



OSS: The Service Provider's Competitive Edge

Bill Emmett

Solutions Marketing Manager

16 August 2001

staying ahead
of business
transformation

managing the
customer experience

service management

distributed
client/server management

network management → internet management

systems management

'90

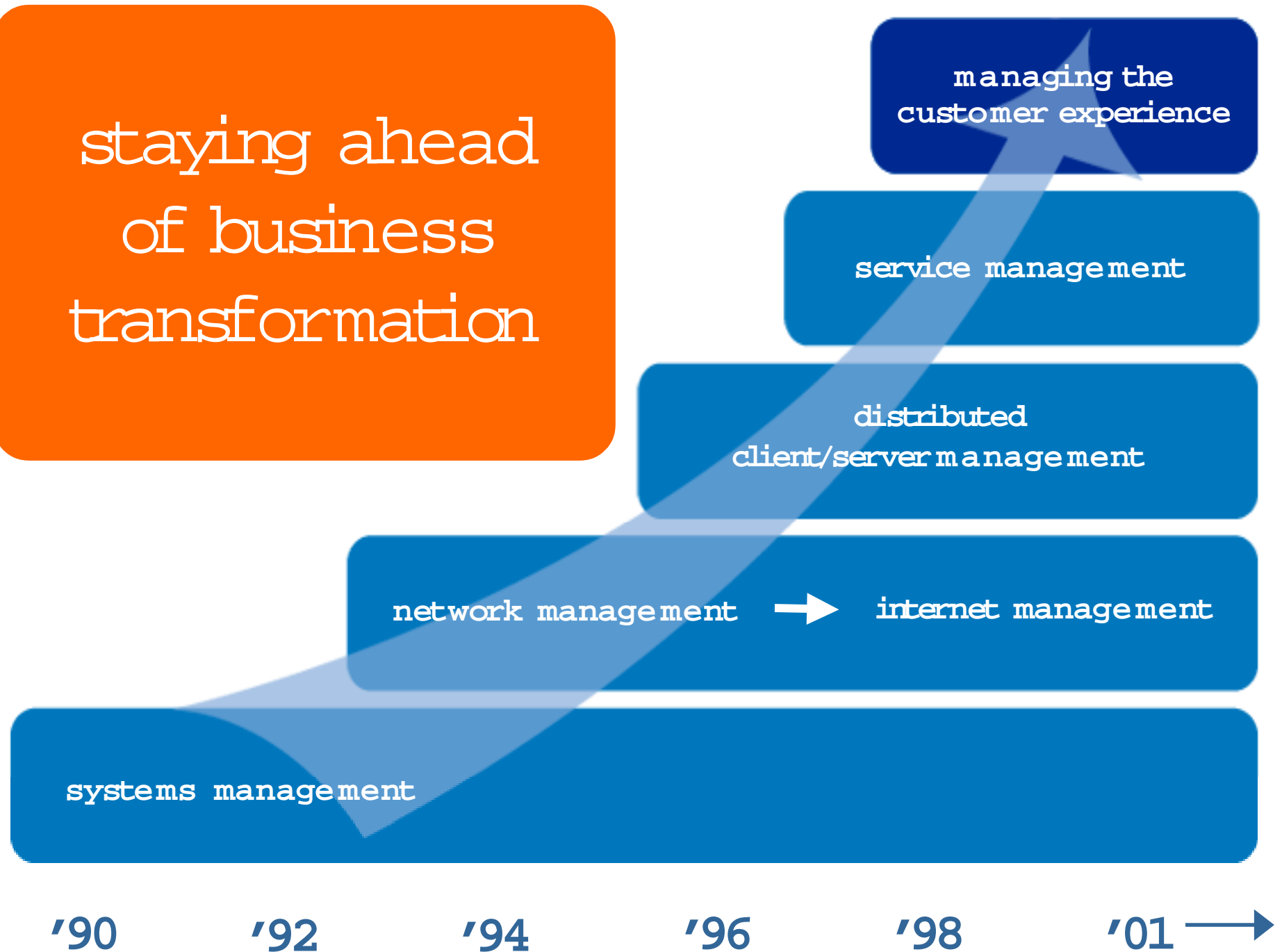
'92

'94

'96

'98

'01 →

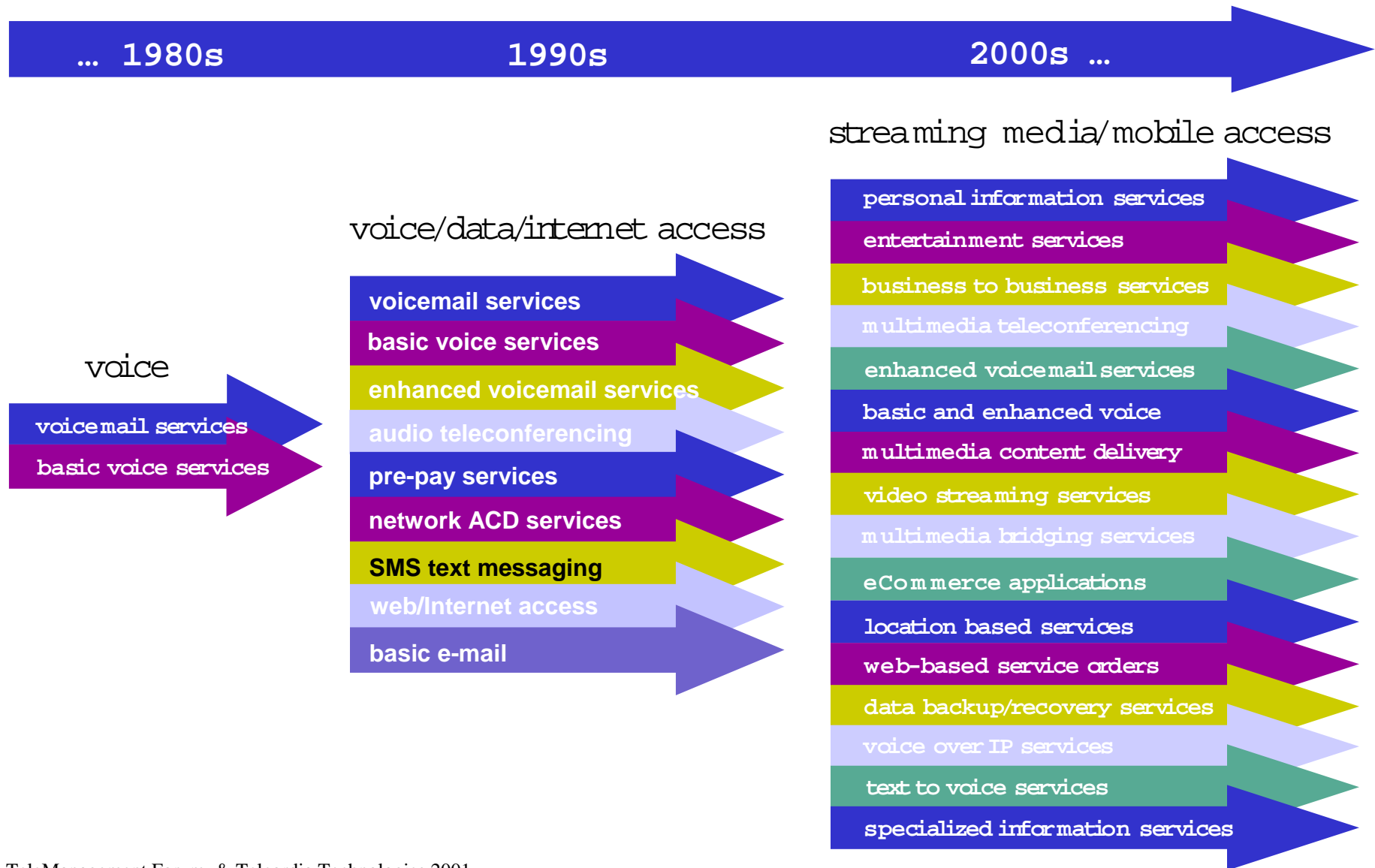


