The explosion of rich new telecommunications services and the mobile devices used to access them presents service providers with a serious challenge—how to deliver a consistently outstanding service experience across a rapidly expanding portfolio of services and devices.

The HP Service Experience Testing solution efficiently automates slow, costly and tedious manual testing processes. It helps to give greater structure and speed to the testing process and can reduce or eliminate service and device errors before they reach users. And delivering a better service experience helps to drive better business outcomes.

Streamlined service and device testing—it’s about the experience

Converged telecommunications services delivered across service-oriented architectures (SOAs) are helping service providers, third-party content providers and network equipment providers to open new revenue streams and drive additional return from existing services. New technologies enable network resources to be decoupled from the service elements, making it easier for new services to be rolled out to consumers faster and at lower cost.

However, before these new services are offered to consumers, they must be rigorously tested and validated for functionality, scalability, security and quality, no matter on which digital devices consumers use them. The user experience is directly related to service
adoption. Traditional tools and methodologies are slow and prone to errors; this inefficient certification process delays service introduction and shortens the window of opportunity for capturing revenue.

HP Service Experience Testing (SET) automates the testing process methodology to speed up and increase the efficiency of the services testing process and accelerate the launch of new handsets across the service portfolio. The solution is part of the comprehensive HP Services Marketplace Testing and Certification Suite, providing end-to-end visibility and management for determining requirements, designing and executing test cases, and identifying and repairing defects. It offers automated test case execution through the use of test scripts, using real devices in device banks—not software emulation models—that are accessed remotely through the Internet, wherever they may be positioned within the operator’s network.

A comprehensive, integrated solution
HP Service Experience Testing addresses the complete mobile services lifecycle, from service launch to interacting with device management platforms throughout the operational phases of the full offerings. Automating the test processes of devices, services and infrastructure layers enables content suppliers and mobile operators to reduce testing cycle times and associated costs, while helping to drive consumer loyalty through an improved user experience. The HP SET solution provides a solid foundation for service and device testing processes, transforming what is now widely considered a pain point into an efficient best practice.

HP SET solution addresses the following key areas:
- Testing process management
- Service launch optimization
- Service monitoring optimization
- Device launch optimization

HP Quality Center
Built upon HP and partner assets, the HP SET solution features HP Quality Center (HPQC) software. The HP Quality Center platform provides real-time reports and key performance indicators to enable your organization to more efficiently manage the service release process and make better release decisions. It enables quality assurance teams, developers and business analysts to easily collaborate in the quality lifecycle, including providing the ability to centrally manage manual and automated testing assets. Through its consistent, repeatable and standardized processes, HP Quality Center drives down costs and risks, helps to measure progress and effectiveness of quality-related activities, enables improved service quality and shortens time-to-market with new services.
Deep integration with partner technologies
HP Service Experience Testing draws upon HP and partner technologies, including best of breed solutions like DeviceAnywhere (DA), an HP valued solutions partner, along with products and technologies from other leading innovators.

DeviceAnywhere is an award-winning solution that provides real-time access to and interaction with real devices that are connected to live global networks through the Internet. Built on the company’s innovative, one-of-a-kind device interaction technology, Direct-To-Device, DeviceAnywhere enables users to connect to and bring these remote devices and networks directly to their desktops. Through DeviceAnywhere’s simple desktop interface, users can remotely access 1,500 real devices on which to conduct all testing, monitoring, development and deployment—all as if they held the devices in their hands. This includes tasks such as pressing device buttons, tapping on touch screens, connecting/disconnecting the battery, viewing the liquid crystal display (LCD), listening to ringers and speakers, and opening/closing a handset. DeviceAnywhere’s test automation solution, DeviceAnywhere Pro™—which employs DeviceAnywhere’s proven technology combined with an additional automation software layer—is one of the cornerstone technologies integrated into the HP Service Experience Testing suite.

Combining Quality Center with Quick Test Professional (QTP) and DeviceAnywhere addresses the full scope of an operator’s service testing—both device testing and backend systems testing. Overall testing orchestration is managed by Quality Center, with access enabled through any of the many interfaces provided by QTP for functional testing for various environments, including web services, Windows® applications, web, .NET, Java™/J2EE, SAP, Siebel and Oracle®. This deep integration is unique to HP SET, and provides extraordinary benefits in terms of convenience and seamless interoperation.

Features
• Provides a proven, structured testing process
With competition tight and margins thin, it’s critical to cut the costs and complexities of service and device validation. The need to rapidly increase your portfolio of mobile services and to deliver them to a myriad of new devices, makes it essential to implement a comprehensive automated testing process that will deliver clear visibility into performance issues, unsupported features and any recurring problems. HP Service Experience Testing provides all that and more, using a field-proven best practices methodology that reduce risks and timeframes for service and device deployment.

• Accelerates the testing of new handsets against the services portfolio
Before a new handset can be launched, it must be validated to be compatible with the existing portfolio of services and with the key basic capabilities such as short message service (SMS), Wireless Application Protocol (WAP), and e-mail. The majority of this handset certification is still done manually. By automating the processes, HP SET enables dramatically shortened testing timeframes, with lower costs and the ability to reduce human interaction—and the associated errors.

