



SmartàLaCarte Backup™

Keeping Subscribers' Contact Data on the SIM Synchronized

SmartàLaCarte Backup™ keeps subscriber contact data on the SIM synchronized and safe on a central server. Independent of handset model, subscriber contact data is backed up and made readily available for restoration. Subscribers stay in touch when changing handsets, ensuring mobile operators maintain ARPU. Taking advantage of easy to use SmartàLaCarte menus, the service is always available to subscribers.

The Challenge

Today's advanced phones and SIMs have the ability to store large numbers of contacts. Most subscribers have become accustomed to simply opening their phonebook to call and do not know what the person's phone number is. Many subscribers do not even know the phone numbers of their nearest friends and family.

When a subscriber buys a new phone, it contains no contact data. To ensure no loss of ARPU the contact data must be made available as soon as possible.

A lost phone can mean months of decreased ARPU (Average Revenue per User) for a mobile operator. The outgoing calls drop dramatically and until the contact data in the phonebook is re-populated the full revenue potential of the subscriber is lost.

Contact data restoration is key to operators maintaining ARPU levels by ensuring subscribers can continue to reach friends and family.

A successful contact data solution must be handset independent. It must avoid the usage of proprietary clients or require a high-end handset for its use. Configuration requirements should be avoided as these add to the time needed to restore contact data.

The Solution

SmartàLaCarte Backup is a solution for the synchronization, backup and restoration of SIM phonebook contact data. The solution does not require handset configuration or application installation on the phone. Building upon SmartTrust's industry leading OTA (Over-The-Air) platform and proven Dynamic SIM Tool Kit (DSTK) technology, SmartàLaCarte Backup is an always available and easy to use product for all subscribers.

It provides a SIM client that is independent of handset manufacturer and model. Subscribers are provided with a menu generated from the SIM card. This menu provides the subscribers the opportunity to initiate synchronization, backup and restoration of contact data Over-The-Air. The backup service is available to all subscribers, independent of handset model and is quickly reached via the easy to use handset menus.

Subscribers are not required to start a browser and connect to a portal to access services. They are instead presented with an easily navigated, always on-line service menu allowing them to manage the backup of their contact data.

Because the operator has direct control of the SIM, it is an ideal vehicle for the provisioning of operator controlled data services like SmartàLaCarte Backup. Operators can be sure that services are provisioned correctly and are immediately available to subscribers.

SmartàLaCarte Backup contains all the necessary components featuring a SIM client, backup server and an API that allows integration to external backup systems.

Benefits

Maximize revenue from existing subscribers

By providing subscribers with the possibility of keeping the phonebook data always up-to-date operators can benefit from a higher ARPU. Loss of a phone no longer means months of lowered ARPU. Subscribers quickly re-establish their calling patterns since contacts are rapidly restored.

Reach the entire customer base

Backup solutions for the contact data on the handset tend to be very dependent upon the handset's capabilities. Often, a proprietary client needs to be downloaded and installed. SmartàLaCarte Backup does not require one.

Integration with handset backup

The API of SmartàLaCarte Backup allows for integration with an external handset contact data backup solution. The menus of SmartàLaCarte can even be used to initiate operations of the third party backup solutions. One simple interface for subscribers to manage all aspects of contact data backup.

Proven menu technology

SmartTrust has extensive and world-leading experience in SIM management and SIM based services. SmartàLaCarte builds upon this knowledge supporting operator centric and value added services worldwide.



Features

Easy to use menus for subscribers

- Always available menus controlled from the SIM.
- Allows users to initiate backup, restore and synchronization operations for their contact data.
- Can be expanded to launch third party backup solutions for handset based data.

Access via the Internet

- The open API allows integration to Web Portals making it possible for subscribers to initiate backup and restore operations via the Internet.

Server Initiated Backup

- The operations can be automated allowing for periodic updates as contact data changes.

Service deployment

- Fully operator controlled deployment of service to subscriber SIM.
- No need for subscriber intervention during deployment
- Deployment methods include:
 - during SIM vendor personalization process
 - at point-of-sale (via OTA or card reader)
 - via self care accessed from a web page or SIM menu (OTA),
 - by customer care (OTA)
 - by an OTA batch update to all or part of the operator subscriber base using the SmartTrust Batch Order Manager (BOM)

Handset Backup Server Integration

- Using the SmartàLaCarte Backup API, third party systems for managing terminal based data may be integrated.
- Ensures coordinated management of all subscriber contact data on the mobile device – both handset and SIM.

Service billing

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.

Service Usage Statistics

The SmartTrust Delivery Platform (DP) has as standard mechanisms for extracting detailed service usage statistics.

Service promotion enabled by SmartàLaCarte

SmartàLaCarte offers an efficient and inexpensive channel to the subscribers, allowing powerful promotion of SIM menu services as well as other services and offerings. These promotion methods have all been proven to dramatically increase service usage.

A wide range of popular services is available using SmartàLaCarte including:

- Premium content download (Logos, Ringtones)
- Community services (Instant Messaging, Dating)
- Infotainment services (News, weather, horoscope)
- Interactive games (Competitions, quizzes)
- Operator centric services (Prepaid top-up, Self Care)

Related SmartTrust Products and Services

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.

SmartàLaCarte™

A turnkey solution for value added and operator centric services to the entire subscriber base through standard SIM cards. Simplifies application development and distribution while ensuring availability to all subscribers independent of handset model.

SmartTrust City™

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

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.

SmartTrust Hosting™

A managed service option from SmartTrust allowing operators to outsource the management of their SmartTrust software.

SmartTrust Wib™

The world leading DSTK environment.

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