



Business Intelligence for the New Internet Economy

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Smart Internet Usage

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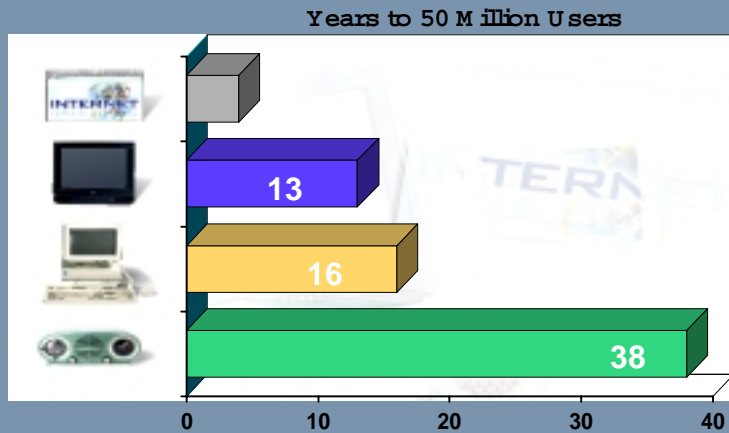
Outline

- Get ready for the billion-node Internet!
- Challenges to capturing value
- HP Smart Internet Usage
- Business Intelligence applied to Internet services
- Multiple benefits to IP metering
- Summary



smart

Internet adoption exceeds that of any previous technology

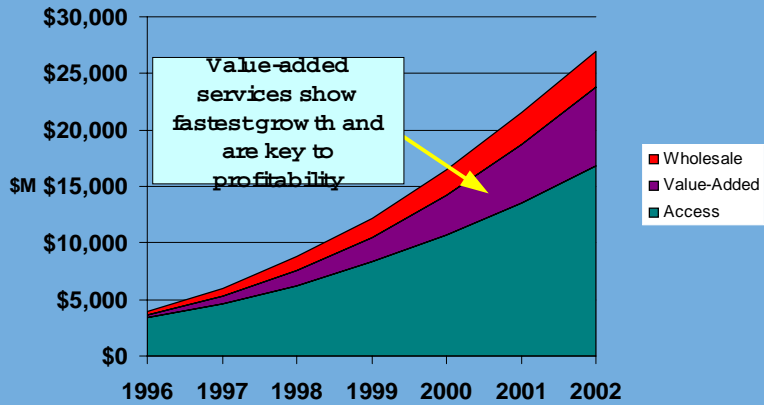


The billion-node Internet age of E- Services

Gartner Group has projected that over 1 billion mobile phones will be in service between 2003 - 2005. (7/1999)

