



Solution overview brochure

Gain the advantage

HPE Mobile Apps and Services suite



Hewlett Packard
Enterprise

Get an edge—combine your many applications onto one hardware platform. Consolidate service, ease operations, and optimize your CAPEX and OPEX costs.

Consolidate services, ease operations, and reduce CAPEX and OPEX with HPE Mobile Apps and Services suite. It addresses your issues with a reliable, integrated approach and combines many applications onto one hardware platform.

**HPE Mobile Apps and Services suite
key applications**

- Roaming area
- Device detection area
- Messaging area
- Availability services area
- Reporting area

Face competitive pressures, reduce revenue losses

You need sophisticated answers to evolving mobile technology and consumer demands of near real-time reliable services. Operators are requested to increase services in a quick and reliable way, while reducing revenue loss resulting from less traffic because a recipient was unavailable. Add to that, customers increased mobility and need to be continually reachable and in touch in different countries. All of this can cause difficulties for mobile operators in controlling and properly steering roaming calls, and causing another potential source of lost revenues.

It is imperative that mobile operators have trusted systems for terminal control within their network, and also have reliable statistics on number, type, or model.

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Manage services efficiently

Resolving these challenges can easily result in a multiplicity of platforms, making it difficult to manage services in an efficient way and increasing operating costs.

The HPE Mobile Apps and Services suite—an HPE Intelligent Network Server solution—addresses these issues with a reliable, integrated approach. It combines many applications onto one hardware platform, giving you the unique advantage of consolidating services, easing operations, and optimizing capital expenses (CAPEX) and operating expenses (OPEX). This suite of applications can also coexist with other HPE mobility management solutions (e.g., I-HSS), and further consolidate your hardware investment.

This suite is built on top of the HPE Intelligent Network Server common services architecture ensuring you experience the unmatched reliability of the HPE NonStop platform. This platform provides services ranging from roaming to reporting systems, passing through messaging, device detection, and subscriber availability services, all interfaced by a manageable and user-friendly web-based graphical user interface (GUI).

Deploy value-added services rapidly

HPE Mobile Apps and Services suite applications can be sized to your true traffic requirement, avoiding over or under estimating network processing capacity on initial deployment. Whether adding new services or experiencing traffic growth with the successful uptake of existing services, this platform is designed to provide the full benefit you expect when adding hardware resources—expanding your capacity without a costly platform change.

Understand key applications

Hewlett Packard Enterprise (HPE) and its partners fulfill your business objectives with attractive, ready-to-deploy applications.

Review the features

- **Support multiple applications and services on a single platform**—Reduce operating costs by consolidating multiple critical services onto a single HPE Intelligent Network Server platform; the HPE Mobile Apps and Services suite offers all the services essential to a modern mobile network.
- **Extend the reliability of our NonStop servers to your mobile telecom services**—Gain confidence that your services are always online with the fault-tolerance features of our platform, and when deployed as geographically distributed, active-active mated pairs, the risk of service downtime is reduced to virtually nothing.
- **Achieve improvements in revenues and ARPU for mobile networks**—Manage the roaming activities of your subscribers and foreign subscribers visiting your home network, reduce costs, and maximize revenues.
- **Ensure compliance with European data security guidelines**—Gain digital identities management, tracking access, and log centralization.
- **Improve control of your network, customers, and terminals**—Control devices in your network, including how they access and interact with your network.
- **Use a single consistent graphical interface to analyze statistics and performance information**—Capture statistics and performance data generated by your network, and use it to your advantage.
- **Support connectivity to multiple networks using independent signaling protocols**—Enable multiple point codes on a single node and concurrent use of SS7, SIP, and Diameter Stacks; applications may be isolated to support only specific networks or cross all available networks to offer services to each.

Roaming area

International roaming represents a relevant part of your total revenues, with high margins and big potential in terms of revenue growth.

