

LinqUs™ Protector Edition

Mobile data protection for all



TELECOMMUNICATIONS > SOLUTIONS

The mobile phone - the heart of end-user life

The mobile phone has become a central and highly emotional device in end-users' lives, holding the address book, personal messages and multimedia content such as photos and videos.

So for operators, personal content - starting with the address book - has become the central pillar of voice and data revenues, and now lies at the heart of their service and communication strategies.

Protect subscriber digital life

Protector Edition meets subscribers' needs to backup and secure their content, whatever they are. It gives operators a sturdy entry level platform on which to build the foundations of a premium communication services suite.

Protector Edition provides a convenient way to secure a complete set of subscriber's personal data. End-users simply back-up their address book, calendar, pictures, videos, - even ringtones - over-the-air, on a secure server.

Protector Edition, a solution for all

> Growing with the modular approach

Protector Edition offers modules to handle the back-up, synchronization and restoration of any type of personal data, enabling the operator to:

- **Meet customer expectations: Handset phonebook back-up**
Designed for rapid deployment, this phonebook back-up solution allows subscribers to back-up, synchronize and restore the phonebook stored in the handset.
- **Maximize market reach: SIM phonebook back-up**
This SIM phonebook back-up 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 the SIM.

Further modules allow operators to extend the service:

- **Beyond the phonebook: Calendar and Tasks back-up**
The elements subscribers need to organize their daily lives can all be securely backed up.
- **Spread to user-generated content: Multimedia content back-up**
Subscribers can protect their pictures, videos and ring tones on a secure server, by using a client installed on the mobile.

In addition, Protector Edition offers a user-friendly web interface which allows subscribers to easily configure their mobile phone for back-up and restore operations and manage their personal data.

Scalable, the Protector Edition has been designed to allow Operators to extend the protect & organize use cases to communicate and share value propositions with Life Mobilizer.

LinqUs Protector Edition

Mobile data protection for all

Powerful handset support

Gemalto runs a dedicated Device On-Boarding and Client R&D program to continuously extend device support to the latest mobile phone operating systems and platforms, as well as additional media types:

> Native device client support

We have reference tested and certified over 700 mobile phones equipped with a native SyncML Client for backup and restore of PIM data (Contacts, Calendar and Tasks). Additionally the On-Boarding program ensures support for Over-the-Air Configuration.

> Gemalto Device Client Suite

Over 450 Smartphones and Feature Phones are also supported for backup of additional Multimedia file types with the Gemalto Device Client Suite.

Promotion is key to commercial success

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

> Increase service adoption

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

> Boost service usage and revenues

The operator can also send regular reminders to subscribers to protect their personal data, automatically. This increases usage of the phonebook back-up service and, consequently, operator revenues, and could be initiated whenever a new contact is created, or after a defined period.

Key features

> A complete range of data covered:

contacts (SIM/handset - 2G/3G), calendar, tasks, photos, videos, ringtones

> Supports more than 1000 mobiles:

- Native SyncML handsets (1.1, 1.2)
- Open Os handsets (Windows Mobile, Symbian, Iphone, Android, J2ME)

> Automatic handset configuration

> One click synchronization

combining SIM and handset data

> Easy integration of self-care interface

with MNO value-added services and branding

Operator Benefits

> Popular service for the whole installed base:

Combined solution for the SIM plus handset enables service deployment tailored to subscribers' needs and use patterns

> Efficient life cycle management:

Service activation at 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 handset

> New revenue streams:

Operators can generate significant revenue with this new service and by invoicing data traffic

> CAPEX free service:

A full managed service approach is available

End-user benefits

> Peace of mind

- All valuable information is safely stored and easily restored to a new mobile phone, in the event of a lost/stolen handset or SIM/handset renewal.
- No need to worry whether personal data is stored in the handset or SIM memory.

> Easy end-user experience

- Handsets can be configured automatically to optimize service access and use.
- One-click service access, putting the service right in front of the user's eyes.
- User-friendly mobile, handset client and web interfaces for back-up and restore



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