



SmartTrust Hosting™

Maximize Flexibility and Functionality with Managed Services for SIM and Device Management

SmartTrust Hosting is a Managed Services alternative to in-house deployment of SIM and Device Management built on the industry leading SmartTrust DP™ Over-the-Air (OTA) platform. The service allows the selection of applications and capacity when needed, swiftly and with full control.

The Challenge

The increasingly competitive mobile communications market brings with it new challenges for operators. OTA platforms play a key role in the relationship between the subscriber and operator as mobile operators look for new innovative ways of ensuring a positive subscriber experience, increase revenues and control costs.

Maintaining a balance between capital expenditures (CAPEX) and operating expenses (OPEX) is difficult when expanding service offerings and growing the subscriber base. As a mobile network operator grows, it may be difficult for them to find the capital investment budget to allow the OTA platform and applications to keep pace with subscriber growth.

Often, mobile operators need to quickly respond to changing market conditions. Rapid set-up, short time-to-market and being able to swiftly deploy increased capacity are of important when taking action as a result of changes in demand.

On top of this is the need to focus on core business and not the operation and maintenance of support systems. Operators need high availability up-to-date systems without burdening their own support organizations. Many times operators may not be able to afford the specialized staff required for around the clock operation and system management.

The Solution

SmartTrust Hosting is a managed services solution delivering advanced (U)SIM and device management functionality built upon the SmartTrust DP. The SmartTrust portfolio, including SmartAct™, SmartRoam™, SmartProvisioning™ and SmartàLaCarte™, is available giving operators full control of their SIM and device management. SmartTrust manages the infrastructure allowing the operator to concentrate its staff resources on managing subscribers, SIMs and devices.

The modular architecture of the SmartTrust hosting system allows mobile operators to deploy applications either all at once or incrementally as they grow. The hosted system is built using industry standard clustering technology ensuring high availability in a secure computing facility. It is managed around the clock by SmartTrust's team of experienced managed services staff supported by SIM and device management experts. Software is kept up-to-date and tuned to meet operator needs for performance and reliability.

Benefits

Experience you can trust

SmartTrust pioneered OTA technology over ten years ago. The result today is software found all around the globe supporting mobile operators; from the worlds largest to new start-ups. The cumulative experience gathered gives SmartTrust unique insight into the real needs and concerns of mobile operators.

Managed services have been provided since 2002 by SmartTrust with customers served in the Americas, Asia, Europe and the Middle East. The SmartTrust system has been designed and built with scalability, capacity, reliability and openness as primary requirements.

Pay as you go

The flexibility to outsource all or parts of the software allows mobile operators to balance CAPEX with OPEX. Operators have increased control of costs with predictable monthly fees and lower personnel costs. Operators with a temporary need for a function, for example a mass SIM update, pay only for the single usage capacity required.

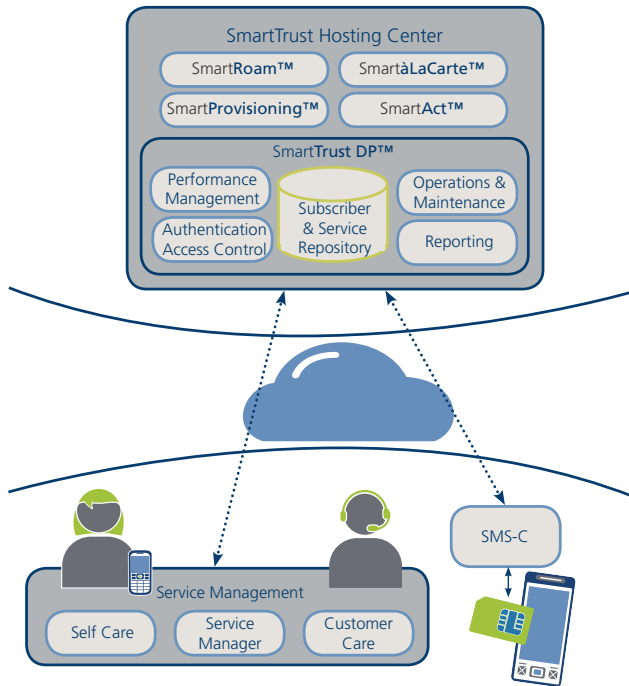
Focus on your business

With a reduced time-to-market and rapid set-up time, operators can quickly respond to changing market conditions. The hosted system includes all systems management, software updates and administration. SmartTrust manage the system, while operators have staff focus on business and not operations and maintenance.

Carrier grade with room to grow

The N+1 architecture of the hosted system provides maximum availability for applications from the highly secure computing center protected by both physical and logical access systems. Carrier grade Service Level Agreements are continuously monitored to guarantee performance.

Because the underlying SmartTrust DP is the common platform for unified SIM and device management, mobile operators can rapidly deploy new applications and increase capacity. The platform continues to evolve to support new applications that leverage new features and functions of both SIMs and devices. The products are available worldwide meaning that operators can rest assured that they can deploy the SmartTrust software globally when deciding to opt for deploying in-house all or some of the SmartTrust applications.



Features

Full Portfolio of SIM & Device Management Applications

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

Flexible Deployment

- Pay only for the capacity used
- Add capacity as required without limitation
- Outsource all or only certain applications to SmartTrust
- Add new features first as a managed service before deploying in-house

Operations & Maintenance

- SmartTrust's team of managed service experts manage and maintain the hosted systems
- Host systems run in a highly secure data center with redundant power, communications and servers to ensure carrier grade performance
- N+1 application and infrastructure architecture

Reporting

- Regular reports on SLA performance
- Transaction volume reports
- Application specific reports
- Custom reports upon request

Event Aware

- Real-time interface for event reception including support for automatic device detection and network based roaming events

Messaging Functionality and Options

- Comprehensive SMS-C protocol support
- Ability to connect multiple SMS-Cs
- SMS-C connections can be added or removed on the fly with no need to stop the system
- Communications secured with IPsec
- Configurable queues and buffers ensure load balancing for the SMS-C based upon the SMS-C channel capacity
- Supports BIP (Bearer Independent Protocol) support for high speed access to SIM
- Supports SS7 (SIGTRAN)

Related SmartTrust Products and Services

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.

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.

SmartRoam™

Standards based dynamic roaming steering software. Operators needing to offer the best roaming experience possible while maintaining margins choose SmartRoam from SmartTrust.

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 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.

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