

Solution overview brochure

Enhance mobility

HPE Subscriber Data Management (SDM) Solutions



Hewlett Packard
Enterprise

Powerful handsets and LTE are revolutionizing mobility. While competition is driving down costs to subscribers, their demand for constant availability and new services is increasing. New players are making it possible for savvy subscribers to access content outside their service providers' networks. Coupled with rising energy costs, and you face the daunting task of remaining profitable while investing in the future in an ultracompetitive environment.

HPE SDM Solutions let you:

- Substantially lower maintenance costs by decreasing the number of resources needed to manage your Home Location Registers (HLRs)
- Reduce overhead and administrative costs by simplifying provisioning with support for clusters
- Upgrade less frequently, using fewer resources
- Introduce new functionality and services more quickly and cost-effectively
- Integrate with Home Subscriber Service (HSS)—IMS/LTE—for evolution and coexistence
- Experience common provisioning and data sharing between applications

The single system you need

Ultimately this is about controlling costs and positioning for change. You need a single system that can support multiple applications or technology; improve efficiency, reliability, and availability; provide a single view of subscriber data; and effectively merge existing networks with next-generation networks. Hewlett Packard Enterprise offers HPE Subscriber Data Management (SDM) Solutions—a suite of services that simultaneously position you to introduce competitive new services and features, manage technology and data more efficiently, and prepare to cope with the complexity of next-generation services and the networks that will support them.

A total standards-based solution

At the core of the HPE SDM Solutions are two industry-leading platforms—HPE Home Location Register and Home Subscriber Service. These platforms, combined with high-availability HPE hardware, make up a total standards-based solution for data integrity and reliability, as well as centralized subscriber profile management and access. The service offerings that round out the solution include comprehensive consulting, training, and support services—all based on industry-standard methodologies.

Costs controlled, flexibility gained

Our approach combines three principles that help you control costs while gaining the flexibility to remain competitive.

Consolidate mobile profiles to reduce costs

By making it possible for you to implement a single database, scalable to 100 million subscribers, HPE SDM Solutions offer a smaller footprint, higher performance, and greater data integrity for subscriber queries and updates. Open APIs and a command-line interface simplify provisioning and integration. And a consolidated view of data makes operations and data management less complex and expensive. The results are simplified network management; lower power consumption, equipment, facility, and staff expenses, as well as more ability to personalize services. Consolidating HLRs separately from the call processing platform also reduces costs and increases flexibility.

Improve reliability and availability with a carrier-grade platform

HPE, with its NonStop system, is the only IT company that supplies a complete in-house developed HLR solution specifically tailored for the rigors of core network applications. Development and integration is both wide ranging and complete, which includes hardware and operating system, integrated in-memory and external DBMS, internodal DBMS synchronization, telecom protocol stacks, middleware, and NEBS environmental packaging, as well as the

HLR application itself. As the networks move toward IT domain with IMS and LTE with all IP networks, we can be your partner to bridge those two worlds. This means you have a single company supporting every aspect of the solution, with a support staff that can rapidly resolve issues without the delay of third party involvement.

