

a user-friendly solution for driving data traffic in today's GSM/GPRS networks

Today, high-speed data services (GSM/HSCSD and/or GPRS) are broadly available from most operators. Coverage is sufficient, speed and bandwidth are adequate and the data-pricing models are, in many cases, quite aggressive. So why are data-usage and data-traffic volumes not booming?

HP believes there are three major issues that need to be addressed in order to stimulate market growth:

1. Availability and market penetration of suitable devices.
2. Ease of setup, connection and ongoing use of data-enabled devices.
3. Availability and usage of services that drive demand.

suitable devices

The introduction of WAP-protocol services has shown that successful mobile data devices have to embrace some key characteristics. Of vital importance are features like the size of screen (and colour display), size of device, weight, battery life and ease of use. HP has addressed all of these issues and created a flexible, easy-to-use mobile data-service bundle called the Telco Bundle.

This bundle combines the award-winning Bluetooth™-enabled HP *iPAQ*™ Pocket PC, a Bluetooth mobile phone (e.g. Ericsson T39m or T68, T68i) and the software required to manage network configurations and access to services.



120 seconds away from the Internet

Today, many 'ordinary' end-users find it difficult to set up their devices for wireless access to e-mail or Internet data. Extensive technical knowledge is often needed to do this, which many users don't have.

The challenge for HP and operators therefore, is to provide turnkey solutions that get customers up and running in just 120 seconds. To achieve this plug-and-play functionality, HP has developed an access-device application architecture called C³ – Carrier Connectivity Configurator.



hp telco bundle

The main objective of the C³ application architecture is to help configure access devices for specific networks (GSM/GPRS) and data services. This will help to cover operator-provisioning requirements and make it as easy as possible for the end-user to get up and running. Apart from simplifying usage it will also help promote and visualise the operator's services to the user and generate more traffic and more revenues for the carrier.

Combine the HP *iPAQ* Pocket PC and a phone with attractive carrier services, and you have the ideal foundation for increasing ARPU* and maximising traffic in your GSM and GPRS networks.

Solution benefits

- Plug-and-play experience for users
- Driving data traffic
- Reduced time to market for rich wireless data services
- Differentiation through new and innovative services
- Preparation for 3G services
- Ease-of-use of truly mobile always-on services
- Access to new wireless data services
- Personalisation of wireless services

Services that drive demand

As noted above, the third key element in successfully driving demand for wireless data traffic is, of course, the services. Wireless access to the Internet is a strong demand driver for both enterprise and residential customers. However, the relevance and ROI for enterprise users is increased with the implementation of reliable and secure access to corporate intranets and applications. In short, security and return on investment are key drivers for these users.

How to get started

The best way to start is to gain experience through pilot projects. These involve a limited implementation of the Telco Bundle, for only a select number of users (1000 – 2000). Unlike most vendors, HP, together with its partners, provides a true end-to-end wireless solution – from wireless access devices, such as the HP *iPAQ* Pocket PC, to wireless connectivity software, operating systems, applications, design, integration, implementation and system-management services.

proven partnerships

HP wireless has teamed up with leading partners to deliver the telco bundle to operators and enterprises all over the world.



* Average revenue per user

