



**HP CMETV: Solution Consulting Services**  
**Featuring: Curtis Price, VP Infrastructure Services, IDC**

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<b>Guy Daniels</b>	Curtis Price you're vice president with Infrastructure Services Analysts IDC and I guess you've witnessed first hand the amount of change that faced communications media and entertainment companies. The complexity there's so much competition there where do you think that service providers should focus in order to remain competitive?
<b>Curtis Price</b>	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.
<b>Guy Daniels</b>	What are some of the transformational changes that are taking place in the market?
<b>Curtis Price</b>	Well there's a couple actually and I think most companies are looking at doing 2 things. Driving operational efficiency, getting their costs down, or looking for a new source of revenue. If you think about this market there are non traditional folks coming into this market like Google, like ebay, they all have different go to market models that are really challenging the market models of communication service providers. And so these folks really need to look at their entire business infrastructure and understand ways in which they can transform that infrastructure to compete against their traditional competitors as well as some of these non traditional competitors.
<b>Guy Daniels</b>	And so how should a service provider go about transforming the business?
<b>Curtis Price</b>	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. And so, that's the challenge that most companies have. I think the biggest thing that they realise is companies that operate in a siloed infrastructure where there's very little interaction across functional areas. Transformation tends to be very, very difficult, because essentially the most

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	<p>compelling piece where the essential component of any transformation programme is the sort of co-ordination of people processes and systems. Your strategy really has to drive those things and those things need to move in tandem.</p>
<b>Guy Daniels</b>	<p>How does HP's Solution Consulting Services help service providers and companies transform their business?</p>
<b>Curtis Price</b>	<p>There're 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 it's a 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.</p>
<b>Guy Daniels</b>	<p>And what finally do you think a service provider needs to focus on to make it a successful business transformation process?</p>
<b>Curtis Price</b>	<p>Well there's a couple of things. I think transformation as I said is very, very challenging and I think it's requiring a new skill set in terms of the companies that can help a service provider down that transformation path. One of the things that they need to understand is that the provider or the trusted advisor if you will has to be global right. Has to have experience and demonstrated approach to using an asset like Cosmos on a global scale right. The other thing I think is 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.</p>
<b>Guy Daniels</b>	<p>Thank you very much indeed.</p>
<b>Curtis Price</b>	<p>Thank you.</p>