



Build a Smart Pipe from subscribers to application providers

SmartManage™ bridges the gap between innovative mobile application developers and subscribers. It enables you as an operator to create an intelligent open marketplace for applications. Application developers reach the specific market for their applications. Subscribers can explore and use their handset's functionality. You leverage your unique knowledge from the SIM and device creating added value for all parties.

The Challenge

Millions of subscribers, thousands of devices - but how do you connect your subscribers with applications they can use?

The possibility to install third party applications on mobile phones has been around for a number of years. Operating systems such as Symbian, Windows Mobile or PalmOS, and runtime environments like J2ME or BREW have opened advanced handsets up to third party developers.

These advanced phones have grown in popularity and matured from being smartphones in the hands of business subscribers to feature phones for the mass-market. Coupled with the wide availability of mobile broadband, subscribers are able to download new applications over the air (OTA). However, your subscribers are faced with the daunting task of finding out if their handset supports their desired application.

Application developers face a similar challenge, they need to know what handsets and capabilities to develop for that will reach a large enough market segment to make money. Knowing what handsets to develop for is the just the first step, profitable applications are dependent upon successful deployment - this is the greater challenge.

A gap has grown between application developers with innovative ideas and subscribers wanting to use the advanced features of their handset. This gap must be bridged to open up the market potential for developers and improve the experience of mobile services for subscribers.

The Solution

SmartManage helps you leverage your central position in the mobile ecosystem using your unique subscriber relationship. You are the only one who knows for sure at any given time what handset a specific subscriber is using. By using our device management features like automatic device detection and discovery with our SIM management you can connect application providers and subscribers.

The optimized set of standard technologies in SmartManage, including OMA DM, OMA SCOMO, OMA DL and MIDP OTA, provide your subscribers with a reliable and secure user experience. Every stage of the deployment process is monitored from application selection to the successful installation of the downloaded application.

Events created during the deployment ensure correct billing for you, and collected data enables you to support subscribers needing assistance during the deployment process. Developers receive invaluable feedback including the number and type of installed applications. This fuels increased subscriber usage and the continually growing library of applications.

SmartManage enables you to match applications to subscribers by using the knowledge about every handset model used by every subscriber and the characteristics of the available applications. Your subscribers are presented only with those applications that their handset supports.

The extensive support for handsets, application types, and management technologies in SmartManage is made possible by the comprehensive data in the SmartTrust TCR™ (Terminal Capabilities Repository). Its quality handset capabilities data is crucial for successful application installation and execution.

Benefits

Create an open marketplace

SmartManage is not limited to one device brand, one mobile operating system or one application type. You have the opportunity to implement a truly open application marketplace connecting application providers and subscribers.

Right on target - match applications to the right subscribers

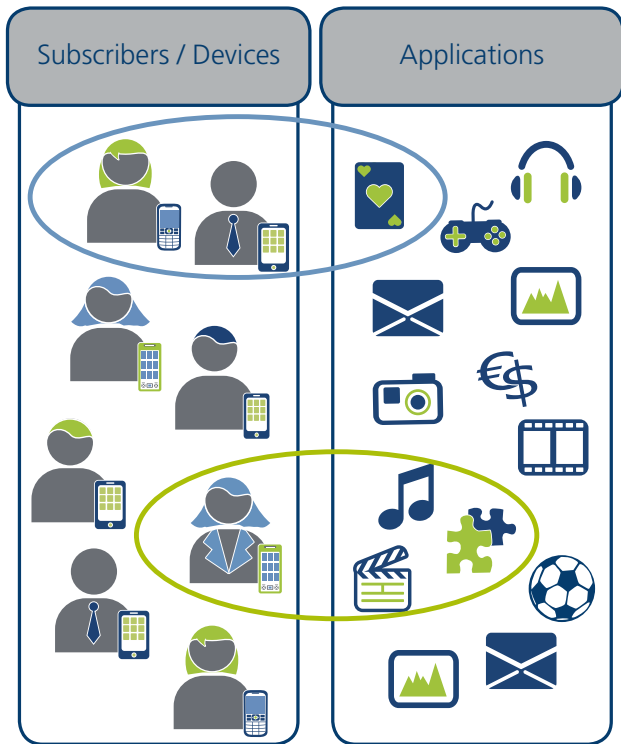
The combined data about every subscriber and the capabilities of their devices provides the foundation for running successful application campaigns. You ensure that the right subscribers for each and every application are targeted and reached by application providers. The application's device requirements are matched with the information in the comprehensive SmartTrust repositories to identify the specific target group.

Present only what will work

Using the same knowledge that enables successful campaigns, only applications that are supported by your subscribers' handsets are presented when they are shopping in your portal

Provide your developer community with feedback

Continuous monitoring of the applications subscribers download and install provides valuable information for application providers. The number of users of each application, their profile, and the devices used are all available.



Features

Easy to use for subscribers

Optimized end user experience, subscribers will only see those applications that will work on their handset.

Customizable look & feel

Greet end users with your brand profile. The self-care interface can be customized to your branding to match your colors and graphics.

Billing integration

SmartManage generates billing events upon successful confirmed application installation. This enables billing subscribers only for successfully delivered applications.

Enabling Customer Care assistance

Customer care is provided with remote management tools via ajax-based web interfaces. Every customer care representative can view the applications installed on the device used by every subscriber and can assist subscribers in installing or removing applications.

Real time analytics

Statistics about the number of users for each application and the profile of application users and their devices can be monitored in real time in SmartManage. For application campaigns the campaign target group can be monitored to follow up user responses throughout the campaign.

Builds upon the comprehensive SmartTrust TCR

The SmartTrust Device Knowledgebase™ is the broadest device database in the market with extensive data about handset characteristics, capabilities and support for key technologies like NFC and SIM Toolkit. The data delivered to your SmartTrust TCR ensures successful application installation and execution.

Enable a unique subscriber experience

Use SmartManage to deploy on-device portals, branded navigation services, or mobile banking services unique to your operator brand. Create a unique subscriber experience to increase subscriber loyalty to your brand and services.

OMA and industry standard support

SmartManage is fully compliant with OMA DM 1.2 for advanced application management based on existing device implementations for application management. The product is ready for application management based on the OMA SCOMO standard. In addition, the product supports widely deployed industry standards for application deployment including SMS, WAP Push, MIDP OTA and OMA DL.

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.

SmartInsight™

A product providing structured access to device, SIM and subscriber data. The data provides invaluable support for building campaigns and creating reports for intelligent decision support when selecting new services and applications.

SmartLaCarte™

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 Hosting™

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

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