

Beyond Mobility

It's no longer about "mobile services" but rather about seamless services that are delivered by an intelligent network that is context and device aware. It's no longer rational to assume that people at the office only want enterprise applications and people at home only want consumer/entertainment services. Mobility has morphed into an interconnected world where people seamlessly slip into their personal and professional lives, with almost no borders. Services also need to be equally seamless ... available everywhere and all the time.

Billions are still being spent on network build outs, operator entries, and spectrum auctions and all of these investments are designed to bring the promise of mobile information access to consumer and enterprise end users. In order for these investments to create opportunity, the industry must work hard to extend the traditional industry value chain to include critical new players. This is particularly true with regard to the content companies in the media & entertainment industry. Technology solutions based on open standards can simplify this value chain interaction. HP's efforts to apply its industry expertise and technology leadership are contributing to the success of many industry players.

Carriers will also need to develop tools that include radically simplified service creation and delivery, opening their networks and the operations infrastructures to new innovative companies. In addition, device management and multi modality—leveraging both visual and voice modes to optimize the exchange of information—and well packaged, easy to use services that can be carried by the subscriber across multiple environments will be key. Simplicity and value will be the decision points for subscribers and the critical success factors for operator revenue growth. Here again, HP's efforts to drive simplicity and radically reduce costs through minimizing proprietary technology in both devices and infrastructure offerings are making a real difference.