



## **HP CMETV - HP Service Delivery Platform 2.0**

**Featuring:**

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

---

---

### **What trends do you see in the SDP market?**

The service delivery platform trends that I see in the market actually come to answer the need for Web 2.0 that are on the web to move them to the wireless domain and wider than wireless; later on IMS and IPTV and the rest. HP and Unipier are partnering together to provide the most comprehensive solution in the market to allow the service provider to actually extend the role of not only providing a network facility but to facilitate the full service creation environment – user generated content, user generated services – and to gain control on the overall best user experience from both the user, the partner's and the operator's role together. So orchestrating and managing all of those processes this is where I see the trend of the SDP market. And, as HP might say, this is SDP 2.0.

### **What does Unipier do?**

Unipier is a leading provider of policy management, intelligent policy management, for the service provider market, that allows operators to gain control over their assets, to offer quickly and cheaply our new services by means of non-programmatic tools that Unipier provide, so that they can create easily new services, policies for services, policies for end users, protect the users, offer them bundle services, advertise – all of that doing without the need of programming. They could do it quickly, on the spot, on the fly, within the user experience.

### **What do you mean by 'take control'?**

Service is a component that is comprised of at least two elements: the application itself – a game, a content, a video clip; and what wraps it and makes it a service – what we call a policy. To have a nice Madonna clip doesn't mean that it is a service element – it's a clip. But to make it available to a particular segment of the market or have a price for it - maybe a bundle, maybe part of a bigger offering, maybe a part of a community, maybe it's not allowed for everybody to see it, maybe it's an adult content or betting or something like that, maybe you want to advertise that for a cheaper rate – all of that makes the wrapping and makes it a service. Now this is where the operator can actually make the positioning. Operators are not going to sing better than Madonna – well at least that's not their expertise. But what they do best is they contact the customers, they manage customers, they manage their infrastructure, utilities their infrastructure, and they can facilitate between the end users – the partners of the content – and the vast network that they have, to make sure that the user gets relevant content, secured environment, enjoyable experience and good value for money.

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

So HP and Unipier are focused on the integration of IPM – Unipier's Intelligent Policy Manager – into HP's SDP offering. We have done the integration already. It's part of



the HP Third Party framework and also as vertical applications within the SDP. We are also integrating intelligent policy management within the OSS offering of HP as part of ISM, and in a way even bridging between ISM and SDP, helping a closed loop (what they call a closed loop) of a network event that can be a failure or a network event that will actually cause a service delivery transaction to follow through, whether it's a provisioning activity or maybe it's a customer offering, or maybe it's an SLA governance that can happen. Thirdly, we are integrating within the HP BSS framework with an IUM team. They're going to use our intelligent policy management on top of their billing capabilities to allow for smarter policies on top of their billing capabilities.

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

Well the answer is simply yes – and a few more words about that. I think the spaghetti to lasagne trend that Sebastiano (Tevarotto) has launched a couple of years ago which I think is brilliant – in two words: the whole world – has now new dimensions. It's not only SOA-ing the SDP by layering the solutions in (I would say) an IT manner or an engineering manner, but it's only adding additional dimensions like governance, management and testing. And those three dimensions add capabilities and strategy that no other vendor has in the market today. The governance, the ability to control and to apply control on any of the processes and allow for automatically generated services without the need to develop every service by itself, but allowing that as part of policies, as part of governance capabilities, the automatic management tools that HP can bring from its BTO and ISM capabilities, add to that, including run time capabilities and real time capabilities. They are a differentiator over the other vendors that we know. Lastly, the testing capabilities, which is a leverage – a nice leverage – over the Mercury acquisition, I think adds additional dimension, not only to be able to show you how to create a service but to test it and to trial it before it actually launched to customers. At least this reduces the cost of error and allows HP to provide a more comprehensive solution to its customers.

### **How does Unipier see the SDP market developing?**

Service delivery platform initially was developed within the wireless market, the wireless service providers wanting to extend the capabilities of data services, increase the output of data services. And this is where it started. This is where it's strong today as well. I mean you see most of the wireless operators buying into service delivery platforms. Several are buying vertical solutions. Some of them are now looking into more (I would say) layered approach, more robust delivery capabilities. However, this is only the first phase. You could see service delivery platform converges into convergent. IMS, where the lead comes actually from fixed line operators wanting to leverage the capabilities and the access that they have to a vast number of customers, would like to be able to offer intelligent services like the wireless operators and therefore you see the infrastructure moving from PSTN, ISDN type access to an IP-based access. But the upper layers, the upper layer on top of the access in IMS are similar to what we understand in SDP. It's the service layer. And the service layer should be the same, so that you can actually provide services which are agnostic to the access. You can come from wireless, you can come from IPTV, you can come from just a normal DSL line or cable and tomorrow who knows where the access would come from. It's still the services and still a user. It is the



same user and the user may want to have a converged user experience – watching a television at home and wanting to take the rest of it on the go, on a mobile device or maybe in the car. And the same goes – you want to have your data session from the car moving to your home, to your PC, and so forth. So you would like to see a converged approach. Customers would like to see a converged approach.

**Why did you choose to partner with HP?**

The first reason is I think the strategy of HP and the way they actually approach is more comprehensive than any other vendor that I see. The depth and the wide offering, the numbering 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. A third element which I would say is the system integration capabilities of C&I, consulting and integration. Those people understand the customer. They are close to customer. They are being appreciated by the customer – that's also very important that you have this appreciation. And it's very easy to work with. As a partner I would like to say that they have a very good partner program; but not only that. The people that we work with are very easy to work with, very nice people and very encouraging. So as a partner we feel at home when we talk to HP and I think it gives a lot of good atmosphere and a good reason to succeed together.

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

Unipier, with its intelligent policy management, helps HP to add the control in the governance arena, the control for the operators to define easily and to create fast and to do it cheaply and the low cost of new policies to run. And also, in run time, to manage those capabilities, so that the best user experience is ensured. During the session, while the user is in session, those policies can apply, can affect the user experience, can add another dimension to the overall offering of the operator, and therefore to the overall offering of HP. Unipier service delivery offering with HP I think are the strongest in the market today.