



**HP Service Delivery Platform 2.0**  
**HP CMETV Newsflash**

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**Featuring:**

**Peter Dragunas, Director, Network Domain Solutions, HP CME**

**Sebastiano Tevarotto, VP & General Manager, HP CME**

**Gabby Levy, CEO & President, Unipier, Ltd**

**Brian Kracik, Director, Worldwide Telecommunication Markets, BEA**

<b>Presenter</b>	<p>Hello and welcome to this new edition of CME TV, the exclusive program from HP for the Communications, Media and Entertainment industry.</p> <p>The introduction of Web 2.0 innovation is beginning to change the telecoms industry. More content, new services, greater personalization and shorter service lifecycles represent a permanent headache for service providers.</p> <p>Today, HP is evolving its service delivery platform with the release of SDP 2.0 to help operators make the transition towards Web 2.0.</p> <p>This new release is built on HP's existing SDP offering, leveraging six years of experience in the SDP space.</p>
<b>Peter Dragunas</b>	<p>Service providers are challenged in that they need to deliver increasingly new services to their customers and the cost of introducing those services can be very expensive. And what the service delivery platform is designed to do is to lower the cost of delivering services to subscribers, thereby increasing the margins and the profitability of services for the bottom line.</p> <p>A good example is one of our first customers for the service delivery platform - that was Telefonica Moviles in Spain and there Telefonica is using our SDP to deliver mobile data services to their subscribers. We have had a longstanding relationship with Telefonica for a number of years and have helped them lower the cost of delivering and managing services to their customers.</p>
<b>Presenter</b>	<p>HP SDP2.0 provides a flexible, SOA-based platform optimizing the convergence of IT, network and Web 2.0 functionality.</p>
<b>Sebastiano Tevarotto</b>	<p>We see the service delivery platform playing a critical role in separating the two worlds: the world of services from the infrastructures. So that you can evolve your infrastructure and your services at different paces - so a very critical role.</p>
<b>Peter Dragunas</b>	<p>As we look at the service delivery platform, this next release</p>



	<p>of SDP 2.0, we think it is really an engine for the operators to implement Web 2.0 applications and we've now studied that within our team and we think that the capabilities, which is all around governance, management and quality, apply to Web 2.0 and the exposure of assets to third parties for things like mash-ups. And we believe that this is a really important element as the operator looks to monetize a mash-up and basically provide that capability to third parties to compose services out of their capabilities. SDP 2.0 provides all of the infrastructure which will allow you to manage that in a holistic way.</p>
<b>Presenter</b>	<p>SDP 2.0 incorporates software technologies for governance, management and quality to take full advantage of the platform's service-oriented architecture (SOA). In the governance and management area, HP is focusing on its software solution, Third Party Framework, to reduce costs and improves the total customer experience.</p>
<b>Peter Dragunas</b>	<p>A solution that we focused in on - that really focuses on governance and on management - is our third party framework, which we have had around for a number of years and has been enhanced year after year.</p> <p>Very nearly all the services delivery platforms that we work with today have this as an important element of an SDP infrastructure today. Because it basically ties the run time and the management together around all of the services and the partners, it provides a complete view for the operator of how their infrastructure is running and how services are being consumed and who are consuming the services and managing all the partners that are part of that as well.</p>
<b>Presenter</b>	<p>So, HP SDP 2.0 offers governance, management and quality capabilities to help service providers take advantage of Web 2.0 opportunities; from the creation of new services to testing and certification.</p>
<b>Peter Dragunas</b>	<p>It is very critical that we have a common methodology, a set of tools and processes to test applications end-to-end with this within the service delivery framework. That's having a set of tools, such as the Mercury testing tools, to basically automate those tests, and a set of standard services that HP can package around that which will allow us to automate and reduce the cost of testing for this framework. In fact through our own estimates we think that we can reduce the cost of testing solutions up to 50%</p>
<b>Presenter</b>	<p>HP also works with critical and important partners such BEA and Unipier that provide a key set of enabling capabilities around the service delivery platform.</p>
<b>Gabby Levy</b>	<p>I think the strategy of HP and the way they actually approach</p>



	<p>is more comprehensive than any other vendor that I see. The depth and the wide offering, the number of products that they have built in to that offering and they have integrated into that is significantly more than any other vendors. The other reasons that you could find are HP has got a deep knowledge of this industry for many years and such knowledge, the language, the understanding of the need, the close to the customer, gives again great advantage</p>
<b>Brian Kracik</b>	<p>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 2.0 vision is really bringing us forward.</p>
<b>Presenter</b>	<p>For more information on innovative service delivery solutions from HP that can transform the enterprise information about the new HP SDP 2.0, visit <a href="http://www.hp.com/go/sdp">www.hp.com/go/sdp</a> - it's on the screen right now.</p>