explosion of new services

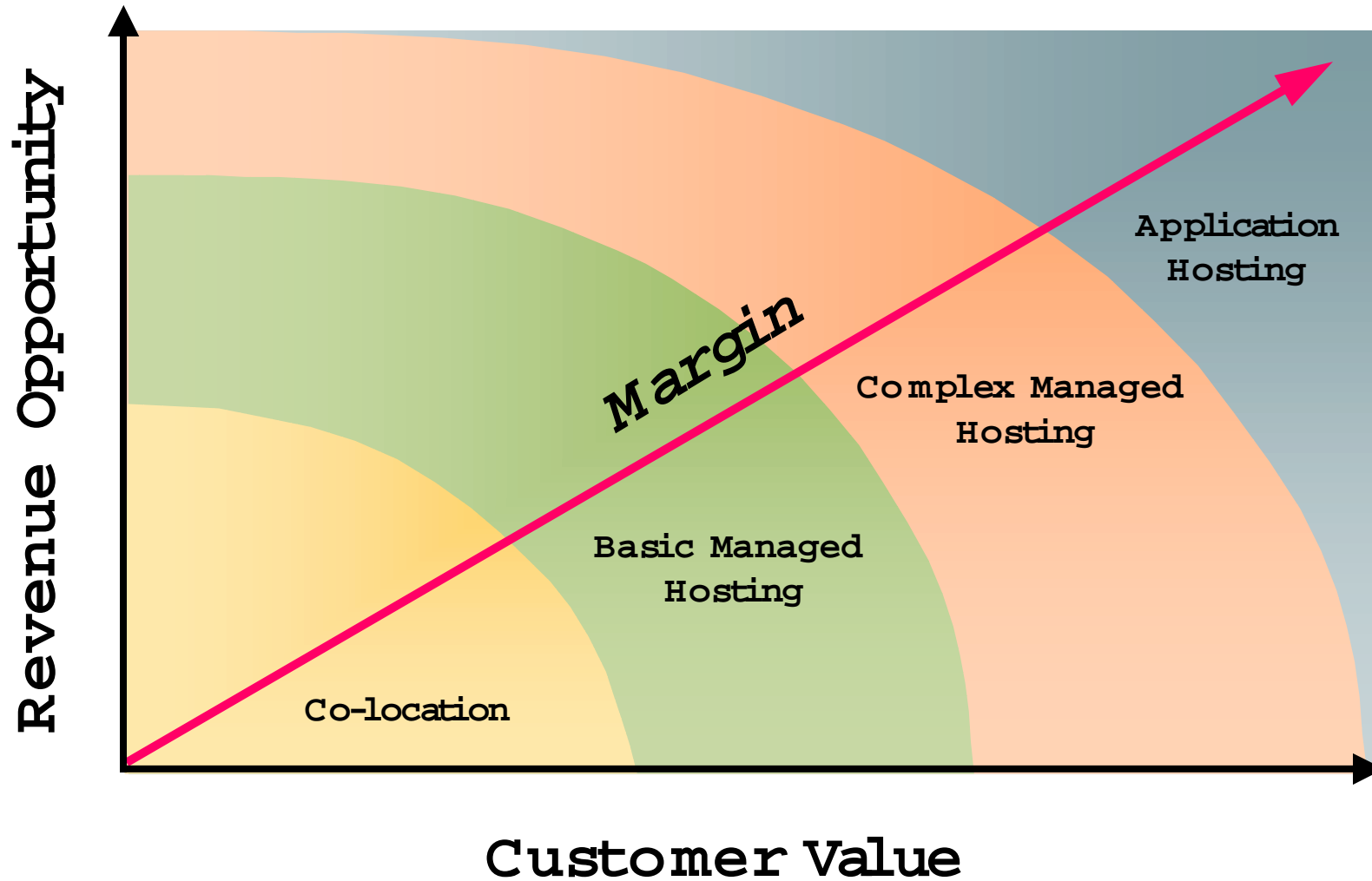
... 1980s

1990s

2000s ...



extending service capabilities



business challenges

*increase
revenues &
market share*

- introduce new services quickly
 - maximize revenue from each customer
- enhance brand identity

revenue

*attract & retain
customers*

- deliver bullet-proof service
- offer customers service visibility and control
 - develop customer trust and meet expectations

expenses

*decrease
operational
expenses*

- deploy quickly
- scale quickly
 - eliminate redundancies in equipment and people
- consolidate operations and control

services life-cycle

service creation

- Build, deploy, and integrate services
- Prerequisite for generating services

service delivery

- Attract revenue-generating customers
- Automate business & technology processes
- Scale to demand

