



## SaskTel to Utilize SmartTrust Over-the-Air Platform for Next-Generation Wireless Network

### Service Provider Becomes Fourth Canadian Operator to Select Solutions from SmartTrust

**TORONTO, March 22, 2010** – SaskTel, the leading full service communications provider in Saskatchewan, will deploy SIM and device management from SmartTrust to support the operator's migration to a next-generation wireless network and further its efforts to deliver a more robust set of services and applications to its subscribers.

SmartTrust, a developer of Mobile Device Management (MDM) and SIM management software for mobile operators, will provide SaskTel with SmartAct™ Over-the-Air (OTA) SIM management software. The SmartTrust DP8 OTA platform serves as a SIM agnostic foundation for managing sophisticated wireless data and voice services. It offers a holistic SIM management solution capable of handling multiple card types providing SaskTel with the industry's most advanced subscriber activation platform which can support Near Field Communications (NFC) capabilities.

With SmartProvisioning™, SaskTel gains a leading edge platform for managing all next-generation devices on its network. SmartProvisioning allows SaskTel to automate device management functions and provide subscribers with seamless and unparalleled device support. Specifically, this solution combines automatic event detection, business logic built from more than 10 years of experience with operators worldwide, proven carrier-grade over-the-air activation processes and the most comprehensive and detailed repository of information on wireless devices.

SmartTrust's market leading Terminal Capability Repository (TCR), part of the company's advanced device management portfolio, will provide SaskTel with access to the most complete source of information about over 6,000 unique wireless devices from more than 200 phone vendors. This unique database will allow SaskTel to identify wireless phones used on its network in an effort to ensure subscribers have a consistent user experience.

"As SaskTel continues to seek ways to deliver the most exciting range of communications offerings to our diverse customer base, we closely examined how to best serve our subscribers not only today but in the future," said Robert Watson, SaskTel President and CEO. "Aside from SmartTrust's ability to deliver solutions that keep customers a step ahead of wireless industry trends, we selected SmartTrust to leverage the company's wealth of experience used to help operators transition to next-generation wireless networks."



SaskTel notes that the ability to operate a single, unified platform for both SIM and device management played a critical role in selecting SmartTrust's platform.

"We're excited to play a prominent and ongoing role in the deployment of the most advanced wireless networks in the Canadian market," said Magnus Friberg, president of SmartTrust's Americas unit. "SaskTel becomes the fourth operator in this country to turn to SmartTrust in an effort to better manage the activation, provisioning and ongoing movement toward next-generation networks."

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### **About SaskTel**

Saskatchewan Telecommunications Holding Corporation (SaskTel) is the leading full service communications provider in Saskatchewan, with \$1.138 billion in annual revenue and over 1.3 million customer connections including over 510,000 wireless accesses, 555,000 wireline network accesses, 216,000 internet accesses and 76,000 Max™ (TV) subscribers. SaskTel offers a wide range of communications products and services including competitive voice, data, internet, entertainment, national security, messaging, cellular, wireless data and directory services. In addition, SaskTel International offers software solutions and project consulting in countries around the world. In 2008, SaskTel contributed over \$610 million to the Saskatchewan economy through dollars spent with Saskatchewan-based suppliers and sponsorships to non-profit organizations. SaskTel and its wholly-owned subsidiaries have a workforce of approximately 5,000 employees.



## About SmartTrust

SmartTrust is a developer of device and SIM Management software designed to provide mobile network operators improved awareness of their subscribers, efficient management of the SIMs and devices on their network, as well as the opportunity to quickly and easily offer targeted revenue generating services and applications.

Operators of more than 200 networks worldwide including AT&T, Claro, Etisalat, KPN, T-Mobile, Telenor, and Vodafone rely upon SmartTrust technology to address the unique business challenges of today's mobile markets. With a complete portfolio of products and services, which facilitate the management of the entire lifecycle for SIMs, handsets and services as well as Dynamic Roaming Steering, SmartTrust delivers the tools for successfully managing the subscriber experience.

SmartTrust is a part of the Giesecke & Devrient Group.

For more information visit [www.smarttrust.com](http://www.smarttrust.com)

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