



HP Next-Generation Messaging

Drastically reduce your OPEX and enhance the messaging experience while transforming your network and enabling it for services innovation.

As traditional voicemail usage and associated revenue streams decrease, it is becoming critical to find ways of reducing total cost of ownership (TCO) of messaging systems and generating new revenue opportunities. In parallel, service providers need to progressively transform their network and empower themselves with new services creation that will ensure enhanced user experience and boosted revenue.

Drastically Cut TCO

Reduced OPEX

Legacy messaging systems incur high operational expenditures. Maintenance contracts, recurring professional services and customizations are costly, while staff, energy, facilities and space are required in large amounts.

In times of decreasing voicemail usage, and given the current economic downturn, maintaining such a high OPEX is no longer an option. As it is entirely based on open standards, the HP Next-Generation Messaging solution enables you to consolidate your media platforms and hence drastically reduce your system's footprint. By reducing the total capacity needed in your network to serve your subscribers, you also reduce numerous associated operational costs, including maintenance and support, professional services, staff, facilities, and overheads.

Additionally, the solution is built around a unified message store enabling you to centrally manage all message types in one converged box, thus reducing message storage and management costs.

Thanks to open standards, application customization and amendment has become simpler, quicker, and less costly to perform, further decreasing your OPEX.

Finally, the solution enables your customers to self-administer their service options, thus decreasing customer care expenses.



Reduced Up-Front CAPEX

The HP Next-Generation Messaging solution allows you to drastically reduce total required capacity through consolidation of legacy voicemail systems. Furthermore, the solution is designed to minimize total capacity required to deal with the same number of subscribers and call patterns.

HP can also offer you a pricing model based on usage—that is, on actually active mailboxes—thus enabling you to avoid extra investment entailed by the traditional license CAPEX model.

Additionally, media resources can be allocated across different services to suit evolving service popularity. Thus, if a type of service usage decreases, capacity can be re-allocated to other multimedia services.

Enhanced User Experience and Revenue Streams

The HP Next-Generation Messaging solution encompasses in addition to Voicemail a range of features that help you boost Voicemail usage, generate new revenue streams, increase 2G and 3G airtime, and enhance the total messaging experience.

These features include:

Missed Call Notification: Enables users to be notified of calls for which no messages are left.

Visual Mail: Empowers users to access their voice and video messages through an intuitive graphical inbox, allowing them to browse and listen to their messages in the sequence they prefer. This feature brings hype back into Voicemail and fosters message retrieval and call back.

Video Mail: Lets users leave messages in a permanent mailbox when making a video call. Video Mail boosts to 3G billable airtime.

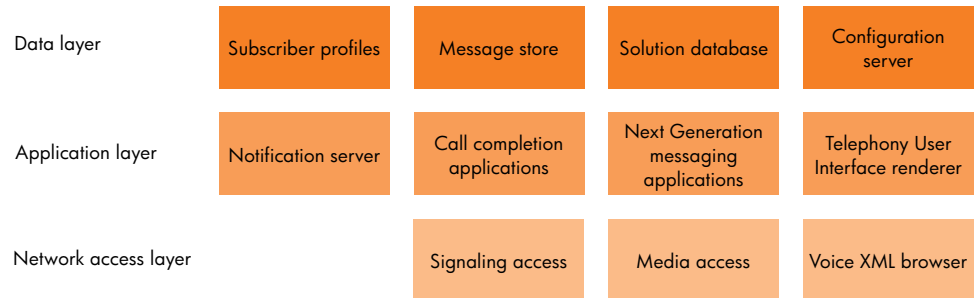
Voice SMS: Helps generate revenue from users who do not use traditional Voicemail or SMS. It is particularly popular in countries with low ARPU, complicated local alphabets, or low literacy rates.

Single Inbox: Enables users to access all their message types from one single intuitive inbox, thus enabling messaging continuity.

Class of Service Flexibility: Empowers users with the flexibility to opt in and out of different services and options as they wish.

Network Transformation

The solution is based on open standards, supports IP, enables you to launch 3G services, and is IMS-ready. The HP Next-Generation Messaging solution helps you move away from proprietary technology, transform your network progressively, start the journey to NGN, and have all the assets necessary for innovation. It empowers you with the required infrastructure to launch future innovative services, enabling you to stay in tune with end-user needs and set your brand apart.



