



Uncovering the potential of subscriber handsets

SmartInsight™ delivers intelligence to operators about the characteristics of the handsets used in their network. Monthly reports and online data mining facilities reveal trends about the most common handset vendors, models and capabilities as well as handset usage patterns. This service provides valuable information helpful for planning network investments, marketing campaigns and launching new services.

The Challenge

The subscribers of today are expressing their personality and individuality in their choice of handsets. They are obtaining their handsets through new channels, not all of which are managed by the mobile network operator. It is increasingly common that the handset purchase is separated from the opening of a subscription.

Another complexity facing the operators is that used handsets are appearing with new owners as a result of handset churn. Handsets from competing operators may also appear in the network as a result of subscriber churn. In this environment, the potential for new and existing services is hard to predict.

Mobile network operators often experience that the value added services launched have a limited market penetration and subscriber usage. This can be attributed to the varying capabilities of the handset and network. In addition, some services may not have the critical mass of handsets in circulation with the required support for the service application to run.

When planning network investments, it is vital that the operators have an accurate view of all handsets in the network as well as what services and applications are being used. Additionally, the potential for new or improved services cannot be effectively nor efficiently planned and launched without access to this information. It influences the timing and magnitude of the investment. Services supported by the network are of little value if not supported by handsets used in the network.

For new services, it is important that the right target group is identified. The right target market cannot be identified nor quantified without knowing every subscriber's handset model and its capabilities.

The Solution

SmartInsight™ is a SmartTrust service combining technology for automatic recognition of the handset model used by each subscriber in an operator's network with in-depth handset capabilities information to produce valuable business reports. The SmartTrust Device Knowledgebase stores a wealth of capabilities data. SmartInsight combines this data with operator specific data about handsets and provides valuable information to the network operator for business review and planning purposes.

The SmartInsight service is set up to automatically transfer data to the SmartTrust Data Warehouse. The reporting engine processes this information and enriches it with the capabilities data of the SmartTrust Device Knowledgebase. The service is operated in the SmartTrust hosting center. It is supported by a range of analysis tools for use by the operator.

SmartInsight reports are distributed monthly and contain information about the latest developments in the operator network and trends regarding the penetration of handset capabilities and handset usage patterns. Web based data mining tools are provided to allow the customer to analyse data from a variety of viewpoints.

Benefits

Quantify the subscriber base potential

Subscribers choose their handset based upon appearance and the image they want to present to friends, family and surroundings. The handset selected then becomes the basis of their potential for a mobile operator. SmartInsight delivers information about the features and functions of the handset allowing operators to quantify the potential of their subscribers.

Make informed decisions

Through the SmartInsight reports and the online data mining tools, an operator gets access to valuable information for planning investments. The information is also excellent input for setting up campaigns to target the right subscribers for new services or to improve uptake of existing services among subscribers with compatible handsets.

Know all the phones

The SmartInsight service is supported by the SmartTrust device investigation team collecting data for over 500 terminal properties on handsets from over 150 vendors.

Simple and fast implementation

The service is managed by SmartTrust and continuously optimized to guarantee service levels. Standard reports and analysis methods are provided in a basic package. Customized extensions to the basic service can easily be provided based on the extensive data warehouse capabilities used as a foundation for the service.



Features

Market driven reports

- Service includes set of standard reports
- Additional reports available in extended packages

Standard reports include:

- Most common handset models
- Mobile browsing capable handsets (includes XHTML / HTML / WML support)
- NFC capable handsets
- Mobile TV capable handsets
- MP3 equipped handsets
- Camera equipped handsets
- Application environment support (including JAVA, Symbian and Windows Mobile)
- Network support (including GSM / UMTS / EDGE / WLAN / HSDPA / HSUPA)
- OTA provisioning support (including OMA DM)

Examples of additional reports in extended packages:

- Smart Card Web Server capable handsets
- BIP capable handsets

Automatic data sample collection

- Monthly data samples extracted from subscriber and device repositories deployed as part of SmartTrust systems.
- Online or offline transfer of data samples to data warehouse

Data warehouse reporting

- Data from SmartTrust systems is combined with in depth terminal data from the SmartTrust Master Terminal Repository for report generation.

Guaranteed service levels

- The reports cover a guaranteed percentage of subscribers in the network of a mobile operator using a SmartTrust system attached to the SmartInsight service.

Related SmartTrust Products and Services

SmartProvisioning™

The product for comprehensive device management for all your subscribers. SmartProvisioning manages the entire device life cycle from automatic detection, initial configuration, continuous settings provisioning and diagnostics to terminal retirement.

SmartManage™

A product that enables operators to create an intelligent marketplace in the mobile application ecosystem. Allows operators to feed application developers with information about the market potential for their applications and monitor feedback. Subscribers maximize the potential of their devices with applications matched to the terminal capabilities.

SmartTrust Hosting™

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

Terminal Update Program

A service from providing the very latest capabilities data of devices from over 160 vendors. The service updates the SmartTrust Terminal Capabilities Repository used by SmartProvisioning and the other SmartTrust products.

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