- Traffic Steering lets you concentrate on outbound flows and optimizing roaming revenues, while enabling efficient and profitable international partnerships. This application “steers” registration of roaming users in foreign countries to “friendly” networks, enabling favorable rates and noteworthy savings via roaming agreements.
- Gateway Location Register increases visited public mobile network’s inbound market share and revenues by keeping inbound roamers on your network, increasing average visit duration, minimizing home public mobile network (HPEMN) steering attempts, and providing real-time control and information on inbound roaming. It aims to optimize transport between inbound and outbound roaming to the networks of other national or international mobile operators; in this way, call management is improved in user service and operator’s revenues.
- Welcome SMS is a push service, also configured as Traffic Steering or home location register (HLR) plug-in, which sends informative and commercial “welcome” messages to mobile customers traveling abroad. The set of messages can be selected. The Basic option covers subscriber type, country, operator, or country area. The Enhanced option enables operators to enlarge the filter for message selection to other mobile operator characteristics, roaming offers, or device type.

Device detection area

- Equipment identity register (EIR) provides basic equipment identity register functionality for 2G/3G and LTE networks. The EIR service within the network verifies IMEI code validity, which identifies each mobile handset, managing accessibility to the network. It lets you configure standard features such as white, grey, or black list and supports the functionality to enable terminals in the network on the IMSI basis.
- Mobile device management (MDM) helps better manage and control the devices in your network. It enables you to send over-the-air (OTA) configuration messages. Messages may be sent on request (pull) or respond automatically to several types of events (push)—for example, new device registration, a new user/device pair, or navigation attempt with wrong APN
- Event triggered service (ETS) enables you to trigger services based on a device registration. It manages services for every new or varied user/device combination, including:
 - Mobile subscriber ISDN (MSISDN)/IMEI history with commercial data—user type, operator
 - Integrated device management (IDM)—device configuration
 - Promotions and advertising
 - Automatic provisioning process

Messaging area

Short Message Service Center (SMS-C) is full-featured and fully integrated with various applications in the HPE Mobile Apps and Services suite. It is designed from the ground up for mobile virtual network operator (MVNO) deployment, offering basic and enhanced features to manage and bill all types of SMS traffic.

- Basic SMS-C functions
 - Mobile to mobile
 - Mobile to large account (universal computer protocol (UCP), short message peer-to-peer protocol (SMPP))
 - Large account to mobile (UCP, SMPP)
 - White/black list

Review HPE services

- 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 nearly continuous improvement. Each service area leverages proven processes and best practices to balance CAPEX and OPEX, and reduce risk while keeping your projects on time and your operations running smoothly.
- HPE Solution Consulting Services help define business transformation and translate strategies into actionable solutions.
- HPE Solution Implementation Services offer a low-risk project lifecycle across design, development, customization, and network and system integration.
- HPE Solutions Management Services increase the operational efficiency of your existing solutions, including reactive, proactive, operational, and enhancement services.
- HPE Outsourcing offers a variety of sourcing options designed to improve business agility while reducing your OPEX; options include IT and infrastructure outsourcing, application management, and business process outsourcing.

- Account configuration (mobile originated (MO), mobile terminated (MT), MO/MT)
- Recipient address routing range (RARR option)
- Billing production

- Enhanced SMS-C functions

- Delivery only on own home network
- Delivery only on foreign (international) network
- Delivery based on IMSI routing
- Real-time charging
- LA monitoring during campaign (mass SMS sending)
- Traffic data (call detail records segregation, for multitenant, MVNO implementation)

Availability services area

Subscriber availability services increase your revenues by increasing minutes of use and number of calls managed by regaining missed calls. The service gives mobile users the chance to return calls attempted while their mobile phone was unreachable by providing a list of missed calls via SMS.

Reporting area

Applications within the roaming, device detection, messaging, and availability services areas gather statistics and performance data that can be collected by a centralized monitoring system (SANS), targeted to mobile operators.

SANS is able to create numerical and graphical representations. Further, it enables you to configure key performance indicators and thresholds so it can generate an alert by email or SMS, whenever an unusual condition happens. It also enables you to monitor the services in your network and provides a long-term database to permit trend analysis of your valuable data.

SANS can be extended with specialized plug-ins that generate information useful in areas such as network management, marketing, quality, and revenues assurance.

Learn more at
hp.com/go/MobilityManagement



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