

Communications as a Service for SMBs

Easy access to communications services



The SMB market is ready for CaaS

Communications Service Providers (CSPs) are looking to become trusted providers of services to the Small and Midsize Business (SMB) market. To achieve their goal, they must propose innovative and compelling services with attractive features and high revenue-generation potential.

Communications as a Service (CaaS) is a cloud computing model that allows CSPs to offer a range of communications services and service enablers to their SMB customers and partners. CaaS services are easy to subscribe to and use. Billing is on a pay-per-minute or pay-per-subscription basis, and they satisfy customers' Service Level Agreement (SLA) and security requirements.

CaaS is a rapidly growing new market. The global CaaS market for SMBs will be worth over \$12.2 billion by 2014, with an aggregate Compound Annual Growth Rate (CAGR) of 28%¹.

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CaaS offerings are attractive to SMBs for three main reasons:

- They cut costs. CaaS-based solutions allow SMBs to acquire technologies without making large capital outlays.
- They offer speed and flexibility. SMBs can quickly and easily subscribe to new service types.
- They provide agility without risk. SMBs can adjust their service levels in response to changes in demand, only paying for what they consume.

The CaaS solution by HP and Intel

HP has built a reference platform that makes it very easy to create and integrate CaaS services. The platform comprises communications and IT solutions from both HP and third-party suppliers, including

standard HP ProLiant BladeSystem servers with Intel® Xeon® processors.

HP and Intel have worked together to optimize the platform's server performance and allow it to run open-source operating systems, including Linux-based virtualization environments.

HP's innovative network Interactive Voice Response (IVR) solution is a good example of a CaaS solution built on this platform. The solution specifically targets the SMB market, where it has been shown to lower costs, reduce time to market, and generate additional revenue opportunities for service providers.

IVR with CaaS demonstration solution

The network IVR solution enabled at the HP Intel Communications, Media, and Entertainment (CME) Solution Center is based on the CaaS architecture shown in Figure 1:

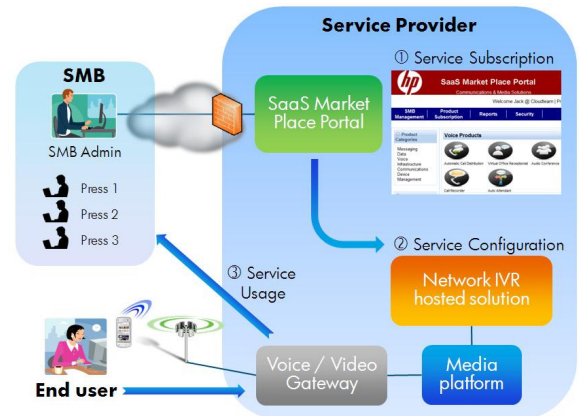


Figure 1: The IVR demonstration solution

The solution supports the following use cases:

- **Service Subscription:** The SMB's administrator logs on to the SaaS Market Place Portal, discovers the range of IVR services proposed, and subscribes to one of the listed options, the "Auto Attendant" service.

¹ Source: *CaaS Global Market Forecast*, a study commissioned by HP and conducted by Forrester Consulting, September 2009





- **Service Configuration:** The SMB's administrator configures the Auto Attendant service using the self-service interface. Configurable parameters include PIN numbers, phone numbers to redirect callers to, call recording options, and the option to upload customized welcome prompts. The IVR service is then fully configured and ready for immediate use.
- **Service Usage:** A customer calls the SMB that has subscribed to the IVR service, hears the selected prompt message, selects the appropriate department by pressing 1, 2, or 3 on the keypad, and is automatically redirected to the configured number.

If the SMB no longer requires the Auto Attendant service, the administrator can simply unsubscribe using the self-service interface.

HP Intel CME Solution Center's team and facilities

Demonstrations of the CaaS solution featuring an IVR service can be experienced either remotely or at the HP Intel CME Solution Center premises.

With its team of dedicated experts from HP and Intel, the HP Intel CME Solution Center also offers consultation, integration, and support services for service providers who want to increase their portfolio of services and better target the SMB market.

The HP Intel CME Solution Center also offers a range of programs specifically targeted at services to SMBs, including innovation workshops and proofs-of-concept.

HP and Intel key hardware components

HP Blade System c7000 enclosure

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