



SmartTrust Device Backup™

Backup your subscribers' contacts, Protect your ARPU

Dependency upon the mobile phone as our primary social network connection has grown greatly, today a lost phone unplugs us and it takes months for us to get plugged back in to our contacts with some lost forever. With SmartTrust Device Backup subscribers are just a click away from being plugged back in to their social network saving them months of work and protecting your ARPU (average revenue per user).

The Challenge

A lost mobile phone is a personal crisis. When you lose your phone you lose your connection to your personal social network. You cannot reach your contacts and they cannot find you. We lose our ability to take the initiative and wait passively to be contacted.

It can take three months or more to repopulate your contact list with your inner circle of contacts and those on the perimeter of your social network maybe lost forever. With handsets supporting 1,000 or more contacts there is little chance that your contact list will be totally re-created.

As a mobile network operator your problem is two-fold: Firstly, subscriber ARPU drops dramatically. On average, about 90% of ARPU is directly related to the contacts in the subscriber phonebook. If you do not know someone's phone number you cannot take the initiative nor spontaneously call or message him or her.

Secondly, a lost phone is a switch point - an event when the subscriber is more likely to be receptive to outside influences that will cause them to consider changing operator and even handset vendor. Subscribers are normally at risk to churn at predictable points in time like end of subscription and launch of new must-have phones. Theft, loss or phone damage is unpredictable switch points that can cause churn. Before this happens you must have created subscriber stickiness to reduce the likelihood of churn at these unforeseen switch points.

The Solution

SmartTrust Device Backup is a standards based product for device synchronization. Synchronization means that subscriber phonebooks, contacts and other personal data are stored in a central database ensuring that they can rapidly restore data in the event of loss, theft or phone damage.

The product builds upon OMA DS, the industry standard found in over 1.5 billion handsets worldwide. More than 1,350 unique handset models support OMA DS. Because SmartTrust Device Backup builds upon standards, subscribers do not need to download an on-device client. All that is required is a one-click registration for the backup service. The service is automatically setup and correct configuration settings sent to the handset.

Relying upon the OMA DS standard means that you have the ability to back up subscriber calendar entries, notes, task as well as subscriber phonebook contacts.

The success of the product comes from extensive automation. One-click registration via Web, WAP or SMS and one-click for backup and / or restore. Incremental backups are automated following a pre-defined schedule avoiding the need for subscribers to remember to regularly do a handset backup. Automatic distribution of configuration settings during the registration process removes the need to figure out how and where to get the right settings for the backup service.

Benefits

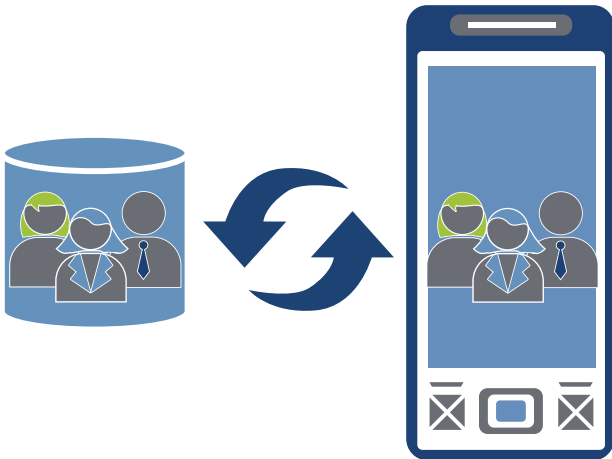
SmartTrust Device Backup protects ARPU and keeps you connected to your social network. Losing your phone no longer means being cut-off from friends, family and acquaintances.

Subscriber access is easy with one-click registration, backup and restore. Because WAP and SMS are supported for subscriber interaction there is no need for Internet access; the service is readily available direct from the handset. Incremental backups are performed automatically increasing the value of the service for subscribers.

Best of all; ARPU is assured. Subscribers are plugged back into their lives directly and continue to use voice and messaging services with no interruption, due to the lengthy process of manually repopulating their phonebooks. Even after handset change subscribers are quickly brought back on-line.

By relying upon standards subscribers do not need to download software. This means that the solution has a zero footprint removing yet another barrier to subscriber use. Since OMA DS is the most widely accepted and used standard for device synchronization subscribers are not locked to one handset model or vendor. You offer freedom of choice to subscribers when they begin looking for a new handset.

SmartTrust Device Backup is a compelling service that creates subscriber stickiness. It is a value added service that subscribers are willing to pay for - insurance for their social network connection. The peace of mind that their life is backed up by you encourages their customer loyalty.



Features

Easy to use for subscribers

- Service access via Web, WAP or SMS
- Allows users to initiate backup, restore and synchronization operations for their contact data
- No need to download client software - uses industry standard OMA DS client found 1.5 billion handsets
- Supports OMS DS 1.0 - 1.2

Server initiated backup

- The operations can be automated allowing for periodic updates ensuring capture of contact data changes.

Service deployment

- One-click operation - fully automated registration process
- Over 1,350 unique handset models support OMA DS

Third party database integration

- Universal Data API provided built upon JSR 170 allowing optional integration to third contact databases

Service billing

- API provided for optional integration to billing system

User Interface

- Web interface designed for customization to company visual guidelines
- Web based administration interface

No need to change network infrastructure

- Can be used as a standalone value added service
- APIs available for optional integration to OSS and CRM systems

Built in *.x erasure protection

- Subscribers cannot delete all records at once
- Limits on number of records and percentage of server data that may be deleted

Supports device backup of:

- OMA DS objects including:
 - Contacts
 - Calendar
 - Notes
 - Tasks
 - SMS
 - Bookmarks
- Versitcard standard electronic business card files including:
 - vCard
 - vCalendar
 - vNote
 - vMessage
 - vTodo

Related SmartTrust products and services

SmartàLaCarte Backup™

A SIM based product supported by nearly every mobile phone in circulation. Using SIM based menus, subscribers always have backup and restore functionality at their fingertips.

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.

SmartTrust DP™

The OTA common platform to manage all of the equipment in your subscribers' hands. With a full range of management tools, it supports your special needs for scalability, performance, reliability and interoperability. The cornerstone of the SmartTrust SIM and device management portfolio.

SmartTrust Hosting™

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

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