



## Enabling value added services to the mass market through the SIM

SmartàLaCarte™ is a turn-key solution for launching value added and operator centric services to the entire subscriber base via a standard SIM independent of handset model. Mobile operators increase usage of their existing services and achieve a faster time-to-market for new services. Easy to use services that increase VAS revenues and reduce customer care costs are rapidly deployed to subscribers on their handset menus.

### The Challenge

Many subscribers do not use value added services (VAS) to the extent possible and additional revenue potential is thus available by increasing this usage. A limiting factor in usage is that services are not easy to discover. Often the subscribers are required to configure or download these themselves. This requires an active search by subscribers to use services. Mobile operators that want to increase the usage of services by enhancing the user experience need to ensure that services are easily discoverable, usable, personalized, relevant for the subscriber and adapted to the subscriber's device.

A common challenge for the mobile operator is that many of the new services are highly handset dependent. Thus the handset must be configured correctly to enable service access. Additionally, both service discovery and access quite often require the subscriber to be technically advanced in order to succeed. Finally, many of the more advanced services can only be delivered to subscribers with technically advanced devices. These are three major obstacles to mass market services.

### The Solution

SmartàLaCarte is built on Dynamic SIM Toolkit (DSTK) technology and based on SmartTrust long and world-leading experience in SIM management and SIM based services. The services are available to all subscribers, independent of handset model. These services are easily and quickly reached via the handset menus. Subscribers do not need to start a browser and connect to a portal to access services. Instead, they are presented with an easy to navigate, always on-line service menu.

As the SIM is under the direct control of the operator, it is an ideal vehicle for provisioning of operator controlled services, to ensure that services are provisioned correctly and that the services are available from day one. SmartTrust customers have launched a wide variety of services, including eCommerce, banking, security, identity services via operator self care, prepaid refill, corporate and community services and simple infotainment services such as games, news and quizzes.

SmartàLaCarte includes all the components necessary to easily design, develop, deploy and deliver services that are extremely easy to find and use for each and every mobile subscriber.

### Benefits

#### Maximize revenue from existing services

Operators that have launched SmartàLaCarte report the same thing; revenue from existing services made accessible through SmartàLaCarte increases by up to 5 times or even more. By introducing services on an easily accessible menu in the handset, subscribers find services that are easy and fun to use and that work from day one. No need to get the handset configured. No need to browse through a website to find relevant services. Just click and go.

#### Reach the entire customer base

When launching a new service, a key parameter to consider is the target market segment. Unfortunately, that does not only mean identifying the right user group. One must also identify the handset and SIM technology the users have in their hands. With SmartàLaCarte this becomes a non-issue. By relying on industry standards available in all handsets it can be used to launch services to the entire subscriber base independent of the underlying technology ensuring that the right services are targeted at the right users.

#### Service Personalization – Key to customer satisfaction

A pre-configured menu, updateable by the operator after deployment is the starting point. It allows an operator to continuously launch new services to the entire customer base. In order to maximize subscriber usage, services should not only be easily accessible - they need to be relevant and valuable to the subscriber. Segmenting services, collecting statistics on what services subscribers are using as well as providing tools for the subscriber to search for and download new and additional services of interest are part of the strategy

#### Saving costs

Operators can deploy SIM-based menus with services commonly performed by customer care. This reduces the number of calls to customer care by enabling the subscriber to perform actions like balance check, account top-up and voice mail administration.



Buy ticket	Here's your ticket
Full tkt zone A \$2	Full tkt for zone A
Full tkt zone B \$3	valid until 2009-04-05
Reduced tkt zone A \$1	7:02:01pm.
Reduced tkt zone B \$1.5	DDGHH712RTSVA12
Get time tables	Have a nice trip!

## Features

### Full Portfolio of SIM & Device Management Applications

- Choose from entire SmartTrust portfolio
- Same SmartTrust software as available for in-house systems

### Service development

SmartTrust provides powerful tools to develop, test and distribute new applications. Applications are developed and tested using the SmartTrust Wib Application Creator (WAC). This GUI tool enables application developer to develop WML applications and test them in a simulated mobile phone.

### Service deployment

Once a service has been developed, it can be loaded to the SIM in a number of different ways, depending on the operator specific business processes and infrastructure. Since the application specific code needed on the SIM card is usually very small, typically only 0.2 – 1.0 kB, it can easily be downloaded OTA.

- Application deployment switchpoints include:
  - during SIM vendor personalization process
  - at point-of-sale via OTA or card reader
  - via self care from a web page or SIM menu via OTA
  - by customer care via OTA
- by an OTA batch update to all or part of the operator subscriber base using the SmartTrust Batch Order Manager (BOM)

### Service usage

The services are presented in an operator branded menu. The name of the menu can be different for different groups of subscribers.

The subscriber selects service from the SIM menu. Depending on the service, it initiates communication to the remoter content provider at some point. The content provider returns the information and delivers it to the subscriber via the SmartàLaCarte Universal GW or via another technology such as SMS, USSD, WAP or voice.

### Service billing

Relevant and clear billing of services is essential for the services to be successful and generate a high level of usage.

The SmartTrust platform has highly flexible billing mechanisms and integration capabilities. It allows for both real-time charging via on-line integration to the billing systems as well as off-line billing through the generation of CDRs.

## Related SmartTrust Products and Services

### SmartTrust City™

A portfolio of applications that run on SmartàLaCarte, provided both by SmartTrust and application partners.

### SmartTrust Wib™

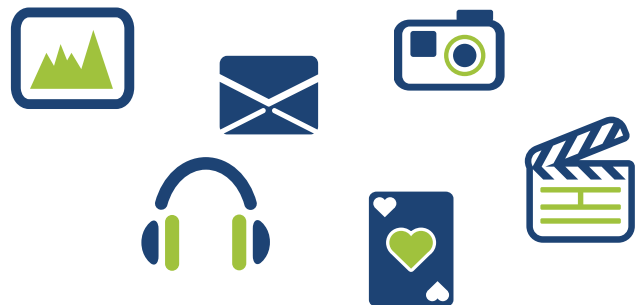
The world leading DSTK environment.

### SmartTrust Certified™

SIM card certification, ensuring correct implementation of SmartTrust Wib™, RFM, RAM and S@T. The certification program is open to all SIM card vendors.

### SmartAct™

The SmartTrust SIM management platform - a total solution for reliable Over-the-Air management of the SIM life cycle over-the-air. It uses the Remote File Management standard, supports vendor specific OTA protocols from all major SIM suppliers and supports Remote Applet Management according to the ETSI specifications for Java™ Card based SIMs.



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