



HP CMETV: Solution Consulting Services
Featuring: Claudia Barragan, Enterprise Architect, ETB

Guy Daniels	Claudia Barragan, you are the Enterprise Architect at ETB. Tell me more about ETB, the market, the amount of competition you have and your customers, the expectations of your customers.
Claudia Barragan	ETB is the Telecom Company of Bogotá. It has 70% of the market share. It has a national and international expansion plan. Today, Colombia has an important foreign investment in the Telco industry. This drives the incumbent operators, like ETB, to create new plans to support integrated solutions to its customers which are demanding more availability, capacity, in a single bill.
Guy Daniels	What is the size of ETB subscriber base?
Claudia Barragan	We have 2.500.000 subscribers with basic telephone service, more than 300.000 broadband customers, 200.000 with Data and Internet and 100.000 with other services.
Guy Daniels	What are the key challenges that ETB faces today, and how can HP's Solution Consulting Services help?
Claudia Barragan	This year, ETB has very interesting challenge for the delivery of the IT strategy plan that came out this year. The implementation of technology changes, a technology base. We also have to improve our time-to-market, increment our revenues and have a better quality of information. All of these requirements drive us to need a strategy partner that helps us to find solutions to solve of these needs.
Guy Daniels	So tell me a little bit more of using HP Solution Consulting Services helps achieve ETB business outcome?
Claudia Barragan	HP consulting services support us a lot by giving us step by step and certain guidelines, of what ETB needs to achieve its planning and business requirements.
Guy Daniels	What do you think of being the most significant benefits of ETB using HP Solution Consulting?
Claudia Barragan	For me, the best benefit in HP Solution Consulting Services is that we have a mapping of all the ETB's business requirements with the industry frameworks for



Interview with Claudia Barragan
HP Solution Consulting Services

	business, applications, data, integrations and technology. This allows ETB to have a wide perspective of what it needs to do along the time.
Guy Daniels	And what do you think are the advantages of having a company like HP providing this service?
Claudia Barragan	We can count with the support of an international company that guarantees and supports, even the project is finished, with the consulting services answering specific questions to generate and finish the whole Enterprise Architecture subject.
Guy Daniels	Claudia Barragan, thank you very much indeed.