

BOOSTING MOBILITY AND PERSONALIZATION
WHILE REDUCING OPEX AND INCREASING ARPU

DEVICE MANAGEMENT

BUSINESS CHALLENGE

Increasing customer demand for mobility and on-the-go access to favorite services, coupled with the extensive capabilities of next-generation portable devices, is giving Communications Service Providers (CSPs) new opportunities for competitive differentiation. Yet these opportunities are bringing with them the complexity of multi-vendor device and application management and advanced data security requirements — along with the need to facilitate day-to-day customer-device interaction.

CSPs' customers are demanding quick access to new services, content, and applications, while preferring to stay away from complicated settings and manual configurations.

To remain competitive and increase ARPU, CSPs must be able to quickly configure end-user devices, provision and activate new services, and streamline installations of multi-vendor firmware and applications.

Customers are also looking to receive personalized experience — both in device and service usage. Device personalization means making the most of customer information and device characteristics to enable the synchronization of personal settings and customization of user interfaces (e.g. menu, ring tones, themes). Service personalization means the capability of CSPs to deliver targeted offerings and advertising based on

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end-user location and preferences, which also contributes to revenue increases and fosters partnership schemes.

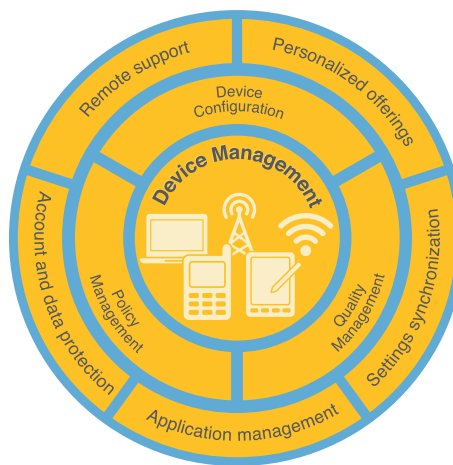
Finally, to keep their customers happy, CSPs need to maintain a high quality of service delivery, make proactive hardware and software upgrades, and keep track of customer experience throughout each customer relationship. In addition, CSPs

must also meet the high demands for data safety and security, ensuring personal data protection and taking preemptive measures in case of a device loss, virus attack, or hacking attempt.

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Device Management pre-integrates with NetCracker's Customer Management, Service Fulfillment & Assurance, IT Platforms, Resource Management, and Network Management solutions and helps reduce integration costs, streamline deployment, and ensure end-to-end data consistency.

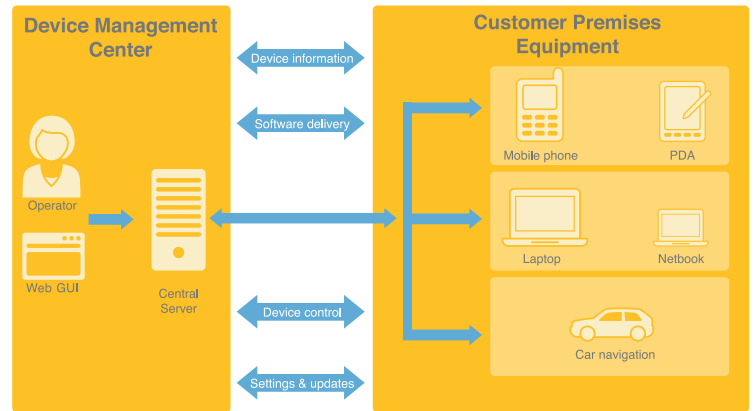


DETAILS

NetCracker's Device Management allows CSPs to cost-effectively deliver content-rich services to end-user devices, and also enables real-time device performance monitoring and proactive problem resolution. Device Management is fully compliant with the OMA-DM (Open Mobile Alliance—Device Management) industry-standard protocol and provides a unified approach to delivering high-quality services to end-user devices in multi-vendor environments.

Device Management also provides intelligent capabilities for geography-, device-, and user-specific service personalization and targeted advertising.

NetCracker's Device Management includes Device Configuration, Quality Management, and Policy Management:



DEVICE CONFIGURATION

Device Configuration enables quick and efficient over-the-air device configuration, application installation, and service activation with subsequent proactive software and firmware upgrades:

- Remote device feature configuration and management
- Remote software installation and service initialization
- Recurring software upgrades and firmware management
- Centralized firmware storage
- On-demand service provisioning
- Self-installation support
- Personalization of device settings and user interfaces

QUALITY MANAGEMENT

Quality Management provides the continuity of day-to-day, high-level service delivery, facilitates proactive service assurance, and enables targeted content and service offerings:

- Device testing and device-service compatibility check
- Lifecycle quality assurance
- Device performance management
- Device fault management
- Geography- and device-dependent content mapping
- Interactive advertising and service personalization
- Over-the-air information gathering and trouble management

POLICY MANAGEMENT

Policy Management gives comprehensive tools for tracking and analysis of customer behavior and service usage trends and also ensures data safety and security:

- Remote device lock and data wipe
- Customer surveys and feedback analysis
- Analysis of and reporting on broadband usage, service activation, and personal preferences
- Over-the-air diagnosis
- Personal thresholds and limits management
- Malware and virus protection
- Handling of security issues

BENEFITS

NetCracker's Device Management enables CSPs to:

- Reduce time to market for new services and devices
- Grow customer satisfaction through configuration automation and synchronization of personal settings
- Deliver personalized services and targeted advertising through context-based content mapping
- Reduce OpEx through over-the-air trouble management and shorter service call times
- Optimize workload for customer service representatives through customer self-configuration capabilities
- Ensure service continuity through pre-integration with other parts of the NetCracker TOMS Suite