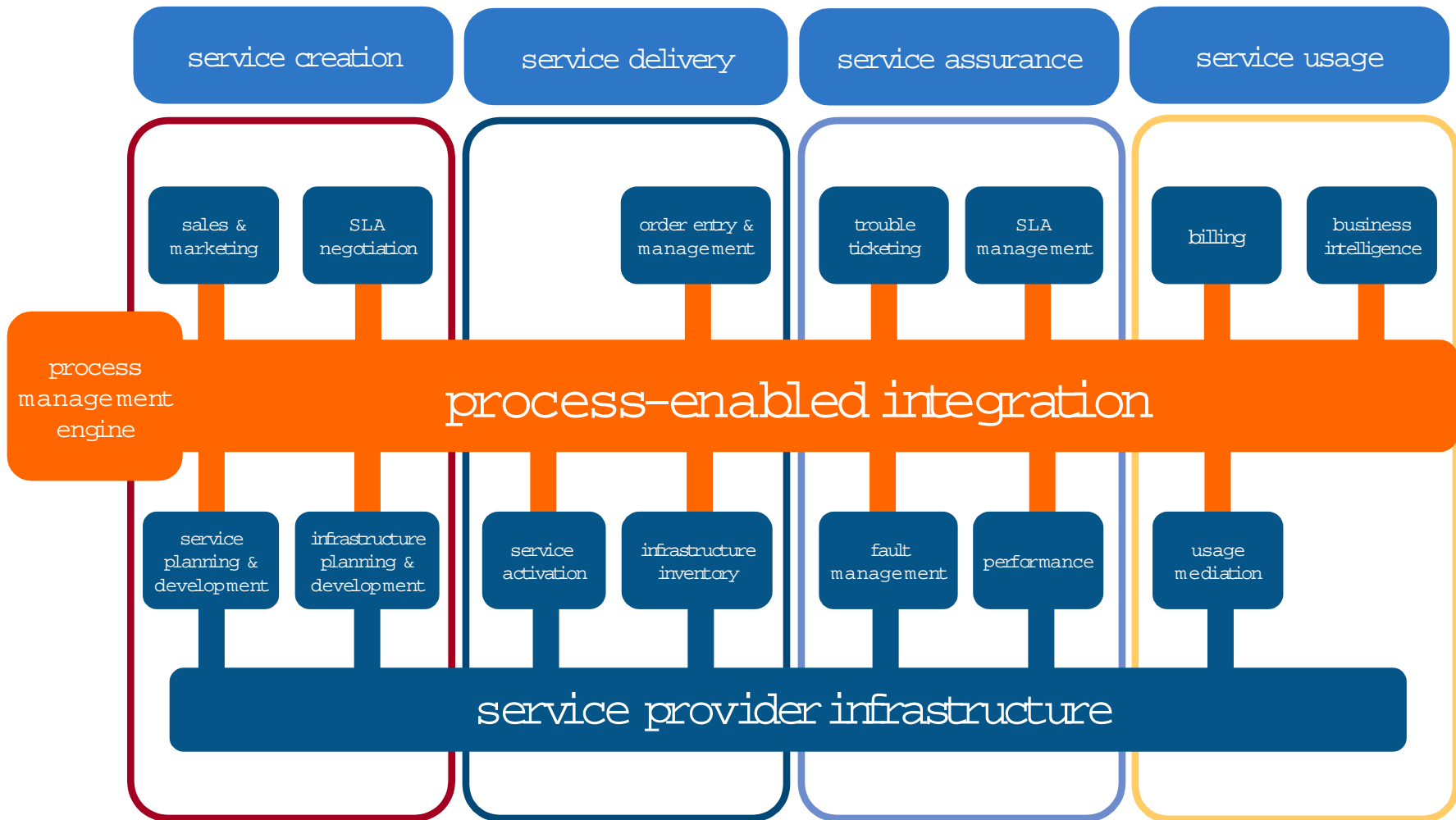
service assurance

- Keep customers happy
- Monitor & measure service level agreements

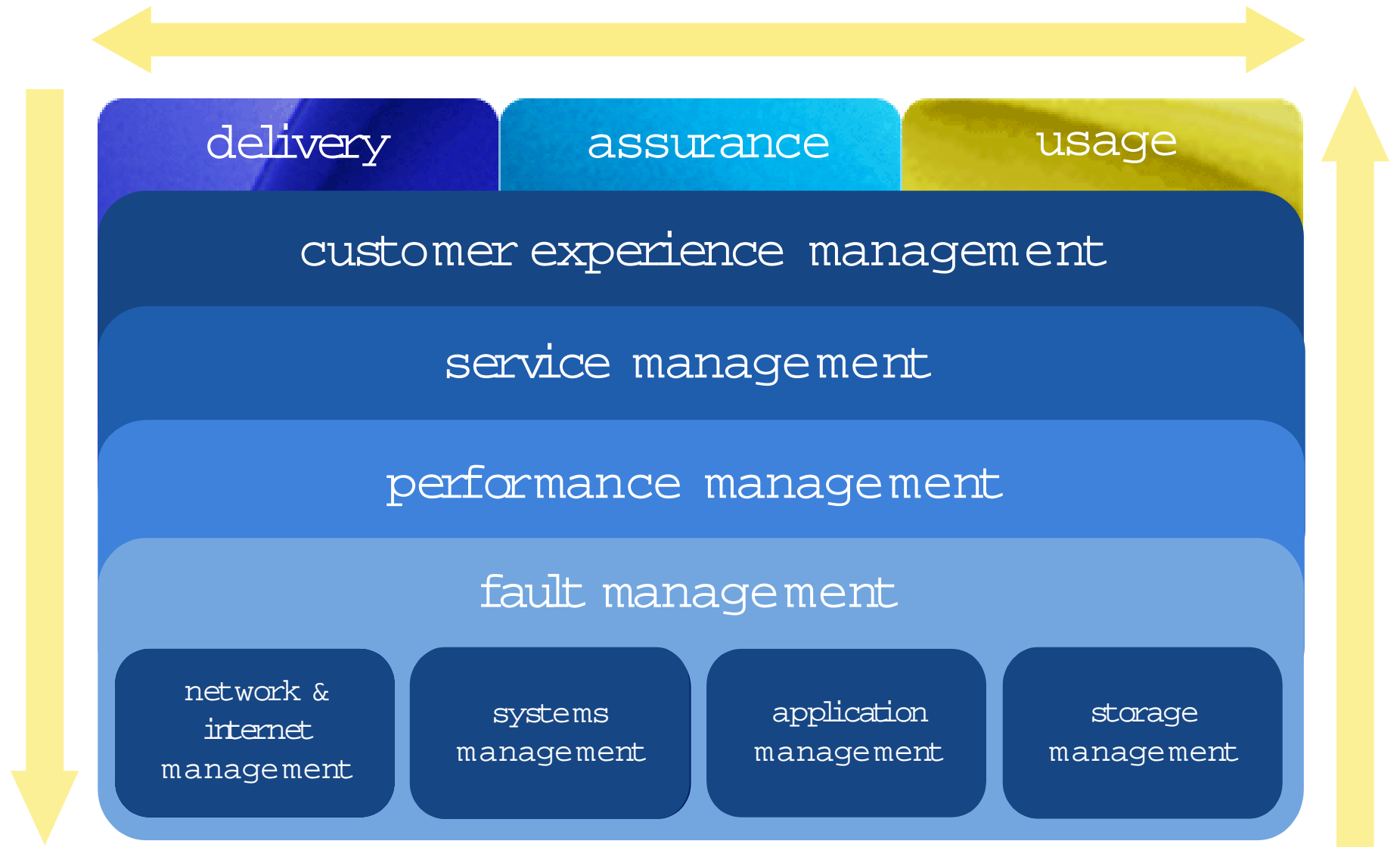
service usage

- Generate revenue for services used
- Flexible customer-centric mediation & billing