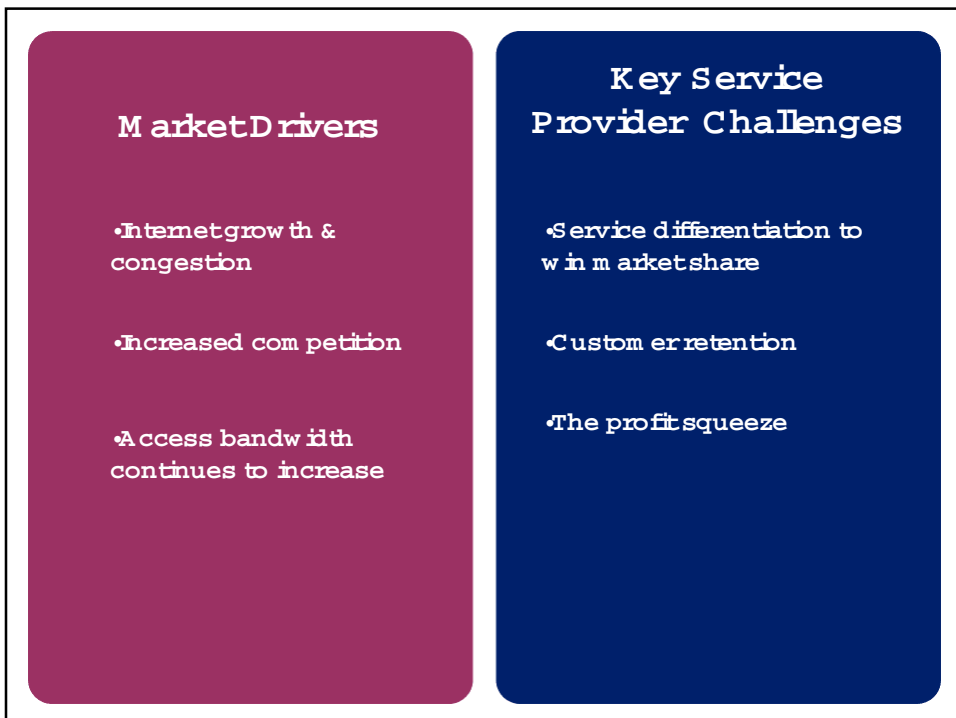
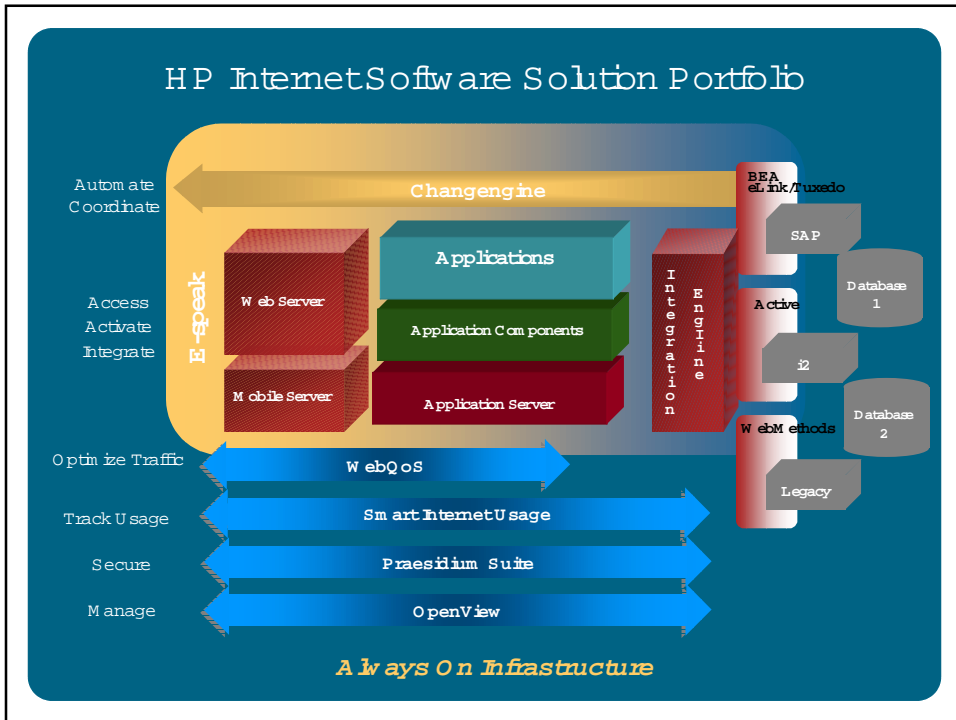
- Giga estimates that mobile phones with Internet connectivity will overtake fixed-line access to the Internet between 2003 - 2005. (6/2000)

