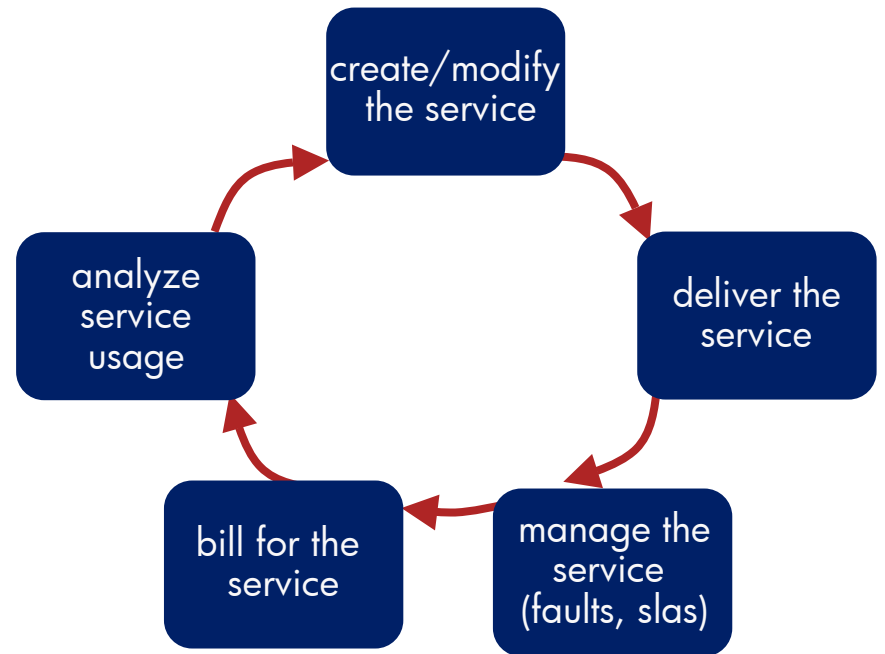
- voice & data integration to offer new hybrid services
- guaranteed availability
- rapid service deployments
- ability to offer multiple concurrent services cost effectively
- inherent scalability

re-engineering...





# e-services management





- subsidiary of telefónica
- focus on corporate data and Internet business
- IDCs are main focused for future growth
  - boost revenue growth
  - increase market share
    - > differentiate services
    - > offer SLAs

**solution:**

telefonica data web hosting services framework is an open solution, designed, delivered, and managed jointly with hp. it allows telefonica data to develop, host, and deliver innovative services to their customers over the internet.

“hp provided telefonica data with a true end-to-end solution that helped us build our web hosting services strategy...one of the key factors is the integrated service management solution, which is based on hp software products.”

eduardo gomez-leal  
telefonica data  
hosting business manager



**primus  
telecommunications  
group**

infrastructure for  
collaboration-content-  
commerce (c3)

**wayne simmons**

vice president and general manager  
global internet solutions  
primus telecommunications

february 13, 2001



# about primus

total service provider of bundled voice, data & internet services to business & residential retail customers utilizing our world-class broadband global network

- founded 1994
- rev 2000: \$1.24b
- customers: 2.1m
- nasdaq: prtl
  - ipo – november 1996
  - 1999 deloitte & touche fast 50
  - 2000 ernst & young entrepreneur of the year – telecom
- ~3000 employees
- key partnerships:
  - hp
  - cisco
  - lucent

# primus global application-intelligent networks

## product portfolio

provides the "building blocks"  
for corporate c3 ecosystems

- reliable
- flexible
- secure
- high-performance
- global



collaboration  
applications



content  
applications



commerce  
applications

application enablement infrastructure

acceleration infrastructure

operations infrastructure

hosting infrastructure

network infrastructure

# primus and hp global strategic partnership

- hp provides end-to-end services to support the primus c3 strategy
  - hp consulting
  - hp hardware
  - hp software
- hp OpenView and netaction solutions are critical to our up.time management services
  - end-to-end SLAs
  - transaction level SLAs
- provides support on a truly global basis through a seamless account management structure
  - true partnership vs. a typical vendor relationship



**i n v e n t**

# next generation telephony solutions

from hp and StarVox

new

intelligent voice services  
now available  
over the internet

VoIP

portals

mobile  
e-services

complete commerce

web hosting

e-services framework

service  
delivery

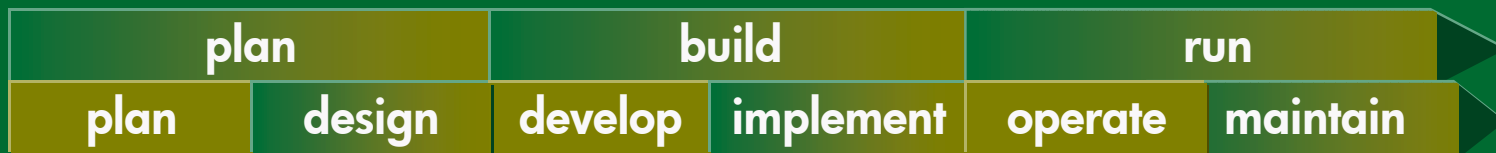
service  
assurance

service  
usage mgt

- hp opencall multi-service controller
- StarVox VoIP vpn and IP centrex
- Cisco IP infrastructure
- comprehensive services



from planning to operation to maintenance:  
**hp and StarVox**  
**deliver an end-to-end solution**





iplan  
networks

## about iplan

- "IP-over-fiber" backbone allows modern telecom services to run directly on the optical fiber
- first in argentina to offer next gen telecom services over 100% IP network & 100% IP multi-service network

