

HP Storefront Portal

HP and Intel's Application Store Service Delivery Platform (SDP)



Dramatic growth of application stores

The application store market is growing fast, driven by subscribers' desire to enrich their mobile experience. In a new report, Gartner forecasts¹ that global mobile application store revenues will triple to \$15 billion in 2011 and grow to an astonishing \$58 billion by 2014. Communications service providers (CSPs) looking to embrace new business models and bring innovative new services and applications to market have recognized that application stores can help them achieve these objectives.

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Although initially targeted for TELCO service providers market, application stores can equally well be applied to the enterprise business models. The enterprise can use application stores to manage virtual private stores of applications available for employees using different mobile devices like tablets, smartphones, and laptops. In the wholesale market, they can be used to expose and sell network and IT capabilities to third parties and to allow these third parties to easily consume software development kits (SDKs) and SDP enablers provided by the CSPs.

To develop applications for their application stores, CSPs initially recruited independent developers. The business and financial drivers made it difficult to justify the sustained effort and investment, however. The success of Apple's iPhone developer program has shown the path, and CSPs now compete for acceptance in application developer community to help them build innovative applications.

HP and Intel's activities

CSPs have a number of differentiating capabilities that can be leveraged to develop new business models. The most important of these is a trusted relationship with their customers. From a business services point of view, HP Storefront is a complete solution store with smart features enablement for giving SMBs skills to

develop and to sell applications to address customer needs. The HP Communications & Media Solution (CMS) division has developed the HP Storefront Portal SDP, a packaged solution with an extensible framework. It addresses CSPs' needs by helping them compete rapidly and stand out from their competitors in the application store market.

This solution allows CSPs to address retail, enterprise and wholesale application store-based business models, and through Network API Marketplace expose their telecom unique capabilities to third parties.

The HP Storefront is designed to support a large and flexible developer ecosystem. It supports easily customizable application and content lifecycle models to fulfill different business process requirements. It offers community service to both developers and end users. Built-in forum and blog systems allow the participants to actively engage in the development lifecycle and bring the final consumer close to the developer.

The system offers role-based access control for operators, and allows the definition of different categories of developers and users.

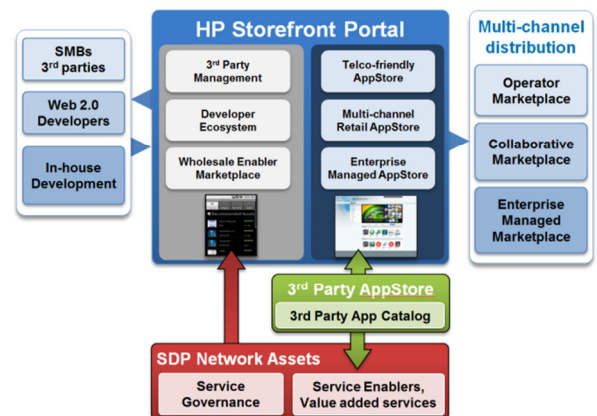


Figure 1: The HP SDP Storefront Portal

Description of the solution

The HP SDP Storefront Portal solution (Figure 1) comprises the following components:

- The **App Store** enables users to access application catalogs, providing them with a rich and enjoyable one-stop shopping experience.

¹ Reference: Gartner Inc., January 2011: "Forecast: Mobile Application Stores, Worldwide"





Description of the solution (continued)

The App Store easily browse, view, and buy applications and digital content for their particular wireless device. It could also provide and manage business applications for employees.

- **Developer portal** is the front-end portal that allows effective onboarding, API consumption, application lifecycle, and partner relationship management.
- The **testing integration module** allows applications to be fully tested and verified before they are made available. It enables automated testing of applications on multiple handsets, verification by administrators, and community testing features.
- The **development management component** provides a rich set of features that enable the onboarding, subscription, and maintenance of relationships with third parties, as well as tools for developers to consume services and create new applications.
- The **developer community** encompasses features such as blogs and forums, allowing information to be shared between CSPs, developers, and end users. It includes the enablement of forums, blogs, rating, polls, and allows the creation of a collaborative developer community.

HP Intel CME Solution Center's team and facilities

The HP Intel Communications, Media, and Entertainment (CME) Solution Center has implemented a fully-functional HP StoreFront Portal to address CSPs' application store needs. The demonstration runs on an HP ProLiant server with Intel® Xeon® processor technology. This amazing solution can be experienced either online or by visiting our 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 wishing to develop their portfolio of services to better target the SMB and enterprise market.

HP and Intel key hardware components

HP Blade System c7000 enclosure

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