LINQUS™ CLOUD BACKUP

Secure mobile backup. In the cloud
The mobile phone – a part of people’s lives
The mobile phone has become a central and highly emotive device in end-users’ lives, holding each individual’s personal contacts. So for operators, personal content – starting with the address book – has become the central driver for voice and data revenue, and now lies at the heart of their service and communication strategies.

Protecting subscriber’s digital lives
LinqUs Cloud Backup backs up, stores and secures subscribers’ contacts, wherever they are. It gives operators a solid entry-level platform on which to build the foundations of a suite of premium communication services.

LinqUs Cloud Backup provides a convenient way to store a complete set of personal subscriber data. End-users simply back up their address book, calendar, and notes over-the-air, on a secure server.

Once protected, subscribers can easily restore their data to their mobile device in case of phone replacement, repair or loss.

Phonebook back-up: a popular service for operators
Phone replacement due to loss or theft can be a major headache for end-users. Furthermore, if they aren’t protected by LinqUs Cloud Backup service, this can also result in major revenue leakage for mobile network operators, as phone replacement can lead to churn and a drop in revenue while users rebuild their network of contacts.
LinqUs Cloud Backup: Protecting personal data from phonebook to calendar

Growing with a modular approach

LinqUs Cloud Backup offers to handle back-up, synchronization and restore of contacts, events and notes. It enables MNOs to monetize step-by-step contact backup and to expand footprint to a maximum of subscribers, through a simple and efficient service that maximizes billing revenue.

**Handset phonebook backup – meeting users’ expectations**
Designed for rapid deployment, this phonebook backup solution allows subscribers to back up, synchronize and restore the phonebook stored in the handset.

**SIM phonebook backup – creating a successful service and maximizing market reach**
This SIM phonebook backup service is compatible with 100% of handsets and allows subscribers to back up, synchronize and restore personal data stored in the SIM (2G or 3G). By combining the SIM and handset solutions, subscribers can back up with confidence, whether their contacts are stored in the handset or in the SIM.

In addition to phonebook backups, subscribers can also stay organized with secure calendar and notes backup.

LinqUs Cloud Backup is a scalable solution designed to allow operators to extend their backup service from just contacts to multimedia files.

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**Powerful handset support**

With more than 1000 handset models certified and tested, Gemalto runs a strong, dedicated device on-boarding and client R&D program to continuously extend its device support base to the latest mobile phone operating systems and platforms, as well as new media types.

**Native device client support**
We have tested and certified over 700 mobile phones equipped with a native SyncML client for backup and restore of PIM data (contacts, calendar and notes). Furthermore, the on-boarding program ensures support for OTA configuration.

**Gemalto Device Client Suite**
Over 450 Smartphones and Feature Phones are also supported for backup via the Gemalto Device Client Suite. Gemalto has a wealth of experience dealing with Symbian, OSX, Android, Blackberry and Windows mobile platforms.

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**Success: A Gemalto commitment**

Through more than 100 deployments worldwide, Gemalto has demonstrated that promotion is a key success factor for service uptake. Our experience proves that services can attain an impressive 50% penetration rate across the operator base. Moreover, Gemalto can help you dynamically and remotely promote your backup services, using the SIM.

**Increased service adoption**
Gemalto has developed unique functionalities to facilitate service configuration and to support the end-user. After the second network connection, for example, the service can be promoted automatically on the mobile screen. In one click, users can access the service and then launch automatic configuration settings for their handset.

**Boosting service usage and revenue**
Operators can also send automatic regular reminders to subscribers to back up their personal data. This increases usage of the phonebook backup service which generates operator revenue, and can be initiated whenever a new contact is created, or after a defined period.

**Adapt service to usage**
With enhanced per-transaction or monthly tariff billing capabilities combined with a best-in-class service approach, Gemalto’s LinqUs Cloud Backup is an optimized solution to suit every operator segment, and facilitate the monetization of backup services.

**Personal Data follow the SIM**
And when end-users will lose, replace or change their handset, the SIM will detect automatically the handset change, will configure the handset and will start the restoration of all your precious personal data automatically.

**An adaptable & friendly web user interface to edit your content and ease the restore operation**
A best-in-class user experience

Gemalto has developed unique functionalities to facilitate service configuration and improve the end-user experience.

Unified Synchronization
With Gemalto’s LinqUs Cloud Backup solution, SIM and handset content are backed up in a single thread. There is no need to execute two separate backup operations as the two services are unified to protect the entire mobile phonebook in one single operation.

Intuitive mobile clients
Mobile clients using open OSs are optimized for intuitive service discovery. The Remind Me and Selective Backup options allow end-users to back up data depending on network capabilities and ensuring service payback.

Personal data follows the SIM
When an end-user loses, replaces or changes their handset, the SIM will automatically detect the change, will configure the handset correctly, and will start restoring of personal data automatically.

LinqUs Cloud Backup offers an adaptable and user-friendly web interface to edit content and facilitate restore.

Operator Benefits
- A popular service for the whole subscriber base: A combined solution for the SIM plus handset enables service deployment that can be tailored to subscriber needs and usage patterns
- Efficient life cycle management: Service activation upon handset or card renewal
- Greater customer retention: Subscribers’ personal data is stored on the operator’s own servers
- Revenue protection: Avoids revenue leakage following loss of phonebook contacts
- New revenue streams: Operators can generate significant revenue by offering this new service with a per-transaction fee for protection and then capitalize on additional data traffic during the operation

End-user benefits
- Peace of mind
  - All valuable information is safely stored and can be easily restored to a new mobile phone in the case of a lost/stolen handset or SIM/handset renewal
  - No need to worry whether personal data is stored in the handset or SIM
- Easy end-user experience
  - Handsets can be configured automatically to optimize service access and use
  - One-click service access puts the service at the subscriber’s fingertips
  - User-friendly mobile, handset client and web interfaces for backup and restore

Key features
- A complete range of data covered: contacts (SIM/handset-2G/3G), calendar, notes
- Supports more than 1000 mobiles:
  - Native SyncML handsets (1.1, 1.2)
  - Open OS handsets (Windows Mobile, Symbian, Blackberry, OSX, Android)
- Automatic handset configuration
- Sophisticated, user-friendly mobile agents:
  - One click synchronization combining SIM and handset data
  - Remind Me and auto-promotion functions to ensure service usage
  - Selective Backup ensures step-by-step usage according to network environment
- Easy integration of self-care interface with MNO value-added services and branding
- No capacity limitation for very large database integration and activity
- Traffic Boosting Capable: Enabling further monetization with automatic campaigns and micro credit management