



HP Launch CMETV: Solution Consulting Services

Featuring:

Curtis Price, VP, Infrastructure Services, IDC

Teresa Schlegelmann, Worldwide Director, Solution Consulting Services, HP CME

Andras Pali, CTO, TUS TELEKOM

Claudia Barragan, Enterprise Architect, ETB

Martyn Warwick	Hello and welcome to this special edition of CME TV, the program created by HP for the Communications, Media and Entertainment Industry.
Martyn Warwick	<p>As today's worlds of communications, entertainment and media converge, telecom service providers are under increased pressure to deliver a compelling user experience that both retains existing customers as well as recruiting new ones.</p> <p>So, what are the key challenges service providers are facing today?</p>
Curtis Price VP, IDC	One of the areas I think that service providers have to focus is this idea of providing a compelling user experience. So the worlds of communications, entertainment and media are all beginning to converge. And service providers look to drive that unique compelling experience to end users. And in order to really effectively transform their operations, and improve their competitive position on the market, they've got to do 3 things. (1) is maintain competitive differentiation on the marketplace, (2) drive operational efficiency and (3) identify new sources of revenue.
Teresa Schlegelmann, HP	There are three key areas that operators are addressing today to grow their business and maintain competitive in the market place. That's really focused around operational efficiency improvement which leads to process consolidation and improvement of business operations. Around retaining and ensuring that the customers are completely satisfied and are happy, so more on the customer experience area. As well as providing new innovative products to the market and services to retain and attract and keep their customer base, as well as grow.
Andras Pali, TUSTelekom	<p>We are from Slovenia our owner is an entrepreneur, the most successful one in Slovenia... we have mobile business, GSM in fact at the moment and so we are rolling out that network. We have ISP, where we offer radius services. We have IPTV, video on demand, network PBI, we offer IP telephony, we offer fixed telephony.</p> <p>The main challenge at TUS Telekom is to merge and to blend the culture of retail with the culture of telecom.</p>
Claudia, ETB	<p>ETB is the Telecom Company of Bogotá. It has a 70% market share and has a national and international expansion plan.</p> <p>We have two and a half million subscribers with basic telephone service, more</p>



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	<p>than 300,000 broadband customers, 200,000 with Data and Internet and 100,000 with other services.</p> <p>This year, ETB has a very interesting challenge for the delivery of an 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 drove us to need a strategic partner that helps us find solutions to solve all these needs.</p>
Martyn Warwick	So how should service providers go about transforming their businesses?
Curtis Price, VP IDC	Any form of transformation tends to be very difficult whether we're talking about something that's task-specific or end-to-end sort of big bank transformation, right? But the first thing that you have to really do is have a holistic view of your infrastructure. It essentially gives you a way of looking at your starting point and assessing what improvements need to be made to take you from sort of point A to that future desired end state.
Martyn Warwick	In response to the challenge of business transformation, HP has launched its Solution Consulting Services – SCS – powered by their innovative COSMOS product set, designed to help communications companies improve their competitiveness.
Teresa Schlegelmann, HP	<p>Hewlett Packard's Solution Consulting Services translates our customer's business needs into actionable solutions, and measurable results. We really focus on exercising our industry expertise through our consulting organisation as well as our proven methodologies and our robust solution consulting services portfolio which is underpinned by COSMOS.</p> <p>HP has been significantly influential in standards body such as TMF and establishing NGOSS as well as other IT industry standards bodies like ITSMF which are important in terms of providing consulting as well as solution implementation for our customers to keep the costs down and to ensure standardization.</p>
Curtis Price VP, IDC	There are a number of companies pursuing strategies to help service providers. We call it sort of a trusted advisor if you will. We believe that HP, through its Solutions Consulting Services group has a unique approach to transformation, where they're looking at providing actionable recommendations based on an innovative product set that they have called COSMOS. And COSMOS essentially allows a service provider to have that holistic view of their enterprise, enterprise wide if you will.
Martyn Warwick	COSMOS sits at the core of SCS and is a key differentiator, providing a



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	unique set of assets that include HP intellectual property, methodologies, processes and best practices. COSMOS helps companies manage transformational change across organizations, operations and technology.
Teresa Schlegelmann	We focus on process improvement, organizational change, architecture optimization, financial evaluation, product innovation and transformation governance. But the significant and differentiated point really comes around an asset that we've created within the portfolio called COSMOS. This is our capability, not only our best practices, but to take our consulting services and translate that into actionable solutions through systems integration.
Martyn Warwick	HP Solution Consulting Services has already worked on a number of key customers' transformation projects. Two of these customers - Andras Pali from TUS TELEKOM and Claudia Barragan from ETB talk about their experience with HP and what has HP brought to the table.
Andras Pali, TUSTelekom	Their experience. Clearly the experience. They have helped us a lot because they are not really learning by doing in this project, they delivered their vast experience which they had from other operators and they tell us what to do, they tell us how to do and they advise us how to do it better.
Claudia, ETB	HP's Consulting Services supports us a lot by giving us step by step, clear and certain guidelines, of what ETB needs to do to achieve its planning and business requirements.
Martyn Warwick	So what kind of success has HP's SCS seen in the market place so far?
Curtis Price, VP, IDC	The company has to be very strong in terms of business processes, really understanding how to improve those business processes. And so really when you're looking for a partner, you want a partner that's got technology expertise, business process expertise and a demonstrated and proven approach to transformation.
Andras Pali, TUSTelekom	We are very happy with the services from HP. I believe they are on the level which we require and for the future we will use them because we trust them.
Claudia, ETB	We can count on the support of an international company that guarantees and supports us, even when the project is finished.
Martyn Warwick	For more information about how HP's Solution Consulting Services powered by COSMOS, can transform YOUR business, please visit www.hp.com/go/scs the url is on the screen right now.



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	Thanks for watching and goodbye.
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