



Media Advisory

## HP Enhances Solution to Enable Service Providers to Deliver New IP-Based Telephony Services to Businesses

HP and NetCentrex Push Hosted IP Centrex Approach to Help Service Providers Reduce Telephony Costs for Businesses

Editorial Contacts:

Robin Kim  
HP EMEA  
+44 783 183 4020  
robin.kim@hillandknowlton.com

Laurence Niola  
NetCentrex EMEA  
+ 33 (0) 1 58 71 33 05  
pr@netcentrex.net

Hewlett-Packard Europe  
150 Route Du Nant D'Avril  
1217 Meyrin  
Switzerland  
www.hp.com

VON EUROPE 2003, LONDON., June 9, 2003 – At the VON (Voice on the Net) Tradeshow and Expo, HP today unveiled significant new features in its solution for IP (Internet Protocol)-based enterprise telephony systems. With IP Centrex and VPN (virtual private network) services, the HP solution enables service providers to host and manage a broad range of revenue-generating services, VoIP (voice-over-IP), data and video, for small-to-medium size businesses.

HP VoIP VPN – IP Centrex is a network-based solution that extends the reach of the service provider's network into the business customer's premises. The solution allows businesses to combine traditional PBX (private branch exchange) telephony or IP PBX with centrally hosted business communications services.

In a 2003 study, the Yankee Group identified IP Centrex as the most demanded new and enhanced service among service providers because of its advantages for their business customers: lower capital investment; predictable costs based on usage; protection against technology obsolescence; freedom to focus on core business; and the option to trial new services before purchase.<sup>1</sup>

Building on HP OpenCall technologies and the NetCentrex™ CCS Softswitch, the HP VoIP VPN – IPCentrex solution includes important new features:

- 1) multi-protocol support including MGCP (Media Gateway Control Point), H323 and SIP (Session Initiation Protocol);
- 2) a feature-rich media server for interactive voice response (IVR), voice mail, and other custom applications;
- 3) a robust and scalable signaling and media gateway controller with dual H323/SIP stack support;

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- 4) a comprehensive set of residential class services (Class 4 and 5);
- 5) multi-vendor gateway, IP PBX and IP phone support.

For enterprise communications, the HP VoIP VPN – IP Centrex solution delivers a large set of pre-integrated applications: 1) call forwarding, third-party call control, group services, line supervision, conference calling; 2) centralized control of IP telephone sets and onsite media gateways; 3) centralized voice mail server for all subscribers; 4) integration of software tools on the end-user's PC to enhance productivity; and 5) operator console and self-administration tools.

Peter Dragunas, Worldwide Solutions Director, Network Domain, HP Network and Service Provider Business Unit, said, "As businesses seek to reduce costs and enhance productivity with IP-based systems, a hosted approach with IP Centrex delivers substantial benefits. The value for Service Providers is also that the same architecture delivers carrier class 5 services to residential customers."

"HP and NetCentrex provide the industry with one of the most complete and deployable solutions, and HP supports it with global integration services," adds Olivier Hersent, NetCentrex President. "HP and NetCentrex VoIP technologies have been used in some of the largest operational deployments, including Equant and Fastweb."

The NetCentrex CCS Softswitch executes, controls, and manages call routing information within the IP network. The NetCentrex CCS has trigger points that interrogate the application server, the HP OpenCall Service Controller (OCSC) for service execution rules. The HP OCSC executes the service logic in real time upon each call trigger. The VPN-IP Centrex service logic is provided by ATOS Origin along with Web-based self-provisioning.

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(1) "Hosted IP Telephony Will Help Providers Reduce Churn and Build Customer Loyalty," by Daniel Klein, The Yankee Group. 2003.