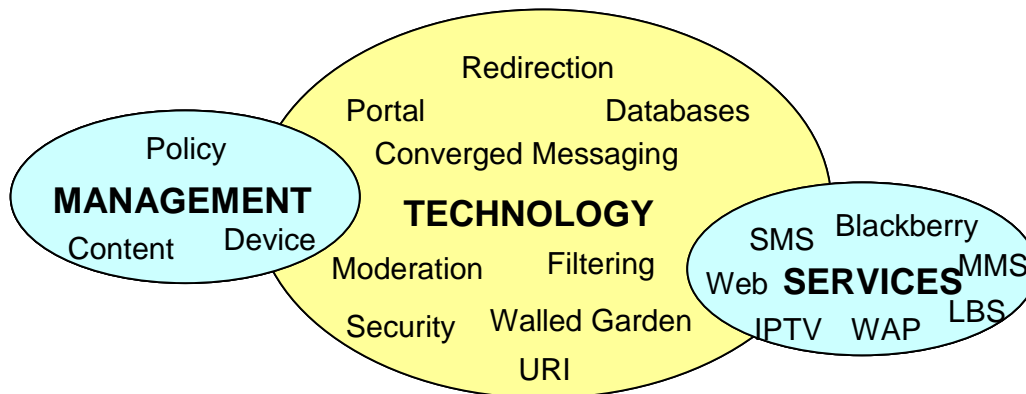


## MOBILE DATA SERVICES – CONTENT MANAGEMENT / TECHNICAL ARCHITECTURE

The new wave of mobile data services and applications presents numerous challenges. Central to these services is Content and the role of the MNO in providing controlled access to it. Content is a double edged sword, presenting a wealth of ARPU opportunities but also the need to enforce regulatory and corporate responsibility requirements.

The urgency to launch these new services is tempered by the unknowns of the complex new technology involved. With the need to get to market, there is the risk of implementing tactical solutions that will mean rework downstream and do not represent best value for money.

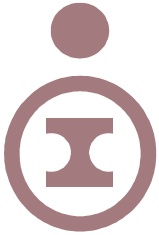


We are offering a 2 day workshop that will address this strategic area for the Mobile Network Operator (MNO). The scope of the workshop and the matters it will address are outlined here.

### *How can an architecture be devised that will serve current and long term needs?*

While tactical solutions can be implemented for immediate needs, the challenge is to lay the foundations of a strategically sound architecture that will serve the many technical demands presented by data services.

- Solution scenarios will be presented that will compare and contrast tactical architectural approaches with a strategic model as a candidate for long term functional needs. These will be examined in the context of the services you may want to introduce.



### ***How is the scope of functional requirements determined?***

While, in the short term, there is knowledge of new services and associated functional requirements, the long term is unclear. There is the risk, with an architecture for today's needs, that it may not accommodate service requirements in the long term.

- We will present comprehensive services and architectural models that provide a candidate for long term functional needs. These will be examined in the context of the services you may want to introduce.

### ***How is content managed to maximise ARPU and comply with regulation?***

Content is fundamental to the business model of Mobile Data Services. But it is a double edged sword with the must-have goal of revenue growth being countered by regulatory and corporate responsibility measures to protect subscribers.

- Learn about modern Content Management systems and how they can be used to understand the interests of subscribers and promote relevant content to them. Learn also about associated techniques to filter URLs and types of content to protect subscribers and children in particular.

### ***How is policy managed effectively across the voice, messaging and data bearers?***

The growing need in the area of service provision policies is typically dealt with on a tactical 'per bearer' and 'per service' basis. This can lead to a plethora of policies in each of the bearers and one for each of the services for any given subscriber. This becomes increasingly unwieldy and unmanageable as more services are introduced.

- Learn how the PEP-PDP (Policy Enforcement Point, Policy Decision Point) model and virtualization of the policy system are being used as
  - an effective means of controlling the access to and use of resources
  - applying corporate common policies across international operations
  - supporting the different policy needs for the services in each country
  - providing subscribers with the ability to set policies including parental control

### ***What is the business model, including capex and opex, to determine ROI?***

Fundamental to the launch of new services is providing infrastructure that supports the traffic in the most cost effective way, copes with the new services as a by-product and avoids technical dead ends

- We will provide cost templates for your business case. These templates will enable financial planning of strategically sound and suitably sized and scaled infrastructure hardware and software elements together with project costs.