

# UpTeq™ Device Service Link

||||| Open up your services to the PC world, securely and simply



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## Current Context

**3G laptops and Mobile Internet devices are the next big move expected within the Telecom arena.**

This creates a strong opportunity for operators to build their presence on **end-users' connected devices in order to generate new revenue through notebook, ultra portable and tablet PC, ... This opportunity is not without its challenges.** Operators need to fight for customer ownership in order to keep control of their services in the Mobile Broadband world by deploying and managing their applications in the laptops.

This is where the Multimedia SIM comes in – it makes it easy for operators to personalize these devices without preloading the applications at manufacturing stage.

## In a nutshell

The SIM embeds the complete set of software from the operator onto the 3G laptop, including the connection manager, selected and adapted to the operator strategy. Deploying this card into a 3G laptop will transform it into an operator branded environment by loading operator applications.

Once inserted in the PC, the Multimedia SIM can be remotely managed via the Smart Device Management Center (SDMC) Over The Internet (OTI). Gemalto operates this service from data provisioning to activation, segmentation of the database of users and all administration tasks related to future updates of the embedded modem.

### > What is the main objective of Device Service Link?

- **Facilitating PC customization:** The Gemalto SIM solution loads the operator look & feel and services, thus ensuring that the operator retains ownership of the PC environment.
- **Open up retail market:** The solution allows the operator to extend its



services offer to all laptops, whatever the sale channel. The user reach is now ensured by the SIM at P.O.S or at retail shop.

- **Portability:** in case of PC renewal, user retrieves all his services, preferences and settings
- **Managing applications life-cycle, and provide with end-user usage-tracking:** The Gemalto Over-The-Internet platform will play an instrumental role in the life cycle management of the PC applications, building a long term revenue for Operator, with services such as secure application updates, usage tracking and personal data synchronization.
- **Security:** The SIM retains its original functions of authentication and security adapted to PC and internet environments



### > What is GSMA Mobile Broadband ?

Gemalto is involved with the **GSMA Mobile Broadband** initiative which aims at creating a simple mark that quickly and easily identifies PC notebooks and other portable devices as Mobile Broadband-ready.

## > What are the main advantages ?

Operators will be able to deploy to their subscriber base, all applications & services targeting the laptop environment, as well as:

- **Ease 3G-ready laptops customization thanks to the SIM**
- **Address retail market to open up its catalog of laptop devices**
- **Secure Services while Moving them to PC World**
- **SDMC:**
  - Manage remotely all applications deployed
  - Provide with end-user usage-tracking

\*Some Firmware adaptations on the modem embedded should be required to comply with standards

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