Experience, Responsiveness, Commitment—and Smooth Migration

HP has deployed several NG Messaging solutions throughout the world, and has experience both in tier-1 and tier-2 projects. As an example, HP deployed its solution for 6 million subscribers for Advanced Info Services in Thailand and 5 million users for a tier-1 German operator.

With its experience in large messaging deployments and its worldwide delivery and support team of 1,370 engineers at your disposal, HP can offer you a smooth deployment, including a smooth voicemail migration limiting project headaches and enhancing seamlessness.

And because HP is committed to customer satisfaction and delivery excellence, it offers you local support, is open and reactive to your customization requirements, and shows flexibility and responsiveness to your requests during and after the deployment.

Service provider benefits

- Reduced TCO
- Simplified message storage and management
- Enhanced user experience
- Boosted messaging usage and associated revenue
- Progressive network transformation
- Innovation readiness and agility
- Smooth migration

End-user benefits

- More messaging choices
- Services and options self-management
- Messaging continuity
- More adapted, intuitive and complete experience

Architecture Components

Network Access Layer: This layer enables call control and media handling. Relevant ISUP parameters are presented to the TUI Renderer for service selection. The layer also enables service activation through prompt play and DTMF digit collection.

Application Layer: The application layer performs handling of incoming calls, lookup of user data, service selection, voice applications, notification services, performance measurements, statistics, and reporting.

Data Layer: The data layer contains subscriber profiles, service blacklists, reporting data, session data, and voice and video messages. The data layer consists of four components, including the message store which provides storage and management of individual subscribers' voice or video messages, and the solution database which stores all run-time data used internally by the application layer.

Features at a glance

- Visual Mail
- Video Mail
- Voice SMS
- Missed Call Alert
- Common message store
- Single user inbox
- TDM and IP support
- Class of service flexibility
- Multiple greetings
- Message notification through SMS and outbound call

Technical specifications

Hardware and operating system	HP ProLiant DL380 G5, DL385 G2, HP Blade Servers Red Hat Enterprise Linux 4.0 update 4
Standard compliance	ANSI/ITU/TTC/Chinese ISUP with national variants and different message sets ISUP supported over MTP and M3UA MAP v1.x, v2.0 and 3.0 (backward compatible) over MTP and M3UA SMSC protocols: SMPP v3.4 and v5.0, UCP 2.0 MMSC protocols: MM7 and MM4
Message Store	Standard Email server interface: IMAP and SMTP. Solution can be deployed on any existing message store that supports standard protocols and the current offer assumes an existing message store or SAN storage can be re-used. Storage: RAID 5, 146 or 300 Gb per disk, 4,000 Gb total
HP OpenCall Media Platform	Commodity computer platforms example, Intel/AMD, running industry-standard Linux® environments VoiceXML, CCXML, Netann, and MSCML SIP, RTP, RTSP, RTCP, MRCP 3GPP, 3GPP2, and TISPAN Video and Audio codecs: H263, H264 ITU-T G.711 (Mu law or A law) AMR-NB (all frequencies, recommended 12.2 kbits)
Integration	SNMP alarms for management integration HTTP interfaces for self service and administration Multiple standard interfaces to standard profile systems, like LDAP and SQL XML based Call Data Records for billing integration

The HP OpenCall Media Platform enables you to:

- Modernize a key component of the service enabler layer, enabling the progressive transition to an IP-based IMS compliant network with a rich set of multimedia resources based on standard-lead software
- Increase business agility for media rich value added services through new service development and execution environment, and optimization of resource usage through dynamic resource allocation amongst different services
- Improve cost efficiency of media resources with at least a 30 percent reduction in CAPEX/OPEX

HP Services

To enable your company to rapidly offer this solution to your customers and start generating revenue, HP provides a complete set of delivery services which cover all aspects of the definition and deployment of an HP Solution at your site. They are customized based on your needs.

The delivery services include:

- Project specification
- Solution customization
- Software installation, configuration, and integration tests
- Support of acceptance tests
- Operations training
- Solution pilot support
- Solution roll-out support

Technology for better business outcomes

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