

# Personal Life Mobilizer

Protect, Organize and Communicate



## TELECOMMUNICATIONS > SOLUTIONS

### End-users' needs are changing fast - make sure you keep pace!

The telecom market is - at last - within reach of its long-awaited goal of full convergence between the mobile and PC worlds. Network speed evolution means that the full mobilization of users' data, starting with the phonebook but also encompassing users' personal files such as photos and videos, is now possible. As a result, a new generation of services is born, merging traditional mobile services such as voice, SMS and localization with PC services such as email, media publishing and instant messaging.

While mobile operators have been concentrating on their core mobile business, however, digital newcomers and innovation pioneers have not hesitated to cross the barriers and make a noisy entry into the mobile space to fulfill those needs.

That puts operators into a very challenging position. It's time for them to respond and offer their customers services that are fully in line with their expectations.

For end-users, this global trend has generated a whole bunch of new expectations that we can group around three main needs:



#### > **Protect:**

End-users want to protect their phonebook and content from any device, backing up on a secure server and able to retrieve them when they change/lose/damage their mobile device.



#### > **Organize:**

End-users now want to access, organize and manage their mobile and PC life from any device, at any time



#### > **Communicate:**

End users want to access ALL their communication means from any device - such as SMS from the PC or email on the mobile phones

### End-user benefits

#### > **Peace of mind**

- All valuable information is safely stored and can be easily restored to a new mobile phone in case of lost/stolen handset or SIM/handset renewal.

#### > **Simple end-user experience**

- Handsets can be automatically configured to optimize service access and use.
- One-click service access, bringing the service right to the user's eyes.
- User-friendly web mobile client and web interface for back-up and restore

#### > **A truly convergent service**

- Merges PC, webmail and mobile address books into one
- Sends SMS, Emails and MMS directly from the Address Book
- Convergent email platform gathers all web accounts into a single inbox and provides real time delivery of emails on the mobile

# Personal Life Mobilizer

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## Personal Life Mobilizer - evolutionary services to mobilize users' digital life

With Personal Life Mobilizer, Gemalto has designed a complete range of services around personal data and communications which can be adapted to any market needs and is used by more than 90 operators around the world.

Gemalto offers four editions of Personal Life Mobilizer:

### 1. Protector Edition

Protector Edition meets subscribers' needs to backup and secure mobile content, wherever they are. It provides operators with a successful entry level service on which to build a premium communication services suite.



Gemalto Life Mobilizer – Protector Edition provides a convenient way to secure all their subscribers' personal data. They simply back-up, over-the-air, their address book, calendar, pictures, videos - even ring tones and browser bookmarks - onto a secure server. Once their personal data are protected they can easily restore them to their mobile equipment in the event of replacement, repair or loss of the phone.

### 2. Push Mail Edition

With Push Mail edition, Gemalto simplifies the mobilization of email and enables mobile operators to democratize and offer extended e-mail services to a wide consumer audience with almost no limitations.

With the Push Mail edition, subscribers benefit from a 3-in-1 service to receive email at anytime, anywhere including:

- > Aggregation of all the subscriber's mail accounts on a single inbox
- > Automatic handset configuration, to enable the service
- > Real time reception, on the mobile phone, of all e-mails entering the inbox

### 3. Full Edition

With Personal Life Mobilizer - Full Edition, Gemalto gives operators a life-management platform designed as a cornerstone of their online strategy. Starting from personal data management, Full Edition has been designed to grow easily to a full communication platform to empower operator presence on the web.

Full edition is a web-based, fully mobile and available service that allows end-users to aggregate their personal mobile and PC data in a single location. In addition, Personal Life Mobilizer supports new ways to interact with peers from the web, through optional modules.

#### Full Edition includes:

- > A protection and mobilization module for PC and mobile personal data
- > A web life manager comprising a contact manager, a calendar and a media gallery to allow subscribers to manage, edit and synchronize their mobile and PC personal data from the web
- > A webSMS/MMS composer and webmail option
- > A notification module for calendar events and push mail option too

#### Turn your service into a commercial success

Through 90 deployments worldwide, Gemalto has demonstrated that promotion is a key success factor for service uptake. Gemalto offers a way to dynamically and remotely promote the service, using the SIM. Reference cases prove that services could reach an amazing 20% penetration rate across the operator-equipped base.



#### Operator benefits

##### > A complete set of services adapted to any operator demands:

From simple data protection to a full online communication platform, Personal Life Mobilizer could meet the range of needs in advanced economies or emerging markets

##### > New revenue streams:

Operators can generate significant revenue by offering these services with various business models, from transaction fees for protection or communication like SMS to advertising models on the web platform or in mobile clients

##### > Service ROI maximization with a solution for ALL users:

Gemalto solutions have been designed to adapt to user context and offer a minimum service whatever the user's device

##### > Empowering operator presence on the web:

With Personal Life Mobilizer, operators can offer their customers a unique platform for managing their personal content and communication tools on any devices

##### > CAPEX-free option:

Fully managed service approach available

[www.gemalto.com](http://www.gemalto.com)

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