

# Device Management solution

||||| Bridging the gap from customer satisfaction to greater business rewards



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Smartphone penetration is rising, opening up great new service opportunities for mobile operators. But those opportunities come at a price. Because smartphone users are very keen to have the latest model, they tend to change phones frequently. And when they do so, they expect immediate access to their favorite services.

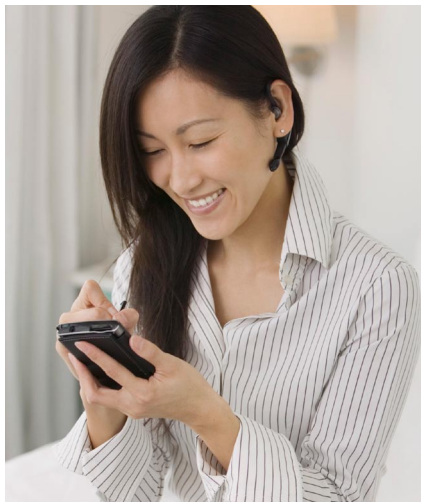
**This puts operators' activation, provisioning and configuration services under real pressure, and has a major impact on customer care costs.**

The problem is wider than this, though. Subscribers want out-of-the-box solutions. They want to download and use any service, any time - and they certainly do not want to reload and configure all their services every time they change devices. And when the handset doesn't work properly, it's the operator that gets the blame, regardless of who supplied it.

That's a real threat to the operator's brand, and a dangerous accelerator for churn.

**To counter that threat, operators are seeking the ability to manage subscriber devices throughout their entire life cycle, remotely.**

Gemalto Device Management gives them that ability.



## Gemalto Device Management solution

Gemalto Device Management is a complete solution for automatic device detection and identification. It also provides powerful management features from configuration to application management, diagnostics and security on connected devices (handset, feature phone, smartphone, tablet,...). It's designed to help operators take full advantage of the service opportunities offered by the smartphone, while reducing risks and costs.

At the heart of Gemalto Device Management is the Industry's largest repository of information on device management capabilities and specifications:

- > A knowledge database with **20000 identified handsets** from more than **270 manufacturers**.
- > Regular monthly updates sent to operators as new handset references are added (currently at a rate of around **3000 per year**).
- > Enables 100 % of devices on an operator's network to be detected, 96% of them to be identified, and **78% to receive the proper configuration**.

A reporting tool helps the operator manage the deployed handset fleet, and make good decisions about dedicated handset offers and service deployment. It also opens up the potential for targeted promotion of new data services, geared to subsets of subscribers with specific devices.

Gemalto's solution makes a major contribution to marketing decisions, helping operators push appropriate services to the right end-users. The result is a good value perception among subscribers and a real means of improving uptake of existing services.

## Better for end users

Gemalto Device Management meets user expectations for a smooth and simple transition to a new device.

## Benefits for Operators

- > **10% revenue growth** thanks to an accurate analysis of the handsets capabilities and targeted marketing campaigns.
- > **20% savings on management costs for «returned handsets»**  
6 out of 10 handsets are returned without any issue, raising the opportunity for a Device Management Solution.
- > **89% savings out of total support costs on configuration issues**
  - **13% savings on automatic handset configuration:** by remotely sending new configuration files, logos and themes, plus new applications and firmware updates, while taking into account the complexity of the device
  - **37% savings by reducing call duration:** avoiding subscriber errors, ensuring the collection of all parameters, listing all services on board, detecting any issues, and fixing them
  - **33% savings by preempting potential problems** through advanced diagnostics
  - **17% savings on self-care support,** with no need for any customer care staff involvement

**Gemalto Device Management helps operators make considerable savings in the cost of customer care by reducing the number and duration of calls for configuration issues.**

## Standards/Technologies

OMA – CP / SMS  
OMA – DM / IP (LTE, GPRS, 3G, 3G+, WIFI)  
Requires SMS for bootstrap



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