



HP CMETV – HP Service Delivery Platform 2.0

Featuring:

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What trends do you see in the SDP market?

We see three primary trends happening in the SDP market space. The first trend is really the leveraging of a service oriented architecture within the service delivery framework. It should be all about the re-use of services and the creation of services and the ability to leverage those over and over and then be able to bring the service up and tear it down as appropriate. The second trend we see centers around policy orchestration and third party management, and being able to manage those applications and those services across your infrastructure. A third trend really starts to look at "How can I easily adapt this and start to create a web-based presence and leverage telecom up into a web-based environment". BEA and HP are very much on top of all of these trends. We have a BEA software infrastructure along with HP's hardware, HP's services and HP software as well, complementing each other to help solve some of these business problems and address these trends.

How was the partnership with HP initiated?

Well I have to admit that's probably a little bit before my time but as all good partnerships develop we've been able to work, and have in some time – I think maybe the customer forced this partnership. HP is very much involved with telecommunications and has been for over 30 years now. I know when I was on the operator side I leveraged HP all the time. So HP has a strong base within telecommunications markets and so does BEA Systems. Telecommunications is our largest vertical and our roots stem back all the way into Tuxedo and the OSS/BSS side and really creating a strong foothold there. And I have a feeling that the customers actually helped force this relationship and it's been a very strong partnership ever since.

Is the partnership with HP open ended?

Absolutely. We see HP as one of the leaders within the telecommunications space and we believe we're one of the leaders. And it makes perfect sense for us to continue to interact and develop solutions that are right for the service provider.

What is the focus today, and what will become important over the coming years?

So SDPs is where we're focused today and I do see some evolution for service delivery platforms. We believe that is going to be the basis for services in the future and that they will continue to grow. And it's not going to be one gigantic service delivery platform. It might be multiple service delivery platforms focused in certain areas. So we see that as a focus for today as well as tomorrow. The other piece is there's a network-based side of things and we see IMS - so IP multimedia subsystems - is really an area where BEA has focused on trying to create a services layer that's decoupled from the network. So that's a very important piece of creating



a service delivery platform, as you can communicate not only to legacy networks, but also to next generation networks. So having that flexibility is hugely important and BEA and HP will continue to focus in this area of SDP and IMS in our networks, moving forward.

Next generation services

Yes, I think there's a strong sense of two things: One is operators are really focused on taking cost out of the network. That's where I believe an all-IP system comes into play, taking out of the networks. It allows another thing, which is being able to deliver to any device anywhere any time. So the IMS and IP systems help allow that. And then thirdly is we're trying to move at Internet speed. We can't take 12 to 24 months to roll out a service. So as we create that service delivery platform, speed and agility really become a focus.

Do you see BEA and HP's efforts as complementary in the SDP market?

Absolutely. They're hugely complementary efforts. BEA is focused on, like I said, software, infrastructure and MetaWare provider, along with the telecommunications network enabling piece, our WebLogic Communication Platform. HP has a strong focus on the hardware side, as well as some software pieces that complement BEA's infrastructure, and then of course on a service delivery and system integrator side. So as a system integrator HP's able to do something that BEA can't, which is offer the one throat to choke and provide an overall package so that this can be delivered to the network and to the operator.

Do you think HP is on the right track with SDP 2.0?

HP's vision of SDP 2.0 I believe is really focused on the right thing, which is all about taking telecommunications capabilities and offering and exposing them in a very safe and secure way up to a broader development community, and let them be leveraged by the consumers, who can then put those telecommunications into whatever form they want, wherever they want – whether it's a social networking environment, whether it's just a mash up, whether it is being able to take an existing web service and put a new telecommunications functionality onto that, like a Google maps and being able to locate your friends and then communicate via an SMS. So those are all areas I believe where HP's SDP 2.02 vision is really bringing us forward.

From BEA's perspective, what do you see as HP's strengths in the SDP market? And why do you choose to partner with HP?

Well I think we look to HP as a market leader. We look to HP to deliver quality. We look to HP to stand behind their delivery and their products and that's exactly what BEA stands for and that's why this makes a good partnership.

What specifically does BEA bring from the perspective of governance, management and quality?

BEA provides an enablement piece that starts to enable and create a services layer from an IMS perspective and a SIP based perspective. We offer Parlay and Parlay X capabilities and taking and expanding those telco functionalities and exposing them



out into web services environments. And then from a governance perspective BEA has a strong focus on service oriented architecture. And to deploy service oriented architecture in a really strong manner, governance is essential. So we have a whole set of policies and operations and engagements that we do around governance. And then from a product perspective we have the ability to orchestrate, leveraging a Service Bus and also creating policy with other products.

Finally... What are HP like to work with?

HP is very good to work with. I think we find ourselves engaging in many instances - whether it be at a corporate level or out at the customer site. I think those are really primary areas where we like to engage, is out at the customer site, and it never hurts to do a little corporate planning as well. But they're very easy to work with and we tend to get things done.