Harness device complexity and ensure LTE success

LTE is today the indisputable cornerstone of operators mobile broadband strategies. It will be the leading mobile technology in 2020 with 3.8 billion subscriptions\(^1\) and 72% of all smartphone shipments\(^2\).

Customer experience has emerged as the new barrier for mobile data adoption and usage:

- User patterns and behaviors: multi-SIM owners, lack of awareness of adapted data services, fear of data bill shock...
- Device and network limitations: LTE spectrum fragmentation, 'one-data-bearer-only' multi-SIM phones, insufficient mobile data network resources, loss of data network coverage...

Furthermore the quality of experience is of the essence: once users have adopted LTE and increased their data usage, the operator challenge is to retain them with a good data network quality of service.

In that context, to grow revenue and reduce churn, operators need to ensure subscribers acquiring LTE-capable phones upgrade to a 4G subscription and benefit from a seamless data usage experience. Operators also need to ensure multi-SIM device owners prefer getting data services from them.

Maximize LTE data uptake and user experience

Gemalto Device Management goes beyond remote device configuration: it empowers operators to increase both data revenue and customer satisfaction by managing the entire device life cycle.

With 100 platforms managing over 1 billion users worldwide, Gemalto is a trusted leader in the mobile device management market.
LinqUs Device Management

Rich and frequently-updated device library
Gemalto Device Management brings an unparalleled device library containing more than 170,000 references with full GSMA registered models from over 1,500 manufacturers, expanded with thousands of new models each year. This up-to-date library allows operators to accelerate LTE adoption. The knowledge of the LTE frequency bands supported by devices helps operators address the complexity of the LTE band fragmentation, thus ensuring usage uptake via appropriate promotions to eligible device user.

Continuous real-time profiling
Built on the Gemalto proven signaling expertise, the network-based Automatic Device Detection (ADD) option brings valuable real-time user and device event analytics (e.g. presence on the network, device or SIM swap, roaming, location, connection type). That information can trigger device-based use cases such as profiled data services configuration or real-time personalized offers. It can also feed other solutions to address real-time SIM/eSIM activation, EIR regulation, steering of roaming, or M2M management.

Easy personalized data-focused campaigns
Operators can target the right subscribers to push LTE device adoption campaigns and quickly modernize the device base, as well as promote LTE plans for 4G-capable phone owners. The solution can also send loyalty offers to multi-SIM users to ensure they use the operator subscription for data.

Seamless automatic device configuration
As soon as the solution detects a new handset on the network, it automatically and remotely configures it with the operator settings. It avoids painful and potentially incorrect user handling, and reduces the customer center calls and costs.

Bar unwanted phones from the network
As an option, the anti-fraud Equipment Identity Register (EIR) supports 2G, 3G and 4G networks. The EIR prevents lost, stolen or prohibited devices from connecting to the network, and helps mobile operators meet the increasingly stringent telecom regulations.

In a nutshell
LinqUs Device Management automatically generates real-time personalized campaigns that allow operators to boost data usage and LTE adoption while optimizing data experience. It can also easily detect all mobile devices, including LTE and multi-SIM, and configure profiled data services on them.

Benefits for operators
- Increased 4G adoption and usage
- Increased data-related revenues
- Accelerated LTE return on investment
- Instant promotion of targeted offers based on user’s profile and handset characteristics
- In-depth understanding of the user behavior patterns
- Improved subscriber satisfaction and retention
- Reduced customer care calls and costs

Benefits for subscribers
- Out-of-the-box LTE connectivity
- Smooth and simple transition to a new device
- Increased satisfaction
- Personalized data-focused offers

Unique selling points
- Solid and scalable solution with 100 platforms deployed worldwide managing over 1 billion devices
- Rich and frequently-updated device library containing more than 170,000 references from over 1,500 manufacturers
- Customer experience use cases via the automated generation of real-time personalized offer
- Addresses the latest device complexities (LTE band fragmentation, multi-SIM)
- Real-time user and device profiling via a network-based Automatic Device Detection built on the Gemalto proven signaling expertise

Customer references
“...In Bangladesh, users change devices frequently as they can buy affordable data phones. And, they expect instant access to their favorite services. With the Gemalto solution, users can activate their device instantly by simply accepting all updates...”

A.K.M Morshed, Robi Axiata Chief Technology Officer
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