integrated service management



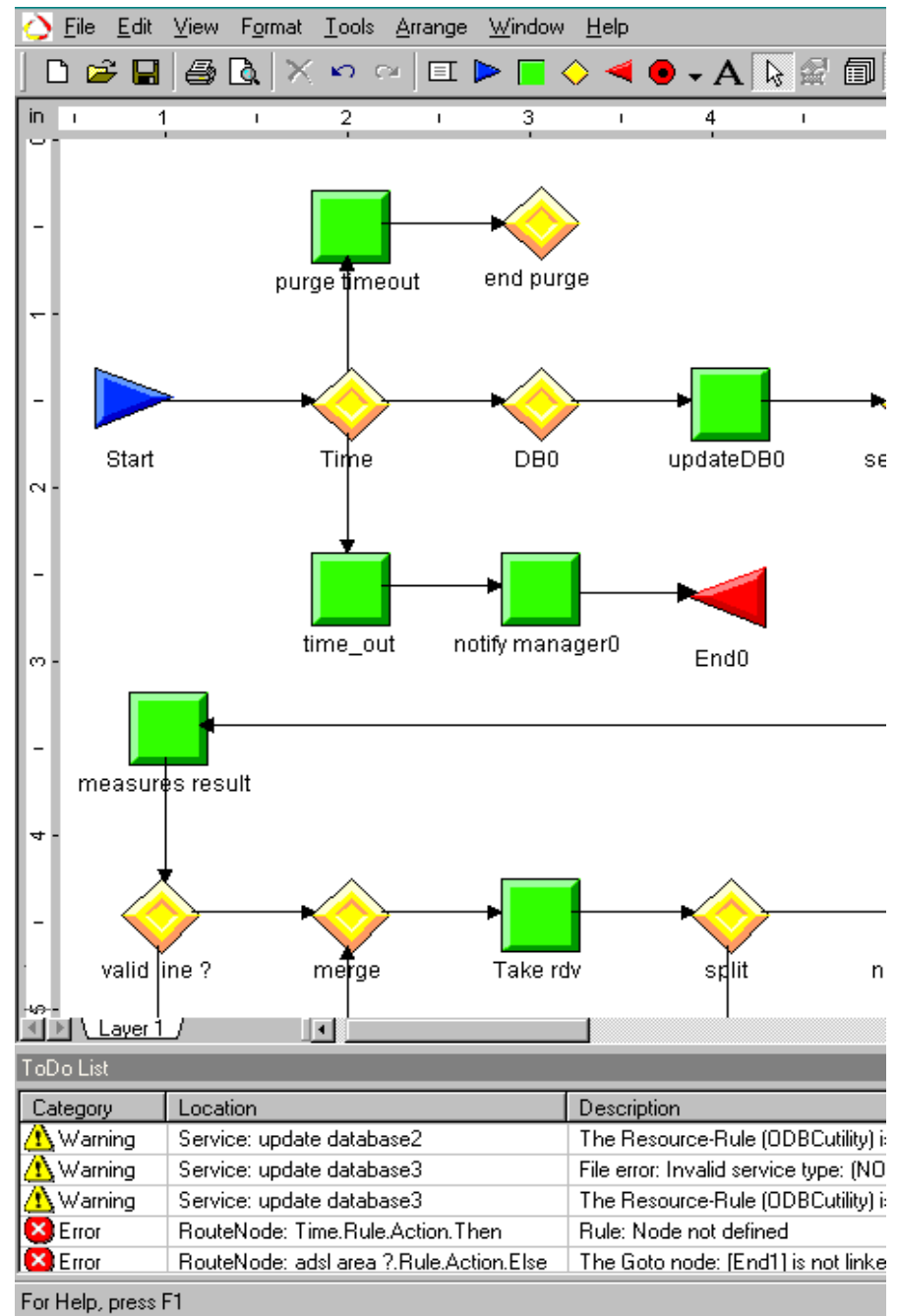
OpenView IS M



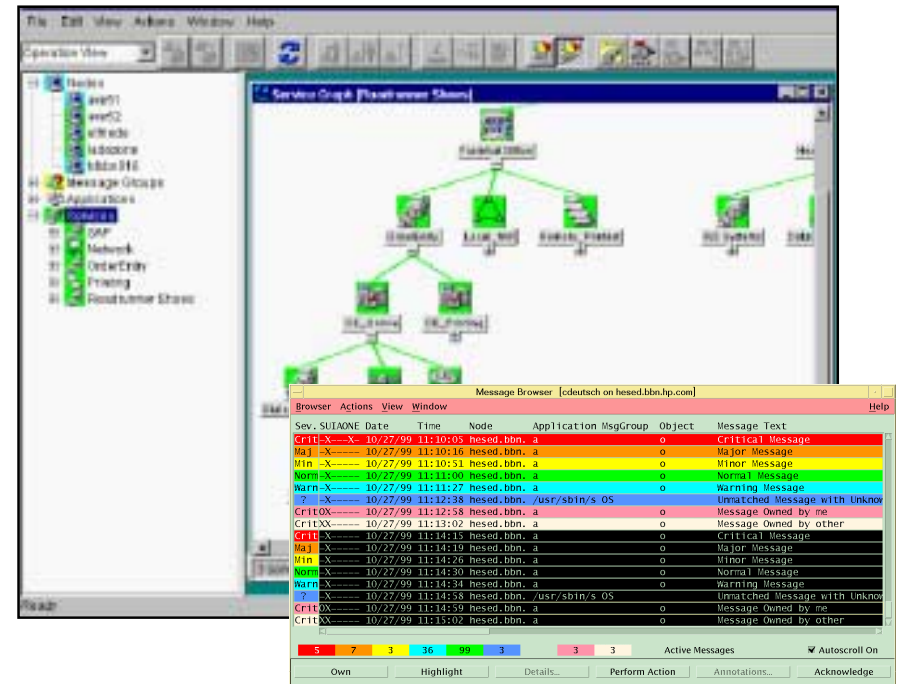
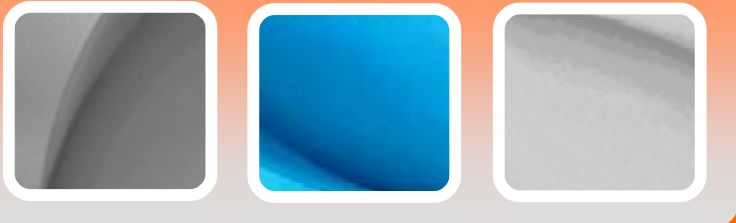
service delivery



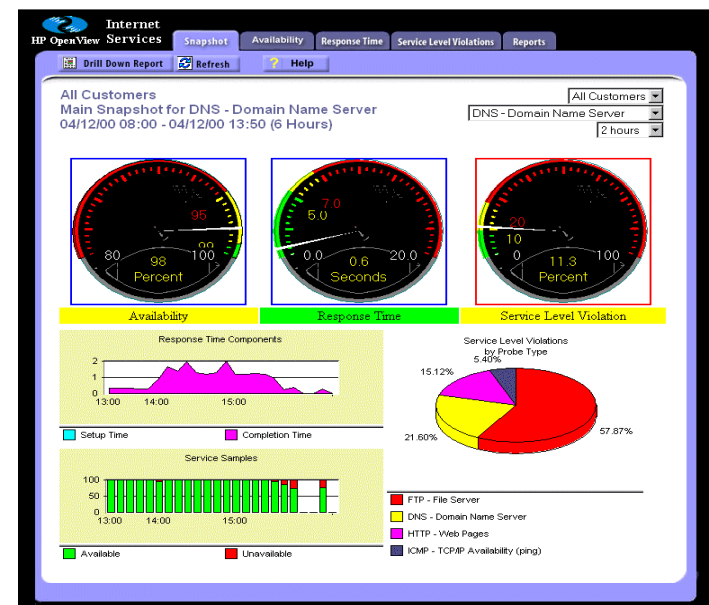
- create service-level agreements (SLAs) with an easy-to-use graphical user interface.
- store information about your infrastructure and active configurations.
- provision your infrastructure with an integrated helpdesk.
- initialize customer in management and billing system.