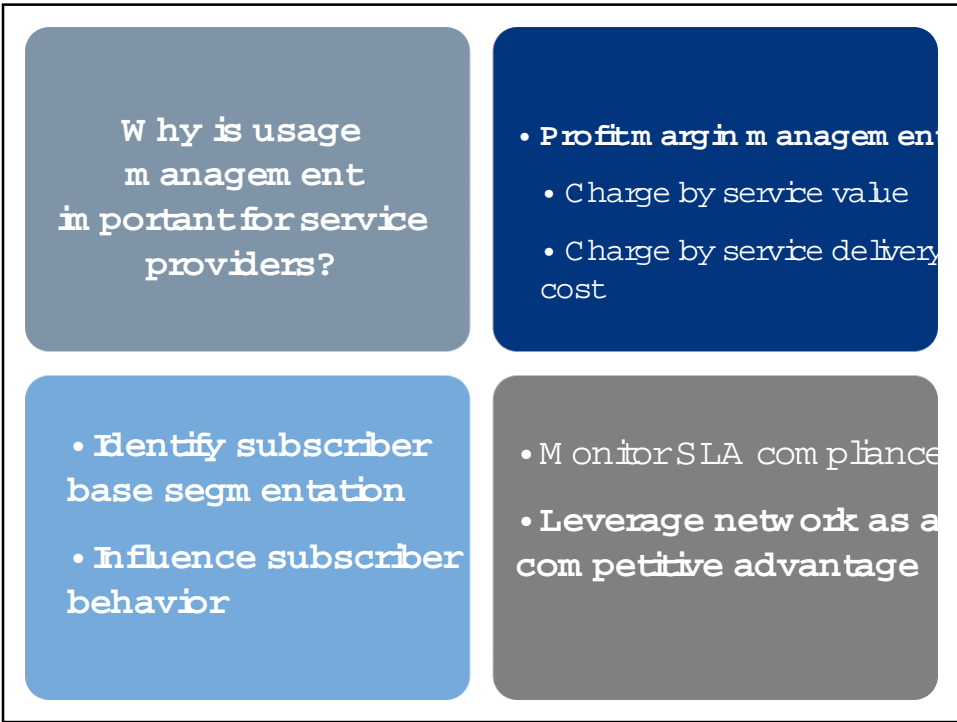
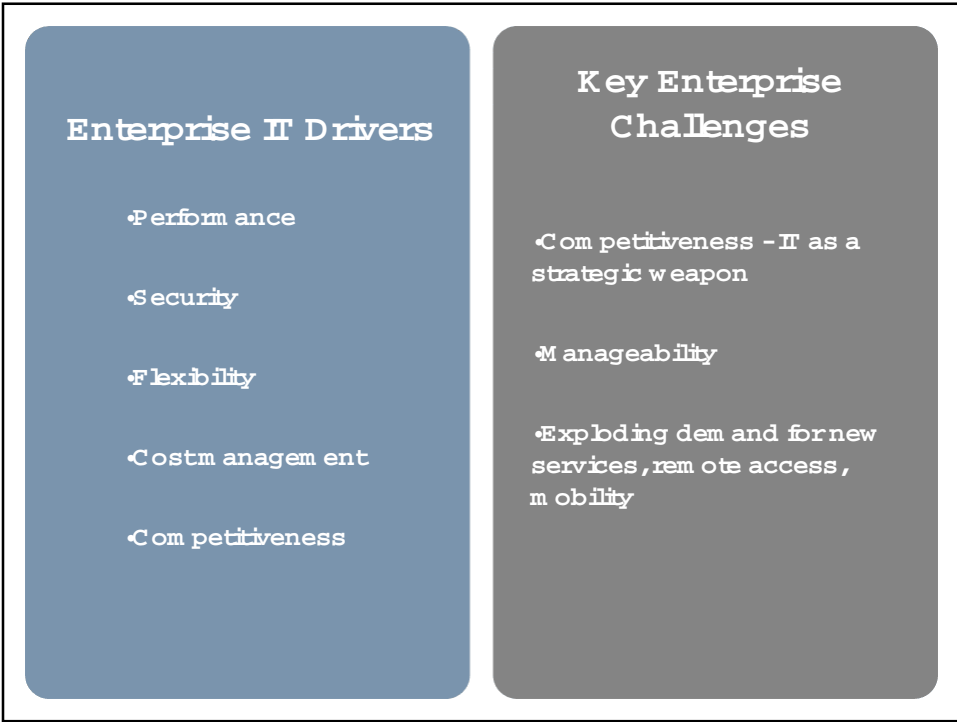
Global ISP Revenues (\$M)



Question :

How best to capture value from the ubiquitous, "always-on" Internet and rapidly evolving e-services





Why is usage management important for enterprises?

