

MNO Portal Offer Service Studio

Boost your service revenue by keeping an attractive DSTK Portal



One of the best ways for mobile operators to **retain their customers** is to differentiate the services offered from those of the competitors. Whilst providing mobile data services to their customers, operators are also willing to enhance their 3G offers. The implementation of **m-services based on Java dynamic SIM Toolkit** is the first and fastest step in that moving from a simple transport network business, to **a transport and value added services business**.



At the end of the training you will

- > Understand what Dynamic SIM Toolkit technology is
- > Understand the different methods and practices in building and managing a service
- > Build a set of services using Service Designer Studio
- > Test those services from end to end: from service design with Service Designer Studio, export them into stkml format and load them onto the subscriber's card.

Who should attend

- > Telecom Operators
- > Wireless Application Developers

Pre-requisites:

- > SIM card structure
- > ETSI and GSM standards
- > Practical knowledge of any computer language or service development with STKML

This course is held in English

Key topics

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| <ul style="list-style-type: none"> > Language & File Structures: > Creating services > Local pages > Pages with choice | <ul style="list-style-type: none"> > Distant pages > Dynamic services > Service administration > Managing services |
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Course Schedule



| Day 1 | Practice |
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| <p>Introduction</p> <ul style="list-style-type: none"> > Dynamic SIM Toolkit Technology > Generic SIM toolkit services examples > Value added services management > Gemalto Solution <p>DSTK service Development Process</p> <ul style="list-style-type: none"> > Overview > Service development process <p>Methodology to design DSTK service offers</p> <ul style="list-style-type: none"> > Menu Specification > Navigation vs Services > Service design > Menu design <p>Development using Service Designer Studio (Part 1)</p> <ul style="list-style-type: none"> > Introduction > Related tools > Main use cases > Use case 1: Service offer from scratch | <p>Design a complete portal</p> <p>Develop designed portal</p> |

| Day 2 | Practice |
|--|---|
| <p>Development using Service Designer Studio (Part 2)</p> <ul style="list-style-type: none"> > Use case 2 Service offer iteration <p>Tests using Service Developer Kit</p> <ul style="list-style-type: none"> > Overview > SDK getting started > Create and configure an SDK project > Launch simulation chain > Test your services designed with SDS > Test your interactive services <p>Service Manager Import</p> <ul style="list-style-type: none"> > Use case description > Service Manager – Export > Service Studio – Import > Result analysis | <p>Update designed portal</p> <p>Test your development</p> <p>Import of an existing offer from Service Manager to SDS</p> |

