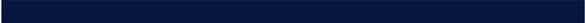




HP Superdome + InTeleStage™ = Scalable business intelligence for Mobile Network Operators



In today's highly competitive market place, mobile operators need to be able to cope with the growing demand for new services and react at lightning speed to new customer requirements. Operators require the flexibility to analyse business drivers and trends, track customer revenue and use this knowledge immediately to make targeted business decisions.

To do this in a cost-effective way, operators need a powerful combination of the right customer loyalty solution and technology platform, fine-tuned to work together for maximum performance and throughput.

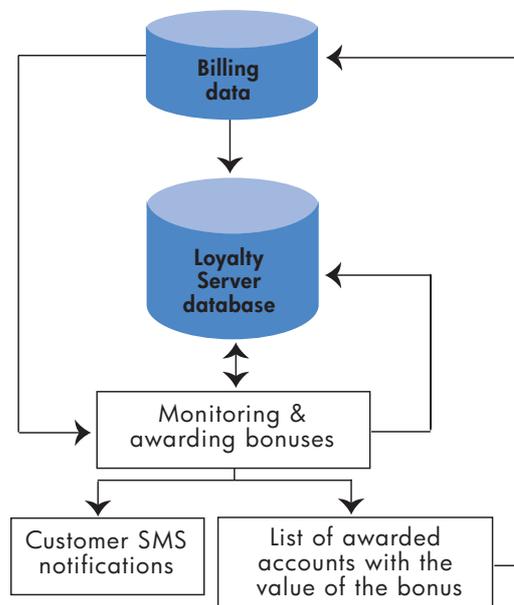
HP's new Integrity Superdome is HP's high-end addition to the family of Itanium based solutions. Utilizing the Intel® Itanium® 2 processor, the Integrity Superdome provides superior agility, more accountability and a greater return on IT investment, providing the ideal platform for deployment by wireless network operators.

Business Logic Systems is a leading provider of Business Intelligence and Customer Loyalty solutions for wireless operators, via its InTeleStage™ products. These off-the-shelf solutions are easy and cost-effective to deploy for mobile operators, and are designed to help them boost their revenues and profits by "unlocking the value" of the customer.

In October 2003, Business Logic Systems fine-tuned its InTeleStage products at the HP Intel Solution Center, in Grenoble, demonstrating successfully that these products had the performance and scalability necessary to meet the vast transactional needs of major operators. The company's experience was so good that, in 2004, it decided to turn, once again, to the Solution Center to benchmark its InTeleStage system with exceptionally high loads, this time on HP Integrity Superdome servers. These were equipped with Intel® Itanium® 2 Madison processors running on Microsoft® Windows® Server 2003 (Datacenter Edition) and Microsoft SQL Server 2000 (64-bit Enterprise Edition). LogicaCMG, a major network equipment provider, furnished the source data for the benchmark from its prepaid platform and pre-delivery service agent (PSA).

The HP Intel Solution Center provided a unique environment for such a project, bringing significant time and cost savings thanks to the use of the center's facilities, infrastructure, and the advice of its team of experts to ensure the smooth running of the benchmark.

InTeleStage™ Loyalty Server



Business Logic Systems' InTeleStage Loyalty Server solution, part of the InTeleStage family.



Stellar results

The performance tests achieved an astounding 20-fold performance improvement over the existing Pentium® 3-based system.

Commenting on these results, COO of Business Logic Systems, David Walker, said, **“Benchmarking our solution across a range of the most demanding subscriber simulations proves, once and for all, that the Microsoft Platform utilising Web services, Windows Server 2003 and SQL Server technologies, offers the best scalable solution for cost-effective, off-the-shelf, business intelligence and loyalty solutions for wireless networks. These outstanding tests and results, culminating in the 20-million scenario, prove we made the right choice for a scalable solution that meets the business needs required by all wireless operators.”**

Paul Gleeson, Senior Vice President, Mobile Payments at LogicaCMG, the global leader in telecom messaging and payments, commented, **“Providing the highly detailed user behaviour information from our prepaid platforms, that contain extensive voice, data SMS and MMS messaging data for marketing purposes, has injected the most demanding data into the benchmark testing. The success of the system in handling 20 million simulated subscribers is a milestone and offers operators of 2.5 and 3G wireless networks a major breakthrough for determining, exploiting and building new revenue streams around the activities and behaviour of their subscribers.”**

The experience the HP Intel Solution Center enabled Business Logic Systems to provide proof to its largest customer, LogicaCMG, that the InTeleStage solution achieves stellar performance with a load of 20 million multimedia wireless subscribers using a Microsoft environment on HP Integrity Superdome servers. The test report and proof statement were invaluable in enabling Business Logic to fast-track turning investment into revenue, providing the proof points necessary to sell this solution to major operators and network equipment providers.

Summing up, his company’s experience at the HP Intel Solution Center, Business Logic Systems’ David Walker said, **“The trials of our InTeleStage solutions at the HP Intel Solution Center in Grenoble have allowed us to demonstrate to our existing and potential customers that our business intelligence solutions can scale to match major operators’ needs. This was only made possible with the support and expertise of the center’s staff combined with the superb, state-of-the-art infrastructure at our disposal.”**

For more information on Business Logic Systems, visit:
www.businesslogic.co.uk

For more information on how working with HP
can benefit you, please contact your local HP sales
representative or visit:
www.hp.com or www.hpintelco.net

www.hp.com or www.hpintelco.net

© 2004 Hewlett-Packard Development Company. Intel is a registered trademark of Intel Corporation or its subsidiaries in the United States and other countries. Microsoft and Windows are registered trademarks of Microsoft Corporation. InTeleStage™ is a trademark of Business Logic Systems Ltd. Other company, product, and service names may be trademarks or service marks of others. Technical information in this document is subject to change without notice