service assurance



- establish and enforce policies ensuring optimized service.
- monitor and measure service availability and performance.
- diagnose and resolve availability and performance issues.
- report results to stakeholders.



service usage



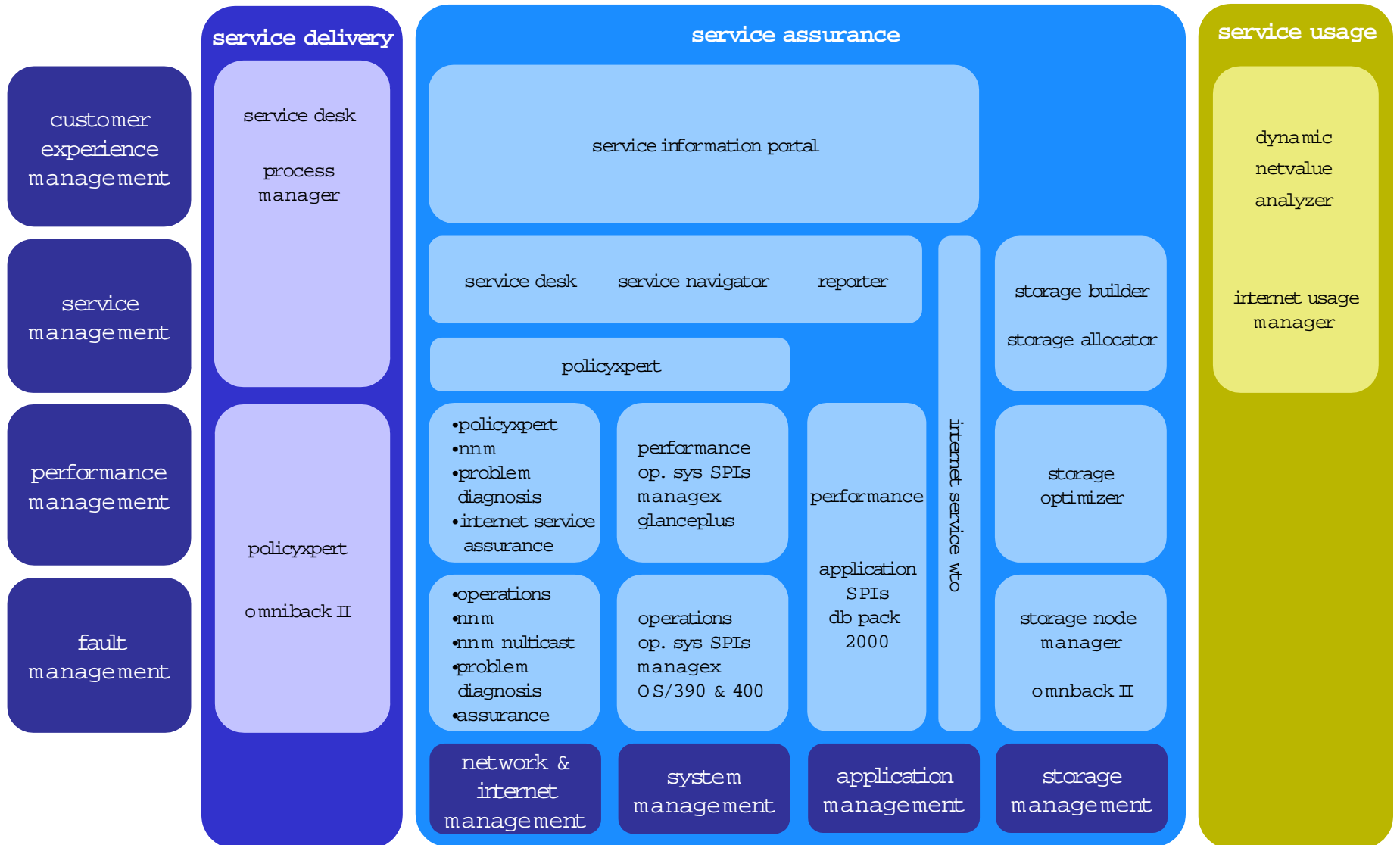
- collect, aggregate, correlate ATM and IP usage data.
- export usage results to billing, reporting, and planning applications.
- comprehensive, scalable usage-management platform.

multiple data sources

service usage
management

multiple applications

OpenView IS M solutions



optimizing the customer experience



- maximize service options.
- maximize uptime.
- minimize response times.
- introduce new services quickly.
- provide service visibility, control.
- support rapid problem resolution.