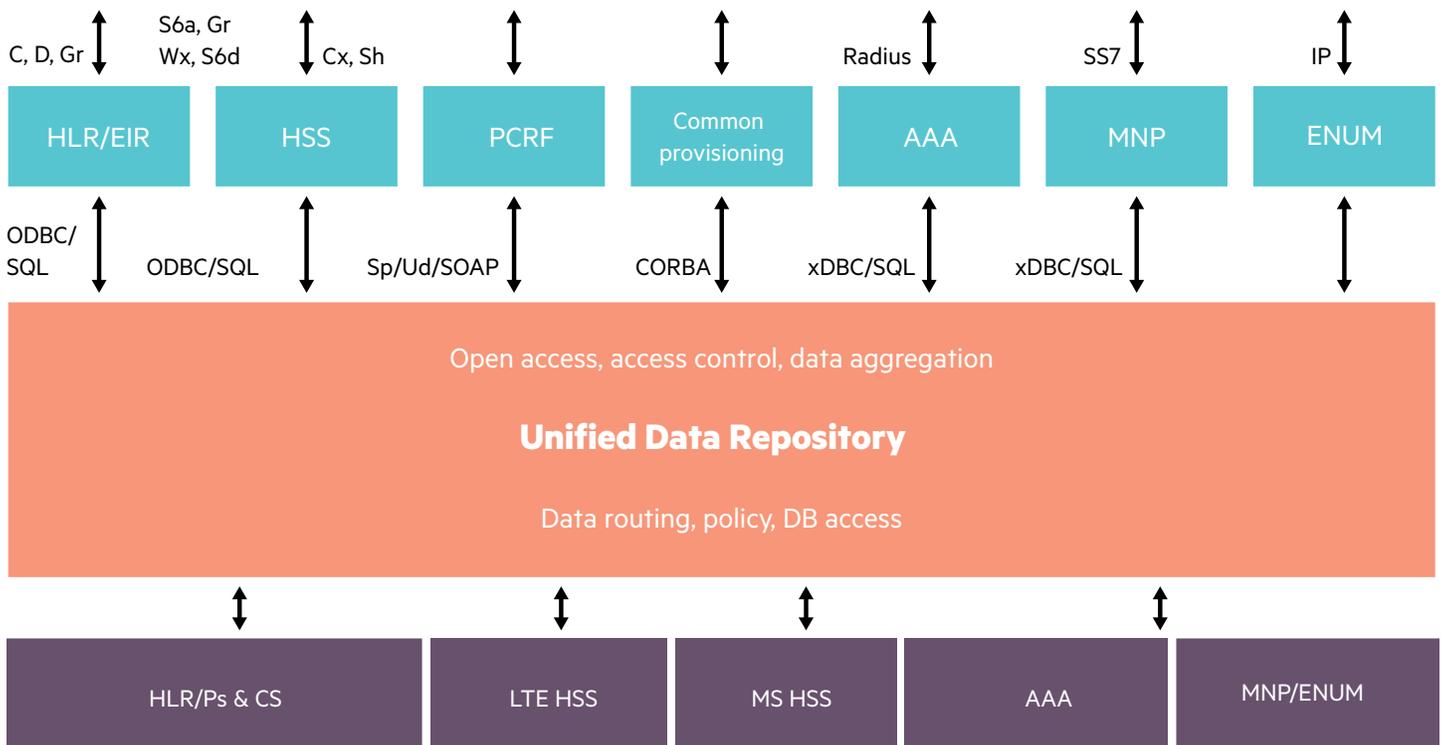
Colocate with other technologies

Our open, standards-based technology makes it possible to integrate device management and store device capabilities with subscriber profile data, simplifying administration and data access. It also enables you to quickly embrace new technology and future-proof networks as you move toward next-generation subscriber management. HLR colocation, with equipment identity registers and automatic device detection solutions, provides a more personalized subscriber experience by combining integrated state and identity data with equipment dependency and capability data. Service providers can also get a greater return on hardware investments, as colocation with HPE OpenCall Home Subscriber Server (HSS-IMS/LTE) adds the ability to integrate IMS on the same server, centralize provisioning, and prepare for next-generation networks.

The path to consolidated HLR

The HPE SDM Solutions provide a logical evolution path, from multiple standalone HLRs to unified HLR to consolidated HLR, collocated with other applications, that offer open user profiles and centralized profile and policy management (see Figure 1).

Figure 1: Evolving to a personalized network with open user profiles



The services you need

HPE Solution Lifecycle Services for the Communications and Media Industry help you realize the full value of your solutions, from planning and assessment through testing, deployment, operation, and continuous improvement. Each service area leverages proven processes and best practices to balance capital expenditures (CAPEX) and operational expenses (OPEX) and reduce risk, while keeping your projects on time and your operations running smoothly.

We offer a proven way for navigating through your transformational journey:

- **Consulting**—Solution Consulting Services help define business transformation and translate strategies into actionable solutions.
- **Implementation**—HPE Solution Implementation Services provide a complete and lower risk lifecycle across design, development, customization, and network and system integration.
- **Management**—Solutions Management Services increases the operational efficiency of your existing solutions, including reactive, proactive, operational, and enhancement services.
- **Outsourcing**—Our sourcing options improve business agility while reducing your OPEX; options include IT and infrastructure outsourcing, application management, and business process outsourcing.

The sooner we start, the better the business outcome

We can tailor a Subscriber Data Management Solution to your unique requirements to help you deliver new revenue-generating services. Our solutions position you for launching compelling new services, manage technology and data, and prepare for next-generation services and networks.

Let us start with a discussion of your business strategies, tactics, and goals. Contact your HPE representative today.

Learn more at
[**hpe.com/csp/SDM**](http://hpe.com/csp/SDM)



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