

# Personal Life Mobilizer - Full Edition

Link your subscribers Mobile and PC life



## TELECOMMUNICATIONS > SOLUTIONS

### When digital life management becomes a reality

Personal life mobilization is now a key focus for all the major players in the handset and web industry. A global offering built around an online address book, calendar and media gallery is now the starting point for any communication platform strategy on the web.

As 3G penetration hits the 20% sweet spot worldwide, the web gives us the means to merge our mobile and PC lives. It's now time for operators to reshuffle their web strategy and position themselves as the guardian of subscribers' personal life on one single platform, and extend their communication footprint to new territories.

### Full edition: link your subscribers Mobile and PC life

With **Full Edition**, Gemalto gives operators a life management platform designed to provide the cornerstone of their online strategy. Starting from personal data management, Full Edition has been designed to grow easily to a full communication platform, empowering operator presence on the web.



### One single platform to protect and organize users' digital life

Personal Life Mobilizer – Full Edition proposes 4 core components to mobilize subscribers' personal data:

> A **"web life manager"** to consolidate and organize all user digital life. Based on an fully fledged address book, a calendar and a media gallery, it allows subscribers to merge, edit and synchronize their mobile personal data.

**Full edition** is a web-based and fully mobile available service that allows end-users to aggregate their personal mobile and PC data in one place, while additional Personal Life Mobilizer modules provides new ways to interact with peers on the web.

### More communication channels, more revenues

On top of the core platform, Gemalto offers a set of communication modules to provide a complete convergence between the Mobile and PC world.

- > **Mobile Content & Contact synchronization** module (Protector Edition)
- > **PC Outlook synchronization** module (contacts, events)
- > **Webmail contacts synchronization** module
- > **WebSMS and WebMMS** composer to send SMS and MMS from the web interface selecting the contacts from your address book
- > **Webmail** to aggregate all your accounts in a single inbox and send email to your address book contacts
- > The **"Push Mail Edition"**: 3-in-1 service to receive email at anytime, anywhere on the handset
- > **The Calendar**, events notifications by SMS on the mobile phone to keep organized

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||||| Link your subscribers Mobile and PC life

## Turn your service into a commercial success

To ensure good penetration for these new operator services, Gemalto has distilled its unique cross marketing expertise to help operators drive their users from the mobile to their web-based services.

First, using the SIM service registration engine, operators have now a tool to engage their subscribers in the usage of their mobile and services. At the end of the first mobile synchronization, at handset power-on, a login and password are delivered to end-users asking them to access to their online account to synchronize their PC content.

Then, marketing initiatives to stimulate usage of the web platform can be executed throughout subscriber life time. At the end of any back-up operation, for example, Gemalto could display a promotional message on the handset screen. This could be a teaser to get free SMS on the website, or a free one month subscription to push mail, for example, if subscribers enroll on the life management platform on the web.



## Operator benefits

- > **Valorize even more protection services** with the online management of personal data
- > **Increase the number of subscribers' mobile contacts**, with synchronization of PC and webmail contacts with the mobile to increase voice and SMS revenue
- > **Generate new revenue streams:** operators can generate additional revenues from communication services brought to the web (SMS, MMS) or web services brought to the mobile (push mail)
- > **Develop operator web site traffic**, by offering a consumer-desirable set of web services and powerful cross marketing tools
- > **Raise data traffic**, thanks to personal data synchronization on the mobile
- > **Reduce churn efficiently** (up to 50% churn reduction for Full Edition users)

## End-user benefits

- > **When convergence means convenience**
  - Merged PC, webmail and mobile address books
  - SMS, Emails and MMS sent direct from the Address Book
  - A convergent email platform, a single inbox, and real time delivery of e-mail on the mobile
- > **Security** - real-time mobile device phonebook synchronization or backup and restore functionality provides convenience and security for private data
- > **Convenient and intuitive user interface** to manage digital life and content

## Solution key features

- > **A complete range of data synchronization tools for devices and services:**
  - any handset in the world for SIM contacts back-up
  - More than 1000 handsets optimized for contacts and calendar sync
  - More than 450 handsets for full mobile content back-up including photos and videos
  - Outlook plug-in to sync contacts and calendar
  - Popular Webmail contact import (Gmail, Yahoo Mail...Etc)
- > **Three core web services: contact manager, calendar and media gallery**
- > **A set of ready-to-integrate communication tools: WebSMS, WebMMS and Webmail**
- > **A set of tool to push data to the mobile phone:**
  - Push Mail Edition
  - Calendar event notification module, to send reminders by SMS
- > **Easy integration of self-care interface with MNO value-added services and branding**
- > **Available both in operated and in-house modes**

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