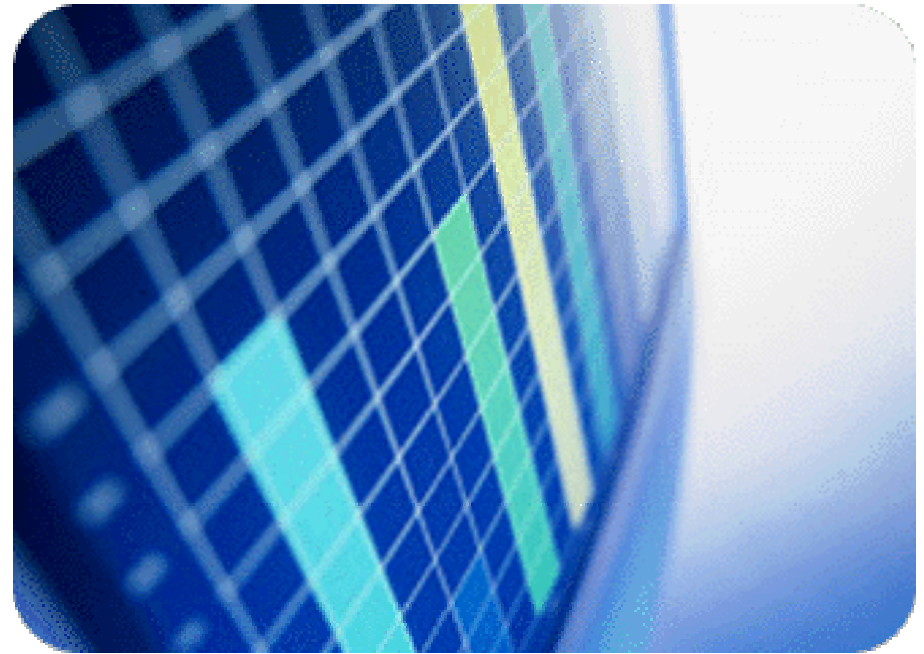
optimizing business results



- attract and retain customers.
- maximize revenue per customer.
- minimize SLA penalties.
- bring new services online quickly.
- consolidate operations, control.
- reduce/eliminate redundancy in infrastructure and personnel.



minimizing time-to-value



- modular, step-wise deployment.
- open, standards-based architecture.
- default configurations/templates.
- flexible pricing.



what's ahead



customer
portal



process-enabled integration

activation
engine

Connects new customers
to the hosting service



operations
management

Measures and monitors
the service



usage
mediation

Feeds service information
to billing systems



managed environment

what's ahead

2H 2001 2H 2002

ISM
Integrated
Foundation

Ongoing Enhancement

ISM
with IDC
extensions

Ongoing Enhancement

ISM
with Mobile
extensions

Ongoing Enhancement

ISM with
Broadband
extensions

customers served



- Verio
- PSInet
- Airtouch Paging
- Colt
- Primus
- Comcast
- Comsat
- CTBC Telecom Brasil
- Eritel Chile
- Global Village Telecom Brazil
- Iplan Argentina
- Iplan Brasil
- Metrorede Argentina
- Metrorede Brazil
- Metrorede Mexico
- Maxcom Mexico
- Nexlink
- Nortel Networks
- Telecom El Salvador
- Teligent
- Albacom
- GetInstant On
- Castel
- Finnet
- GDC
- Infostrada
- HPY
- Namibia Telecom
- MMT
- Omnitel
- Portugal Telecom
- Swisscom
- IIJ (Japan)
- Tele2
- Telia
- Telecom Egypt
- Telefonica
- Verizon
- Viag
- Vodacom
- Wind
- Clearcom
- Hong Kong Tel
- Mobikom
- NEC
- NTT
- Quanzhou / China
- Singtel
- Telkomsel
- Telecom New Zealand

hp OpenView

the 15th largest
software
manufacturer
in the world

- 135,000 total installations
- 1,000 installations in wireline and wireless networks
- 70 % of the internet devices
- top 10 ISPs
- 19 million online customers
- 100 % of Fortune 50





HP OPENVIEW

Works | Right | Now

management
for the
e-services age

