Mobile Trust Net

Powering the mobile revolution
Trust is critical to the current phase of the mobile revolution. Without trust, businesses of all sizes won’t get the scalable, secure, rock-solid platforms they need to innovate and invest with confidence. And without trust, a new generation of emerging mobile services - from signing a tax return to driving a connected car - will never fully realize their potential.

Fortunately, you can count on Gemalto’s Mobile Trust Net.

Mobile Trust Net is all you need

Mobile Trust Net solutions help mobile network operators, device manufacturers and service providers secure key points in the mobile value chain. Its various components help build innovative, fully secure, and scalable value-added services.

The result? You can focus on increasing revenue from existing services, creating new offerings, and delivering a great customer experience.

Mobile Trust Net Attributes

- INTEROPERABILITY
- EASY SERVICE ONBOARDING
- ALL ELEMENTS OF TRUSTED INFRASTRUCTURES
- DEPLOYMENT OPTIONS FOR EVERY BUSINESS
- INTEGRITY OF ALL STAKEHOLDER AND CUSTOMER DATA
- OPEN PLATFORM FOR INNOVATION AND CO-OPETITION
Three key components of Mobile Trust Net

OUR OFFERS
1. On the network

Mobile Trust Net’s powerful software platforms and “Service Factory” allow you to connect and deliver protected mobile services to your customers’ devices.

NFC & mCommerce

> NFC Mobile Services
Select market-leading NFC solutions for contactless mobile payments and services, enabling mobile network operators, banks, transport networks, enterprises and many others to deliver compelling NFC experiences.

> Mobile Payment Solutions
Create an end-to-end mobile infrastructure to secure and deploy mCommerce services. We help mobile network operators, financial institutions and retailers deploy mobile payment services, with dynamic security at any transaction scale.

> Mobile Marketing
Deploy permission-based, contextual, and smart mobile marketing that helps operators, retailers and brands engage customers, increase revenue, and monetize and enrich their key assets.
> **Messaging & Operator Billing**  
Create a mobile channel for brands, merchants, and service providers to establish global and personal sales and marketing relationships with consumers, while monetizing mobile and messaging services.

**Network & Connectivity**

> **On-Demand Connectivity**  
Connect billions of new M2M and consumer electronics devices and simplify and secure global deployment of the Internet of Things. Our solution allows for remote subscription provision when a device is first switched on, and enables flexible management of the subscription throughout its lifecycle.

> **Customer Experience**  
Identify and solve subscribers’ network quality and device performance issues. Deliver the best connectivity experience to consumers and enable device manufacturers to efficiently monitor SLAs.

> **Advanced OTA Solution**  
Manage and deploy all your services over-the-air, simply, and conveniently, thanks to our framework hosting both SIM-based and device-based services under a single umbrella.

> **Advanced Wi-Fi Services**  
Reduce data traffic saturation and complement 4G deployment by providing your customers with an enhanced user experience and extremely high-quality reception.

> **App Distribution**  
Maximize service uptake thanks to our extensive database of handsets, ensuring accurate configuration and better support.

> **Roaming**  
Benefit from revenue and service boosts by steering your customers to find the best roaming options as they move around the world.

> **Advanced Messaging**  
Offer a complete and reliable portfolio of advanced messaging solutions to take advantage of the growing A2P business and boost your revenue from mobile messaging.

> **Device Management**  
Remotely manage the entire lifecycle of a device, significantly reducing support costs, increasing data revenue, and maximizing customer satisfaction.

> **Social SIM**  
Allow anyone to access Facebook services on any handset, even without a data connection or subscription, and transform calls into social connections.
Mobile Identity & Security

> Mobile ID
Revolutionize digital authentication to all online services. Based on secure and convenient second factor authentication using the mobile phone, our Mobile Connect-compliant solution enables web access, transaction validation, and digital signature.

> Identity & Data Protection Services
Expend corporate cloud and authentication service offerings with Gemalto’s SafeNet solutions. This set of services protects information with scalable authentication and encryption.

> Mobile Protection
Offer your customers the best cloud-based mobile protection services to secure their valuable handsets and personal content.

> Mobile Banking
Secure mobile banking applications and turn your customers’ handset into a strong authentication device to unlock access to all bank channels and digital services.

2. In the Device

Mobile Trust Net’s embedded software and products authenticate every mobile consumer electronic device and machine for secure applications and trusted value-added services. Every solution is standards-based and delivers the highest security to support a broad range of services.

The rise of the Internet of Things
Unleashing the potential of the Internet of Things, Gemalto offers robust hardware modules, reliable platforms, and secure service solutions to connect and protect any M2M or electronic consumer device. With 50 billion ‘things’ connected by 2020, MNOs can open up new business opportunities providing connectivity in a wide range of sectors including:

> Tablets/PC
> Automotive
> Metering
> and much more...

> Embedded SIM
Manage multiple mobile subscriptions remotely with our embedded SIM. Either plugged-in or soldered, it enables the connection of new M2M and consumer electronics devices.

> Embedded Secure Element
Secure a wide range of applications in any type of device for a range of innovative use cases including payment, couponing, transport, access control, ticketing, corporate, cloud computing, and eGovernment.

> Multi-tenant SIM
Give different service providers a secure space on a single card to protect their own and their customers’ data, and to deploy NFC services. Information can be remotely activated, personalized and managed to boost revenue and build loyalty services with absolute confidence.

> MiM
Connect machines and devices with our Machine Identification Modules designed especially for M2M applications. This technology secures long-term communication across networks in tough conditions to increase machine lifecycles and performance.
3. Expert Services

For over 20 years, we’ve worked with the world’s leading mobile players to introduce secure solutions so they can innovate at scale for increased revenues. In delivering countless trusted infrastructures across the world, we’ve built up unparalleled knowledge in the domain of secure mobile communication.

> Consulting & Training
Benefit from our unique offer to accompany you through all the different phases of your project, from strategic consulting to business case analysis, and from best practices to testing and validation.

> Delivery Services
Get your project delivered in-house, either managed or in software as a service (SaaS) mode, or a mix of the two. We tailor our delivery services with best-in-class service engagement backed up by strong SLAs.

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<tr>
<th>Gemalto Mobile Trust Net – The Winners</th>
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<tr>
<td>&gt; <strong>End users</strong> can embrace new services and use them with the confidence that their data is secure and protected</td>
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<td>&gt; <strong>Operators</strong> can gain a competitive advantage by getting to market first with new value-added services, using scalable, robust infrastructures</td>
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<td>&gt; <strong>Banks and service providers</strong> can unlock new revenue streams, build loyalty and increase customer stickiness</td>
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<td>&gt; <strong>Device manufacturers</strong> can invest in innovative</td>
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World leader in digital security

Gemalto is at the heart of our evolving digital society, enabling businesses and governments around the world to offer trusted and convenient digital services to billions of individuals.

We work behind the scenes to ensure that each time their customers, employees and citizens want to transact, connect or identity themselves, they can do so safely and easily.

Whether they’re communicating, banking, doing business online, using eGovernment services, accessing the cloud or building the Internet of things, people everywhere rely on Gemalto every day.

GEMALTO KEY FIGURES

OUR COMPANY

- €2.4BN (2013) revenues
- 12,000 employees
- 2000 engineers

OUR CLIENTS

- 450 financial institutions
- 80 eGovernment programs
- 113 nationalities
- 3,000+ mobile network operators

OUR INNOVATION

- €143M (2013) invested in R&D
- 4,300 patents & patent applications
- 110 new innovations filed in 2012