## hp solution

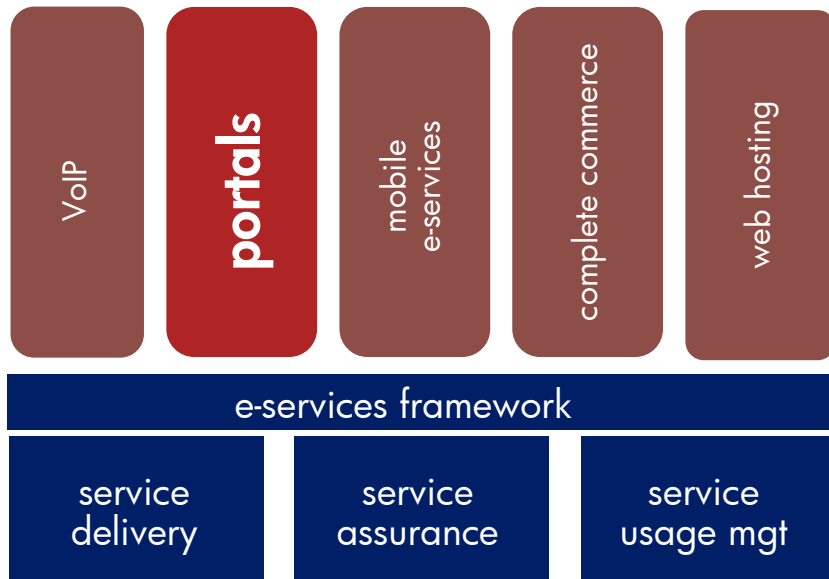
- will operate a broadband local access network to provide data & voice telecom services to business customers as a CLEC in their target market
- targeting regional expansion

"... to take fullest advantage of this opportunity, we had to move at internet speed – so we turned to hp, cisco and starvox to implement a robust, end-to-end next-generation telephony solution, running over our existing high-speed fiber optic network ... we already have a revenue stream from this investment..."

daniel nofal  
cto and co-founder  
iplan networks

# hp service provider business portal

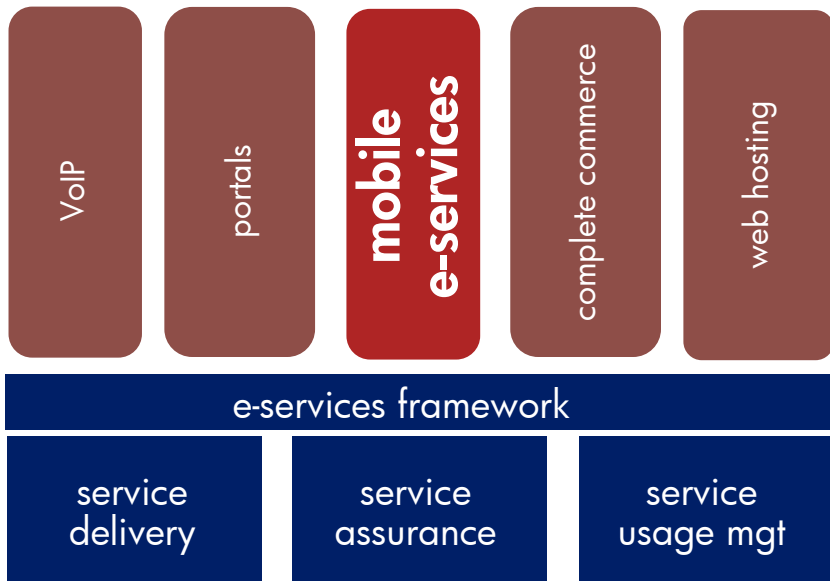
enabling the creation  
of self-service portals for  
service providers



- dynamic generation of service catalogs
- self-service provisioning
- service information monitoring and control
- service usage and bill management
- protect portal applications and data
- customer care



empowering service providers to transform the mobile user experience



- hp opencall sms/prepaid
- hp total-e-mobile server
- hp IUM content/usage based billing
- hp ov wap server management
- hp virtualvault secure mobile transactions
- hp ovc/sa wireless infrastructure management

# who uses hp service provider solutions?



## asia

clearcom  
hong kong tel  
korea telecom  
mobikom  
nec

quanzhou  
singtel  
telecom new zealand  
telekom malaysia  
telkomsel



## americas

aerial  
aol time warner  
verizon  
charles schwab  
comcast  
consonus  
e\*trade

empresa brasil  
nexlink  
nortel networks  
primus  
telecom argentina  
teligent  
worldcom

## europa/middle east

albacom  
castel  
finnet  
gdc  
helsinki telephone  
mmt  
portugal telecom  
swisscom

tim  
tele2  
telecom egypt  
telecom italia  
telecom namibia  
viag  
verio  
vodacom



**hp understands how  
to deliver elegant  
solutions to complex  
problems**

**hp software**

**leading systems  
integrators**



**joint sales &  
marketing  
initiatives**

**solution  
centers**

**realization  
centers**

**service**

**support**



**i n v e n t**