mobile
info on the go

MOBILE THEME BRIEFING
MAY 28 2010

- MORE – mobile technologies, networks, signals & locations
- FASTER – developments against new mobile internet applications
- BETTER – locating of mobile devices
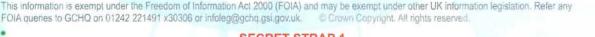
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Mobile Challenge

- 4 billion mobile subscribers worldwide…most prolific customer product ever invented

- By 2015 up to 90% of internet traffic will be accessed on mobile devices

- Over 200 3rd party Location Aware Applications on the iPhone alone

- Global mobile communications users outnumber internet users by 2:1

- Predicted that in 2011 mobile broadband will overtake fixed-line internet connections in the UK

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Project Scope & Objectives

- Users are moving their Internet access point from a fixed device to a mobile device. Mobile versions of common applications (for instance Facebook or Google maps) are not processed by our current capabilities.

- The Mobile Applications Project aims to deliver two capabilities:
  - capability against mobile applications (on both mobile and core Internet networks)

  - target-centric converged analysis of Voice, Text, C2C and Geo data

- All types of phone and OS present different challenges - Iphone, Symbian, Android,Windows Mobile, etc.

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Planning Approach

- Tackle Mobile Internet first - GRX/GTP. Core Internet next.

- Project focused on exploiting Roaming Mobile Network Traffic (GRX) - Rich in Converged Data

- Pragmatic approaches - limited Mobile Resources e.g Use of Agility trials

- Ideally OPS driven – Technically informed

- Aiming for 20 Mobile Apps + 100 TDIs for FY10/11

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