

LinqUs Phonebook Backup

|||| SIM phonebook back-up



FINANCIAL SERVICES & RETAIL

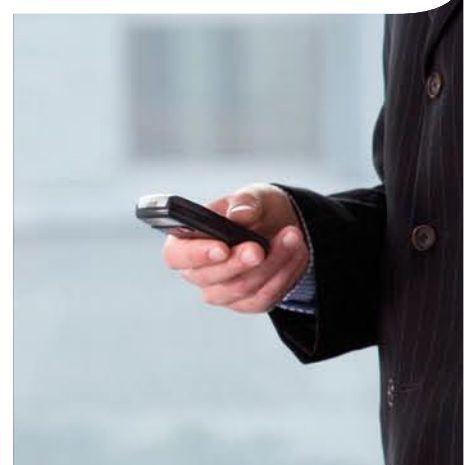
ENTERPRISE

INTERNET CONTENT PROVIDERS

PUBLIC SECTOR

TELECOMMUNICATIONS > SOLUTION

TRANSPORT



gemalto[★]
security to be free

SIM phonebook back-up

Help your customers save their phonebooks and access them easily

The phonebook: the foundation for voice revenue

With everyone storing all their contacts on their mobile phones, operators have learnt that the phonebook is the foundation for voice revenue.

Prevent airtime revenue loss

With LinqUs Phonebook Backup, end-users can back-up and restore their SIM-based phonebook. If the phone is lost, stolen or when a new SIM card is issued, the end-user is spared the effort of manually re-entering all personal data. LinqUs Phonebook Backup prevents airtime revenue loss due to lost personal data.

Ease access to end-user personal data through multiple access points

LinqUs Phonebook Backup is a SIM-based solution comprised of a SIM application and server software. It enables phonebook synchronization services over the air. This allows end-users to save, consult and modify their personal data stored in the SIM from their own device or from their operator-branded Internet portal. Consequently, operators can securely maintain an up-to-date and easily downloadable copy of their customers' personal data.

Ready for IP mobile network (from GPRS to HSDPA)

LinqUs Phonebook Backup is a future proof solution available on IP networks. Operators can now benefit from wide-band networks over IP to remotely save and restore contacts. This solution is also able to use BIP channel (Bearer Independent Protocol) to maximize the use of the available bandwidth.



Operator benefits

- Preventing airtime revenue loss due to lost phonebook
- Reducing churn by delivering exactly the same SIM card – including personal data – to customers
- Increasing ARPU: enabling service continuity and possibility to bill the service
- Enabling quick & easy service deployment
- Accessing secure environment
- Facilitating SIM renewal
- Complete Customer Care Interface
- Following-up service adoption & daily usage with an enhanced statistics module

End-user benefits

- Recovery of personal data when handset is lost or stolen
- Secure and easy phonebook storage and update
- No risk of personal data overwriting
- Multiple access to personal data with user friendly end-user interface

Handle 3G multi-media phonebook

LinqUs Phonebook Backup now supports the 3G phonebook structure. 3G subscribers will be able to save and restore their (U)SIM-based phonebook (up to 1000 entries) and other details such as email address, additional phone number, and more.

Extend SIM-based application to all contacts in the handset (from GPRS to HSDPA)

Thanks to its Personal Information Management (PIM) vendor partnerships, Gemalto extends this SIM-based application to all contacts wherever they are stored. This solution can also manage data from handset phonebooks, with PIM companies handling SyncML-based devices. Hence the combined solution enables to backup and restore not only the SIM, but also the handset-based phonebook.

> Advantages

- Supports large phonebooks (over 1000 ADN)
- Supports 3G multimedia phonebook
- Optimizes SMS traffic
- Smooth end-user experience through fast synchronization
- Fully integrated within POS offers
- Guarantees personal data integrity
- Java interoperable and small footprint
- Lite Java interoperable applet downloadable on legacy cards
- Supports manual & automatic synchronization modes
- SyncML enabled
- Compliant with all GSM 11.14 releases, 1997 mobile models