



imagine what seeing the complete subscriber could do for you.

When subscribers turn on their mobile devices, they want to get the services and Internet applications they want, when they want them, where they want them, and how they want them.

Subscriber Data: A Key Strategic Asset

Mobile subscribers want a personalized mobile experience. They want to be more than an account, a phone number, or an IP address. When subscribers turn on their mobile devices, they want to get the services and Internet applications they want, when they want them, where they want them, and how they want them.

Service providers have the rich, dynamic, contextual information required to personalize services. However, much of this information remains untapped due to several challenges:

- ▶ Subscriber data is dispersed across numerous network and application databases making it difficult to create a unified view of the subscriber.
- ▶ Most subscriber data is based on static information such as service entitlements and historical usage patterns. Real-time, dynamic information about subscribers such as location and context needs to be captured and used.
- ▶ Ensuring subscriber data can be shared with third-party application providers while respecting subscriber identity and privacy.



THE MOBILE PERSONALIZATION COMPANY



Personalizing the Mobile Experience

Bridgewater's solutions create a real-time, unified view of subscribers including service entitlements, devices, networks, billing profiles, preferences and context.

Bridgewater's mobile personalization portfolio enables service providers to:

Deliver personalized services by using subscriber data and application policies to customize offerings such as:

- ▶ Providing a free 'day pass' for a new service funded by mobile advertising revenues.
- ▶ Delivering more bandwidth to a subscriber who wants to engage in mobile gaming in the evening but not during the day.
- ▶ Allowing a subscriber to download unlimited videos on the weekends.
- ▶ Providing streaming videos or music when the subscriber is at home but not while roaming.
- ▶ Enabling a new third-party location-based social networking service.

Open the mobile ecosystem by creating flexible policy rules that securely broker subscriber data to third-party application providers to generate new revenues, while respecting subscriber privacy preferences.

Adopt innovative service models such as mobile advertising and revenue sharing with application providers, which require real-time information on subscribers.

Implement fair usage policies on a per session, per subscriber, billing period or time of day basis, and manage network congestion by redistributing bandwidth to improve the subscriber experience.

Reduce operating costs by unifying subscriber data, eliminating outdated or duplicate subscriber data sources, easily provisioning subscribers and new services, and predicting and upgrading mobile data capacity based on the number of mobile transactions.

Market Leading – Scalable Solutions

Bridgewater’s market leading, high performance solutions are being used by over 100 service providers in 30 countries and are managing billions of mobile transactions per month. The solutions are network-agnostic and support all major 2G (CDMA, GSM), 3G (EVDO, HSPA, UMTS) and 4G (LTE, WiMAX) access technologies as well as Fixed Mobile Convergence.

The portfolio is anchored by Bridgewater’s Subscriber Data Broker™, a sophisticated, carrier-grade, subscriber data management product. It creates a real-time, unified view of the subscriber based on profile (identity, demographics, service plan), usage (behaviors, application patterns, billing) and dynamic state (location, context, presence) data, and provides the tools to broker this data to systems and applications to deliver personalized mobile services.

The Subscriber Data Broker features a comprehensive toolset including:

- ▶ A flexible, dynamic business rules engine that determines how subscribers can access services.
- ▶ Governance rules for brokering subscriber data to third-party applications while protecting subscriber identity and privacy.
- ▶ Application policy control to provide subscriber access to and authorization for new applications.
- ▶ Standards-based interfaces to federate subscriber data from multiple legacy systems and to integrate with third-party applications.

