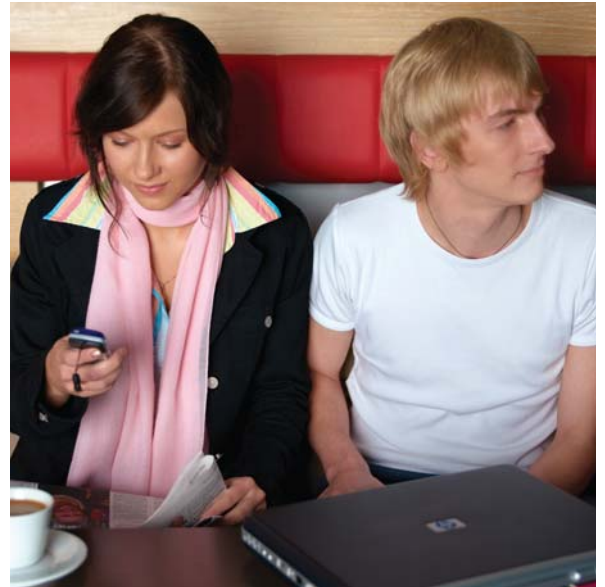


# HP and ITS add value in wireless telecommunications



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Arshad Syed, ITS



## HP and ITS add value in wireless telecommunications

Innovation in communications technology has brought about a wide range of telecommunications services on the market today, stimulating growth and, with it, choice. To capture today's mobile phone users in this increasingly competitive market is about more than low prices and high quality – it is about supplying customers with flexible and freedom-enabling wireless technology designed to enrich their lives.

Nobody is more aware of this challenge than Arshad Syed, CEO of Integrated Telecom Solutions (ITS), a global mobile solutions company committed to developing off-the-shelf solutions for the global wireless marketplace, which help capture and retain high-value customers. "As well as customer satisfaction, there are considerable pricing pressures driving mobile phone operators' pursuit of technology innovation," he explains. "Tougher global competition and tighter margins are pushing the need for higher growth revenue and, as a result, operators require more value added services in order to increase the average revenue per user. Mobile phone operators turn to ITS solutions to help them fulfil this."

### Best kept secret in the industry

ITS provides value add solutions to some of the world's largest operators including O2, Telefonica Moviles and Cingular Wireless, which has over 50 million subscribers. Smaller mobile operators find ITS solutions equally attractive with a quick return on investment. The population of Bahrain also rely on the convenience of ITS solutions, through its work with MTC Vodafone, which provides wireless telecommunication services to the island.

"Our enviable client list and the success of these relationships are based on unparalleled service levels," says Arshad Syed. "In order to achieve this, we rely on the HP NonStop platform, upon which all our solutions run, for exceptional levels of reliability, availability and scalability. It is our unique selling point."

HP NonStop enjoys huge success in the mobile operator space, with many of the major companies running critical parts of their network on this platform. Beyond telecommunications, it also empowers some of the world's largest banks and financial organisations most critical applications. This was a key driver for ITS when it chose to work with HP NonStop.



"The price performance and the total cost of ownership of HP NonStop cannot be matched by any other industry standard platform," comments Arshad Syed. "For those unfamiliar with it, it is the best kept secret in the industry. Price is often the first indicator during evaluation stage and for those unaware of its abilities, judgement can be eclipsed by price. But this type of reliability, availability and linear scalability is unparalleled in the industry and the value that it adds to a customer's bottom line is immense."

### Value add solutions drive revenue and reduce cost

ITS applications work in all deployed networks including Code-Division Multiple Access (CDMA), Time-Division Multiple Access (TDMA) and Global System for Mobile Communication (GSM) and are designed to increase revenue, trim down network operation cost, and reduce churn. "Our customers turn to ITS for technology that increases the average revenue per user and results can be significant. Our solutions, running on HP NonStop, can deliver rapid return on investment within months."

Some of ITS' popular applications running on NonStop include the Virtual Mobile Exchange that contains several products including the global VPN (virtual private network). This product allows communities of enterprises or consumers to form distinct groups of mobile subscribers in a virtual PBX environment, enabling a number of capabilities including private numbering plans, pricing flexibility, different charging options and superior call management functions.

In order to meet end users' desire for absolute convenience, peace of mind and the ability to be more productive, while also providing operators with an ability to differentiate themselves, ITS developed a group of enhanced calling name products. Virtual caller ID captures missed call information for handsets that are turned off, out of network coverage or otherwise unavailable and then delivers that information via SMS as soon as the handset becomes available. It is highly efficient in terms of network resources and can be quickly implemented in most networks.

“The availability and reliability of our corporate offering is absolutely fundamental to our business. This is the reason why we use these applications running on the HP NonStop platform.”

Bill Douse, O2



#### Scaling up to support growth at O2

UK operator, O2, is one customer that has experienced the benefits of ITS wireless solutions. O2 currently supports 15 million customers – each and every call that is made to a customer passes through the HP platform with ITS applications running on it.

“The availability and reliability of our corporate offering is absolutely fundamental to our business,” says Bill Douse, manager responsible for service industrialisation. “This is the reason why we use these applications running on the HP NonStop platform.”

A variety of ITS’ solutions are used by O2 including the Virtual Private Network, a comprehensive solution that allows ‘private’ networks to be built within public mobile and fixed networks. Bill Douse, tells us: “We have complete confidence in the security of our global VPN due to HP NonStop’s fault-tolerant capabilities and this is extremely important to us.

“ITS is a highly flexible company, always willing to listen and keep the product in line with our current needs. This, combined with the high scalability of the NonStop platform, enables us to continue growing with the assurance that technology is in place to support that growth.”

Arshad Syed comments: “The sheer scalability of the platform really comes into play for our customers during times of network congestion, such as around Christmas and New Years Eve. The NonStop platform gives operators the agility they need to adapt in line with market demand.”

#### Agility and flexibility lead to success

Rapid deployment of new solutions is one of the renowned benefits that mobile operators can experience when working with ITS. Arshad Syed says: “Running on the HP NonStop platform, applications are highly agile and flexible. At MTC Vodafone in Bahrain, it took just four weeks to get a new solution, Virtual Mobile Exchange, up and running.”

“The rapid deployment timescales of between 4-6 weeks are unusual in the industry and bring considerable benefits to the operators,” explains Toussaint D’arco from the HP telecommunications sales team. “Having the skill to implement solutions in this time frame, across most networks, combined with its ability to adapt to any operator in the world makes ITS a highly successful company which we are proud to partner with.”

## Challenge

- Provide a highly reliable and scalable platform to support some of the world's largest mobile phone operators as they drive up revenue per user
- Develop an infrastructure able to deliver continuous availability of value-add solutions for end users' peace of mind, convenience and increased productivity
- Support a fault tolerant infrastructure to inspire confidence in secure wireless communication amongst corporate customers

## Solution

- HP's NonStop servers and software
- OpenCall technology and software
- HP consulting, installation, testing and post-installation services together with ITS integration services

## Results

- ITS has achieved great success in the wireless market, by providing high levels of agility ensuring rapid deployment of new solutions
- ITS clients have been able to increase revenue per user through secure value-added solutions, which can adapt in line with market demand
- ITS' clients benefit from rapid return on investment within months

## Partner at a glance:

Industry Sector: Wireless telecommunications

Name: Integrated Telecom Solutions

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## Why HP?

- Trusted and respected across ITS' client base
- Proven expertise in telecommunications
- Highest quality platform in the market

For more information on how working with Hewlett-Packard can benefit you, contact your local HP service representative, or visit us through the Internet at our World Wide Web address: [www.hp.com](http://www.hp.com).

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