

Intel vPro & HP SDP for Telecom Operators

Providing Enterprise IT to small and medium businesses through converged services

SMBs' need for managed services

Small and medium businesses (SMBs) are becoming increasingly challenged with the escalating complexity of managing today's information technology (IT) and software applications, and generally fail to get the best performance and return on investment from their business applications, or IT and communications operations. As a result, SMBs are turning to a rapidly expanding array of managed services to help them handle their IT operations.

A recent study by Techaisle on global managed services trends found that worldwide small & mid-market business overall managed services spending is expected to reach \$14.3 Billion in 2009, a growth of 9.2 percent over 2008, and that the trend will continue through 2012 reaching \$5.3 Billion at a compounded annual growth rate of over 10 percent from 2008¹.

Why SMBs Want Managed Services:

- Focus on Core Business
- Reduce Business and IT Risk
- Reduce Operating Costs

Telecom operators are uniquely positioned to offer in scalable way a broad scope of IT and communications services to SMBs where additional value added and converged services are good up-sell opportunities. Delivering managed services to SMBs would provide them access to enterprise level resources, freeing them to focus on their core activities instead of IT.

Intel vPro, key enabler for managed IT services

Intel vPro business laptops and desktops are a key enabler of proactive maintenance services and improved reactive support services, all delivered in secure, predictable way.

HP PCs and notebooks with Intel vPro technology integrate robust hardware-based security and enhanced maintenance and management capabilities that work seamlessly with independent software vendors' (ISVs) consoles. Because these capabilities are built into the hardware, Intel vPro technology provides IT with the industry's first solution for out-of-band (OOB, when the Operating System (OS) is not running) manageability, allowing remote troubleshooting of all problems and remote repair of PC configuration (BIOS) or OS problems.

HP SDP, excellence in service delivery

HP's Service Delivery Platform (SDP), is a standards based service-oriented architecture which rapidly and cost effectively integrates and manages converged voice, data and content services. HP SDP optimizes the convergence of IT, networks, and Web 2.0, bringing governance, management, and quality to service delivery.

HP SDP makes it easier to build new rich converged applications and services using network assets and partnerships with the developer and content communities. It gives the freedom to create cost effective revenue streams on a web-based platform. Such an approach is designed to create more personalized services, improving customer satisfaction and loyalty by engaging users and delivering a broad range of high-margin value added services that fully leverage existing investments.

¹<http://www.techaisle.com/SMB%20Managed%20Services%20Release%20082409.pdf>

Intel vPro and HP SDP Intergrated Solution

The solution hosted at the HP Intel CME Solution Center contains all stages of the solution lifecycle, from deployment to the delivery of value added services highlighting the following key elements:

Client Provisioning and Manageability

The Solution demonstrates fully automated centralized provisioning; efficiently ensuring PC arrives preconfigured at the SMB site. Indeed, Intel vPro when coupled with a leading ISV management console application increases the ability to monitor, manage, and repair PCs remotely – regardless of power state or operating system health. The solution demonstrates vPro's core features through the console of major manageability ISV.

Client Data Protection

A solution offering a secure offsite network file and imaging backup with an ISV solution through site to site VPN, for data integrity.

Valued Added Services Delivery

The solution leverages HP SDP platform's ability to deliver HP's Multimedia Conferencing Solution (MCS), providing customers with video conferencing capabilities either for their onsite needs, or to enhanced IT support operations.

These value added services can be chosen by an SMB through a customer self-service portal.

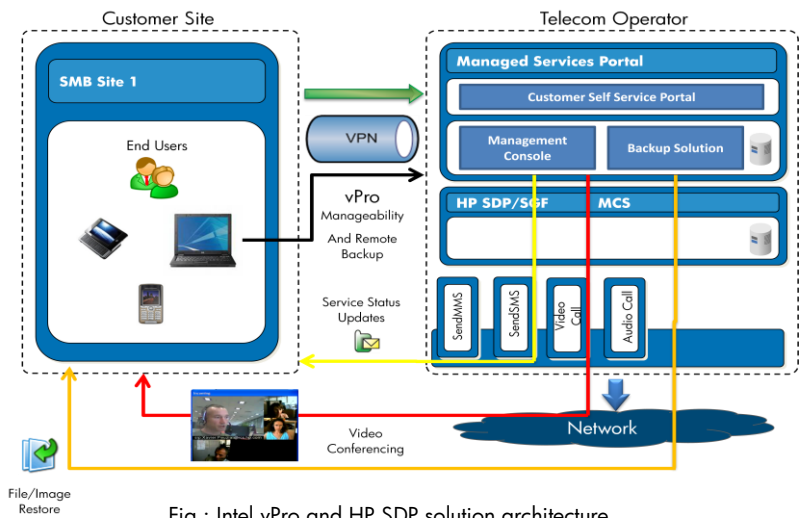


Fig.: Intel vPro and HP SDP solution architecture

HP Intel CME Solution Center

With over a decade of collaborative success with the major players in the CME industry, the HP Intel CME Solution Center is uniquely positioned to demonstrate how operators can meet customer demand for new services by creating personalized converged services that blend telecom, web and IT resource delivery, increasing the average revenue per user (ARPU), whilst lowering service delivery cost, all with the aid of Intel vPro and HP SDP.

The solution deployed at the HP Intel solution center can be used for customer demonstrations as well as proofs-of-concept.

Benefits to Service Providers

- Grows connectivity subscriptions
- Increases ARPU and reduce churn
- Deepens customer relationships
- Creates competitive differentiation
- Hardware purchase is a top opportunity to sell services

Benefits to SMBs

- Reduces capital expense
- Now able to purchase more richly configured solution
- Values combined offers (broadband devices and PCs)
- One stop solution & 1 monthly bill

HP & Intel Key hardware components

HP Compaq dc7900 with Intel vPro Technology



The superior manageability features of the HP Compaq dc7900 PC with Intel® Core™2 processor with vPro™ Technology helps simplify PC management. Integrated client hardware and software lifecycle management allows IT to inventory and maged HW & SW assets



Intel® Core™2 Processor with vPro Technology

Spend smart, do more, and be more secure

Push productivity to new levels while reducing costs with the built-in security and manageability of desktop and mobile PCs powered by Intel® Core™2 processors with vPro™ technology. Designed to keep downtime to a minimum, Intel® vPro™ technology allows you to reduce desk-side visits by remotely monitoring, diagnosing, and repairing PCs even if they're shut down or the OS is unresponsive.



The HP Intel Solution Centers provide complete telecom infrastructures for demonstrating the Communications Media and Entertainment Solution Portfolio to HP customers and partners. The centers are located in the three regions: Grenoble, France for EMEA; Richardson, Texas, USA for Americas, and Shanghai, China for APJ. These unrivalled technical facilities offer our customers and partners, the unique opportunity to evaluate new services in real-world environments, test new technologies and select the solutions most likely to succeed.

Technology for better business outcomes

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