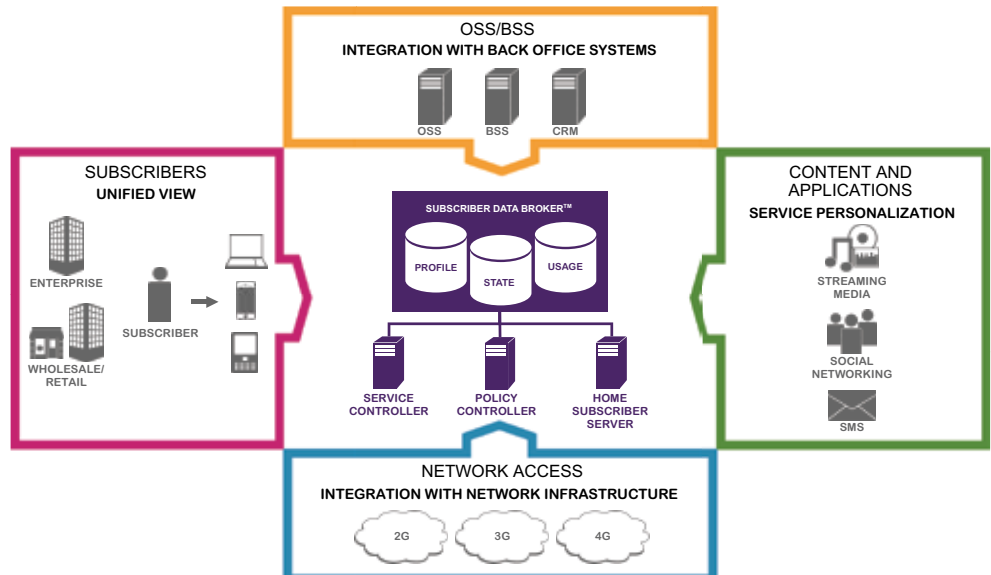
In addition to the Subscriber Data Broker, the company offers the Bridgewater® Service Controller, the Bridgewater® Policy Controller and the Bridgewater® Home Subscriber Server products as well as Bridgewater’s WideSpan® system. The Service Controller provides

authentication, authorization and accounting (AAA); real-time session management to enable mobility, roaming, security, and usage tracking; and pre-paid and post-paid charging functions. The Policy Controller is a policy and charging rules function (PCRF) -compliant, carrier-grade policy control server that enables service providers to effectively manage and profit from mobile data applications. It determines how and under which circumstances subscribers have access to applications at the appropriate quality of service. The Policy Controller has the unique ability to adapt to subscriber behavior and changing network conditions, and take real-time policy actions during individual subscriber sessions. The Home Subscriber Server (HSS) is a 3GPP-compliant master repository that contains subscriber profiles and performs subscriber authentication, authorization, and mobility management for next generation networks.

The WideSpan system is an integrated portfolio offering that enables personalization in a high mobile transaction environment. Anchored by the Subscriber Data Broker, it integrates the Service Controller, Policy Controller and Home Subscriber Server products in a highly-scalable, carrier-class blade server environment. The system is pre-packaged and pre-configured with certified transaction throughput to manage rapid mobile transaction growth.

Bridgewater Systems also offers comprehensive consulting, planning, implementation, and management services for every stage of network development. The company’s professional services help service providers optimize network investments, maximize revenue generation, contain costs, and shorten time to market for new services.

**The Bridgewater Systems
Mobile Personalization Portfolio**



Bridgewater Systems, the mobile personalization company, enables service providers to efficiently manage and profit from mobile data services, content and commerce. The company's market leading mobile personalization portfolio provides a real-time, unified view of subscribers including entitlements, devices, networks, billing profiles, preferences and context. Anchored by Bridgewater's Subscriber Data Broker™, the portfolio of carrier-grade and standards-based products includes the Bridgewater® Service Controller (AAA), the Bridgewater® Policy Controller (PCRF) and the Bridgewater® Home Subscriber Server (HSS). More than 100 leading service providers including America Movil, Bell Canada, Clearwire, Hutchison Telecom, Leap Wireless, Scartel, SmarTone-Vodafone, Sprint, Tata Teleservices, Tatung, Telmex, Telstra, and Verizon Wireless use Bridgewater's solutions to rapidly deliver innovative mobile services to over 150 million subscribers. For more information, visit us at www.bridgewater.com.

Bridgewater Systems

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