Cost Containment

- Internal chargebacks
- Desktop/department accountability
- Fair allocation of costs

Network Engineering/Management

- Capacity/new service planning
- Performance optimization
- Resource utilization

Decision support

- New service ROI
- Outsourcing
- Caching, storage, etc.

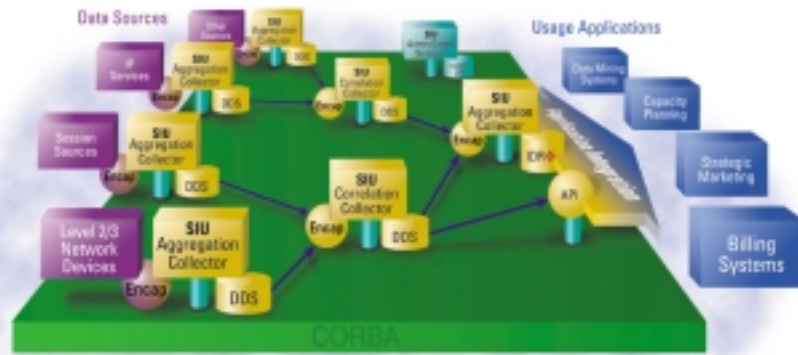
HP Smart Internet Usage

What is it?

- The industry's leading comprehensive IP usage management platform
- Collects, aggregates and correlates usage data
- Supports ATM and IP infrastructure
- Open interfaces to data sources and applications
- Distributed architecture for scalability

HP Smart Internet Usage

Metering for the billion-node Internet



Smart Internet
Usage enables...

- Detailed understanding of customers
- Competitive service differentiation
- Reduced time to market
- Cost containment
- Improved asset utilization

Business intelligence based on IP usage data addresses fundamental challenges

Today, little is known about individual usage of the network or about individual service consumption

Without even basic information, no segmentation of customers is possible; it's 'plain vanilla' for everyone

Unmet customer needs lead to a service provider's loss of revenue or loss of the customer, or to reduced effectiveness in the enterprise

Business intelligence applications of IP usage data

- Subscriber segmentation
- Targeted service bundles
- Loyalty programs
- New service pricing, ROI
- Cross-selling & up-selling
- Advertising sales
- One-to-one marketing

Sample of Internet usage analysis with drill-down capability



(Separate demonstration)

Smart Internet Usage Key Contributions

- Open** • Fits anywhere; leverage existing network, BSS
- Scalable** • Low entry cost yet grows to global scale
- Extensible** • New services, technologies easily added
- Manageable** • Low cost to manage even large-scale infrastructure
- Flexible** • Changing business needs readily accommodated

Service Provider Benefits

- Competitive service differentiation to win and retain customers
- Detailed understanding of customer behavior to reduce churn
- Reduced time to market for new services
- Improved productivity and asset utilization

Subscriber Benefits

- Choice and flexibility with tailored service plans
- Pay only for actual value delivered
- Improved management of and accountability for networking expenses
- Enables internal chargeback capabilities

Enterprise IT Benefits

- Improved level of service to internal customers
- Improved service assurance
- Confidence when deploying new services
- Efficient, fact-based operations management



Business Intelligence Trends: More, faster

- In hyper-growth environments, large data mining solutions may be inadequate

- Real-time collection and analysis facilitate decision making in Internet time

- Statistical modeling and live metered data will complement the larger, more sophisticated tools

- Flexible metering infrastructure is essential to the new approaches

Summary

- After long emphasis on network buildout and customer acquisition, service differentiation and profitability move to the fore

- Usage metering provides insight to the customer and the value delivered

- Business intelligence applied to IP usage data enables creative, flexible services for improved customer acquisition, retention and profitability