• Offers a secure means of remote access to service and content providers for validation testing
Efficient collaboration is a key to thriving in the competitive marketplace. HP SET allows seamless collaboration among service ecosystem partners by providing secure remote access for validating that new services and updated service versions are supported by the operator’s most popular handsets and new pre-commercial devices.

• Enables real-time monitoring of services behavior from a user perspective
HP SET helps to verify that response times match quality requirements and that revenue-generating features are functioning as they should. Clear, end-to-end visibility is provided into services behavior from an end-user perspective. Service performance can be measured in terms of service availability time and latencies, and additional analysis and comparisons can be quickly and easily made between the devices and services.

HP Services
Every HP solution leverages proven global experience that spans people, processes and technology. HP Services consultants understand the communications, media and entertainment marketplace, and can help companies get the most from their IT investments. HP Services can help in these critical areas:

• Solution consulting services—HP offers a comprehensive portfolio of consulting services and systems integration capabilities to enable the transformation of communications, media and entertainment business operations.

• Application modernization services—HP offers a full range of current and future business need assessments, strategic and technological roadmaps for change, infrastructure transition services, and monitoring services for the evolved application environments.

• Mission-critical support—Onsite consulting and technical support is available at whatever level of service the organization desires, including Operational IT Service Management (ITSM) to help benchmark IT processes against others

• Outsourcing services—HP offers a comprehensive portfolio of innovative and scalable sourcing options, so company personnel can focus time and resources on their core business.

• Security services—HP has developed a detailed methodology for secure evolution of the IT environment. Risk is minimized and both the data and the network are protected.

• Financial services—HP Financial Services offers a range of creative and flexible financing options that can remove the final obstacle to network evolution.

Across the globe, enterprise customers rely on HP Services to design, build, integrate, and manage the IT systems that run their businesses. HP Services capabilities cover consulting and integration, outsourcing, support and education services, all delivered by more than 69,000 services professionals in 170 countries. As the marketplace continues to evolve, HP Services will be there to help communications, media and entertainment companies adapt and compete.
Benefits

• Improves the end-user experience
  Comprehensive testing and validation helps to provide end users with a consistently positive service experience. When the services look and perform as expected, customer satisfaction and loyalty rise.

• Increases efficiency of the testing processes
  The SET environment offers a powerful, structured framework and methodology for the complete testing lifecycle. From releases to requirements, test cases to test execution, defect identification and management to release management, the SET solution automates the full services testing process for greater efficiency.

• Cuts the costs and timeframes required for testing
  Automating the testing and certification processes allows new services and devices to be brought online more quickly. Emerging revenue opportunities can be captured and the risks of service development can be controlled.

• Validates service features quickly and efficiently
  New and enhanced service features can be checked for functionality against the devices currently supported within the operator network, as well as against new and proposed devices.

• Improves service monitoring and reporting capabilities
  Service providers can easily set up monitoring scripts which allow the generation of detailed reports on the data collected.

Why HP?

For more than a decade, HP has been supporting enterprise IT customers with business technology optimization (BTO) products. HP is now extending its BTO capabilities to help telecom operators, specifically in the mobile space, improve their business agility and increase efficiency of their business processes.

With the Testing and Certification Suite, HP continues its industry leadership through automated testing solutions and certification processes that drive better business outcomes. The Testing and Certification Suite is a set of solutions based on HP BTO and partner products, as well as a portfolio of field-proven best practices that accelerate the testing processes surrounding the launch of new services and devices. Demonstrated successful in deployments worldwide, these technologies and methodologies enable the rapid deployment of standards-compliant, high-quality, end-user services.

The HP advantage

Increasingly complex and rapidly evolving communications solutions force service providers to deliver ever more innovative services to the market while keeping customers loyal and insulated from the complexities behind the services. To achieve this, communications and media service providers need strategic partners that can do more. HP offers targeted and seamless services and solutions, integrated with partners and delivered quickly and efficiently. HP services and solutions are open and flexible, empowering customers to customize or create value-added services. HP service capabilities provide the expertise to analyze, design, develop, implement and support the most complex solutions. This one-stop shopping approach allows providers to focus on customers—not suppliers.

HP focuses more than 30 years of expertise into a powerful integrated team, the Communications, Media & Entertainment (CME) organization, who along with 500 valued solutions partners, assists the world’s top service and equipment providers, as well as media, entertainment and cable operators, in meeting their subscriber needs. Building upon a foundation of people, processes and technology, HP Consulting and Integration can manage the complete design, global delivery and deployment of critical adaptive infrastructure solutions for today’s communications and media services marketplace.

HP delivers solutions, technologies and services arrayed across network infrastructure, network services, operation and business support, mobile and rich media solutions, and end-user access. These innovative capabilities, including the class-leading HP OpenCall and HP Software product suites, have made HP a major player that is leading change in the communications, media and entertainment industries.

To learn more, visit www.hp.com/go/cme

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Technology for better business outcomes