



Smith Micro Mobile Device Management Platform

Our Mobile Device Management platform offers mobile operators the most comprehensive, integrated, and flexible suite of mobile device management in the industry to deliver highly personalized mobile services to subscribers.

Delivering a Personalized Mobile Device Experience



Smith Micro offers a proven, standards-based Mobile Device Management (MDM) platform that meets the needs of mobile operators. Today's mobile devices have evolved from simple and voice-centric to featuring a range of complex, data-centric applications and services.

But no matter how complex the scenario, operators using our MDM solutions can provision, configure, and update devices' settings seamlessly and securely over the air. The solutions form an end-to-end mobile device services delivery and maintenance platform, enabling the operators to deliver superior, highly personalized mobile services experience. The operators can significantly reduce the time and expenses associated with deployment and customer care support, and improve customer satisfaction to contribute to their top-line growth.

PROVISION

Our solution takes the guesswork out of deploying and activating mobile devices, services, applications, and settings. It automatically configures devices as they are detected on the network to provide a seamless first-time activation experience.

MANAGE

Operators can easily provide a higher level of device management over the entire lifecycle of mobile devices. Capabilities include configuring services, delivering firmware, software and applications and managing the updates.

CUSTOMIZE

Operators can personalize their customers' user experience through user interface design and content flow, and optimize devices before pushing applications and services to the devices for a seamless delivery.

SUPPORT

Operators can rely on customer service representatives—utilizing real time diagnostics and remote repair capabilities—to resolve customer issues quickly, reducing call handling time and improve customer satisfaction.

Product Overview

Smith Micro's MDM platform is an Open Management Alliance Device Management (OMA DM) standards-based, and end-to-end server and client solutions, for remote mobile device management. The platform allows mobile operators to remotely provision, configure, and diagnose mobile device settings that will deliver an enhanced mobile experience.

The **Device Management Suite (DM Suite)** is a DM Server with a web based centralized user interface. DM Suite is designed in a modular manner with a rich set of web services Application Programming Interface (API). This allows for seamless integration with network and IT infrastructures. DM Suite has a web-based web console that allows system administration and control of business and IT information from multiple locations to configure, manage, and support the mobile devices. The IT administrator is also able to enforce enterprise policies across defined user groups, deploy enterprise applications, configure mobile services, and provide corporate security measures such as remote locate, lock and wipe data on the device. This capability can also be offered as self-care service to individual end users who will be able to manage and control their own mobile devices from the desktop.

The **Open Management Client™ (OMC)** is a DM Client that is built on OMA DM standards base with proprietary plugin features. It meets the increasingly complex needs of mobile device manufacturers to provide open, standards-based device management capabilities on mobile devices as well as dynamic applications and services management. The OMC enables the device manufacturers and mobile operators to control and enhance user experience in first time activation and in delivering updates or new services and applications to the device.

Value Proposition

BENEFIT	DESCRIPTION
Control Support Costs	Reduce call volume and call handle time to lower customer support costs
Drive ARPU	Increase data service reliability and operational efficiency to the subscribers
Enhance Customer Experience	Provide and create a mobile experience that is seamless, simple, and intuitive
Lower Churn Rate	Ensure services are operational and always available to improve customer satisfaction

CRITICAL FIRMWARE UPDATE USE CASE

Scenario:

There is a critical firmware problem discovered. The subscriber's device periodically resets and they are unable to continue to use the services on the device. The operator requests that the manufacturer develop a new software release. A targeted list of impacted subscribers is automatically generated and a session is initiated to send the update to the affected devices.

The update package is silently downloaded to those devices at a scheduled time. Upon download completion, the subscriber will receive a prompt on the device asking for permission to install the fix. The subscriber will also be provided with information about the fix and update process. This will enable the subscriber to make an informed decision.

Result:

The subscriber's device is updated quickly over-the-air, preventing a visit to a retail center. The operator reduces their support costs by preventing a call to the customer support center. Most importantly, the customer experience is enhanced since the issue has been resolved efficiently.

CUSTOMER SUPPORT CALL USE CASE

Scenario:

The subscriber is having trouble with a new data service and calls the customer care center for technical support. The subscriber describes the problem to the customer service representative (CSR). The CSR initiates a diagnostics session through DM Suite. During the diagnostics session, device information is gathered in real time and information is automatically analyzed. The system displayed all issues found and provide simple resolution steps.

Result:

In this use case, the DM Suite diagnostics session highlights incorrect device settings and provides the resolution to the CSR. The CSR initiates a configuration session so that the device is reconfigured with the new settings. The call handle time is reduced and the customer experience is improved. As a result, the operator's customer support costs decrease, they retain the customer, and increase their loyalty to the service.

Features and Benefits

FULLY COMPLIANT WITH INDUSTRY STANDARDS

- Supports both OMA DM and OMA CP protocols and automatically selects the protocol required to communicate with the mobile device
- Conducts OMA DM interoperability testing with a wide range of device manufacturers and other device management providers

MANAGE SOFTWARE AND APPLICATIONS

- Provides a secure, integrated platform for installing, provisioning, updating and configuring software components and applications on mobile devices
- Optimizes the mobile devices for the data services and applications that ensures end users adopt new applications and services

DELIVER FIRMWARE UPDATES

- Provides a secure, integrated platform for provisioning firmware (FOTA) on mobile devices that support FUMO.
- Distributes FOTA updates to the current installed base limits exposure to firmware defect risk, prolonging the lifetime or reducing device return rates

DIAGNOSE PROBLEMS REMOTELY

- Provides real-time diagnostics and remote repair capabilities for mobile devices, enabling support staffs to view comprehensive information about the device, the services on the device and the device state
- Enabling the support staffs to find, diagnose, and fix customer issues over the air in a fast and efficient manner to reduce call handle time and improve customer satisfaction

PERSONALIZE THE USER EXPERIENCE

- Provides ultimate control and flexibility to customize device user interfaces spanning ringtones, wallpapers, menus, and more
- Enables the operator to control the user experience, making it as intuitive and interactive as possible

FUTURE-PROOF CONNECTED TECHNOLOGY

- Ensures dynamic and robust profile management features, allowing new services, applications, and custom management objects to be provisioned and managed without updating the core software
- Its service-oriented architecture—and compatibility with industry standards—allows for quick and simple updates to support changes and expand the current addressable market from handsets to other mobile devices

SMART WORKFLOW ENGINE MANAGEMENT

- Simplifies the device management process by providing intelligent workflow engine management logic
- Automatically selects the appropriate firmware update, configuration, and workflow implementation for the device based on the user profile or device type
- With a few simple clicks, the IT Administrator can create and define subsets user groups and establish a set of jobs (applications, policies, or software updates) for the group



For More Information

To read more about Smith Micro's Device Management Platform,
please visit:

<http://www.smithmicro.com/products/device-management-suite.aspx>

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