



CME benefits

EDS CME clients:

- Gain a realistic view of consumer adoption through solutions based on real business cases.
- React to changing market conditions and consumer behavior on a real-time basis.
- Simplify and enhance customer experiences with interactivity.
- Speed time to market through increased agility and responsiveness.
- Spur new revenue growth through next-generation services and technology.
- Use new channels of delivery.

EDS COMMUNICATIONS, MEDIA AND ENTERTAINMENT

Today's leading communications, media and entertainment (CME) companies seek to transform their enterprises, to build top-line growth and manage costs. EDS, an HP company, delivers proven information technology (IT) services that bring about this transformation - through our superior delivery, global capabilities, vast industry expertise and world-class alliances. Our CME clients are managing change more effectively, maximizing the return from their technology, and delivering on their commitments to their customers, employees and suppliers.

CME industry challenges, changes and growth

In this period of unprecedented change and growth, CME companies must best use technology to deliver the content and services their customers want - when, where and how they want them. And convergence drives CME leaders to seek higher-cost synergies from distribution, equipment, marketing and customer-service initiatives.

To stimulate new revenue growth and retain price-conscious customers, communications service providers (CSPs) are deploying broadband and next-generation networks to help deliver profitable voice, video and data services. Likewise, media and entertainment companies are seeing record growth through digitization, mobility and alternative distribution models. Increases include personalized advertising revenues, service bundles for major cable companies, user-generated content and social networking, and consolidation among major players in the video-gaming realm. CME companies need to become more agile to thrive and grow.

From service provider to experience provider

EDS supports enterprise agility, helping our CME clients realize the strategic benefits behind their IT investments. Our new business model - focused not on convergence, but on the customer experience of convergence - empowers our CME clients' transformation from service providers to experience providers - enabling the customer experience on any device, anywhere, at any time.

- Acquire customers through customer-centric segmentation strategies.
- Align organization with convergent technologies.
- Develop new product models, where bundles support customer acquisition and retention - and applications and content drive ARPU.
- Integrate network and IT, decreasing time to market by up to 50 percent.
- Leverage innovation offered by an ecosystem of partners.
- Move "outside the box" with expanded and new channels.
- Provide customer support that features convenience, "MyWare," quality and simplicity.



EDS industry expertise

EDS is one of the world's largest service providers to the CME industry, serving more than 50 percent of the global 100 telecom companies. Our CME clients include:

- CSPs, including fixed-line, mobile, and WiFi/WiMax operators and Internet service providers
- Media and entertainment companies, including:
 - Broadcasters
 - Cable and satellite operators
 - Conglomerates
 - Electronic gaming
 - Internet portals/services
 - Motion pictures and music
 - Publishers
 - Television

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CME leaders trust EDS expertise

With more than 7,000 professionals dedicated to more than 70 CME clients in 22 countries, EDS is one of the world's largest providers of IT services to the industry. Many of the world's leading companies rely on us to help them achieve tangible, bottom-line results. With our proven 35-year industry track record, EDS helps CME clients:

- Adapt to changing market conditions and consumer behaviors by enabling real-time content delivery through new channels.
- Enhance user experiences with innovative, interactive data services.
- Gain a realistic view of consumers with business-case-driven solutions.
- Improve agility, boost responsiveness and accelerate time to market by consolidating disparate business processes, applications and IT platforms.
- Reduce costs to maintain earnings before interest, taxes, depreciation and amortization.
- Stimulate top-line growth through next-generation services.
- Turn environmental sustainability into economic opportunity with EDS' eco-friendly IT solutions.

EDS delivers real-world solutions

Our business and technology solutions help EDS clients around the world improve business performance and achieve results.

Applications Services - Generate cost savings through effective use of Best Shore® - and then leverage those savings to transform and modernize applications to a service-oriented architecture (SOA). EDS is a trusted expert in the planning, development, integration and management of custom applications, packaged software and industry-specific solutions.

Customer Relationship Management - Deliver and manage high-quality contact center services that support complex, large-scale customer interactions. EDS offers flexible solutions that can improve customer satisfaction, retention, loyalty and value.

Game and Multimedia Testing - Support the full scope of testing that video games require to meet development and marketing deadlines. EDS best practices reduce time to market with global game-testing centers and lower costs with offshore, service-level agreements and reduced inventory.

Revenue Generation Engine (RGE) - Launch next-generation data services faster and more economically with a service delivery platform incorporating best-in-class technologies from Sun and Microsoft.