

# Data Sheet: Bridgewater's Subscriber Data Broker

Bridgewater's Subscriber Data Broker™ brings together rich, dynamic subscriber and device data with sophisticated tools that allow service providers to capitalize on new business models and services for consumer, enterprise, and machine to machine (M2M) markets.

Proven in the most demanding Tier 1 networks and serving more than 150 million subscribers worldwide, Subscriber Data Broker is a leading, vendor-neutral subscriber and device identity management product. Subscriber Data Broker allows service providers to leverage their existing investments in subscriber and device databases, support high growth mobile data services, and enable new revenue streams.

Subscriber Data Broker provides a common subscriber and device identity management platform that can serve multiple policy decision functions—Bridgewater® Service Controller, Bridgewater® Policy Controller, and Bridgewater® Home Subscriber Server—to create a unified view of subscribers and devices across multiple networks. Subscriber Data Broker is a key component of Bridgewater's integrated systems, such as the Bridgewater® EPC 500 integrated control-plane-in-a-box for LTE.

## HIGHLIGHTS

- Extensible service creation capabilities enable operators to gain time-to-market advantages
- Dynamic service control enables operators to differentiate their services
- Flexible service management enables operators to support multiple customer types simultaneously
- Intelligent business rules engine provides service agility and security provisioning of subscriber data

## Why Bridgewater's Subscriber Data Broker?

- Manage subscribers, devices, and services across all applications and network types, and launch new services quickly.
- Model subscriber and device entitlements in a hierarchical manner based on logical groupings such as consumer service tiers, enterprise departments, and M2M services.
- Create flexible rules that leverage dynamic device and subscriber data in policy decisions that manage how and under which circumstances subscribers and devices can access networks and use resources such as bandwidth.
- Enable dynamic service creation using an extensible onboard data schema model to manage all subscribers and devices, as well as launch new services quickly — in weeks versus months.
- Use governance rules to control how subscriber and device data is provided to third-party providers to protect subscriber privacy and device security.
- Protect investments in existing subscriber and device databases through data federation capabilities.

## Features and Benefits

### Robust Fit-to-Purpose Databases for Profile, State, and Usage Data

- Three fit-to-purpose subscriber/device repositories enable easy to manage profile data, dynamic data, and usage data in real time, creating a unified, dynamic view of subscribers and devices.
- Fit-to-purpose Relational Database Management System (RDBMS) products to match performance requirements of data, means no performance tradeoffs.
- Leveraging the advantages of RDBMS and Directory, operators achieve excellent cost-performance and optimized transaction economics.

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### **Mature Data Schema and Modeling**

- Mature data modeling capability enables easy provisioning of subscribers, devices, and service bundling across networks and applications, accelerating the launch of new services and minimizing custom development.
- All subscribers and devices are modeled in a hierarchy, which includes an appropriate security model so that only authorized users can change a profile.
- Features an inheritance model enabling profiles to be inherited from the top down, with overriding in the lower levels for personalization.
- Inherent flexibility provides the ability to create and launch new services quickly without millions of provisioning actions.
- Legacy subscriber and device data migration tool-set enables deployment in weeks versus months.

### **Flexible Business Rules Engine**

- Flexible dynamic business rules engine enables structured linkage of static, dynamic, and historical subscriber and device data to enable rapid set up and teardown of services.
- Easily and flexibly defines rules around how subscribers and devices can access services and networks, and under which circumstances.

### **Common Subscriber and Device Identity Management Platform**

- Simultaneously supports multiple Bridgewater policy decision functions to control subscriber and device access to networks, network resources, and services to manage consumer, enterprise, cloud, and machine markets.
- Supported Bridgewater products – Service Controller, Policy Controller, Home Subscriber Server and integrated network systems such as ServiceMAX 500, EPC 500.

### **Access Network Agnostic**

- Serves any access type, or multiple access types simultaneously—3G, 4G, Fixed, WiFi, converged—providing a future-proof solution.

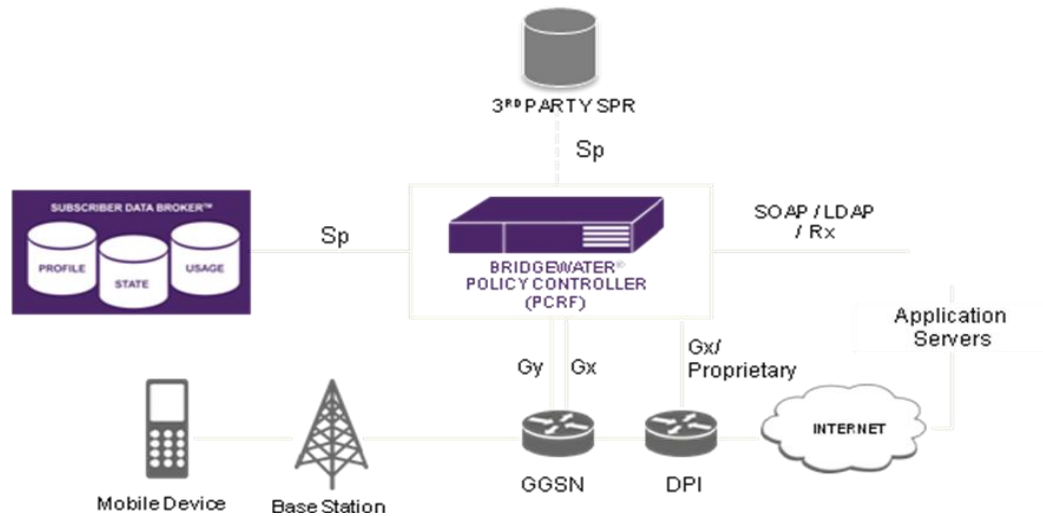
### **Tier 1 Proven Performance and Scalability**

- 5 “9s” reliability and redundancy enables non-disruptive software upgrades and service additions to support service velocity needs.
- Massive scalability: 5000 to 100M+ subscribers/devices.
- Low latency range enables dynamic self-service capabilities and profile changes.
- Extensive transaction support: 100->100,000++/TPS range.
- Mature, robust, scalable, and highly available technology is proven in Tier 1 networks serving 100+ million subscribers.

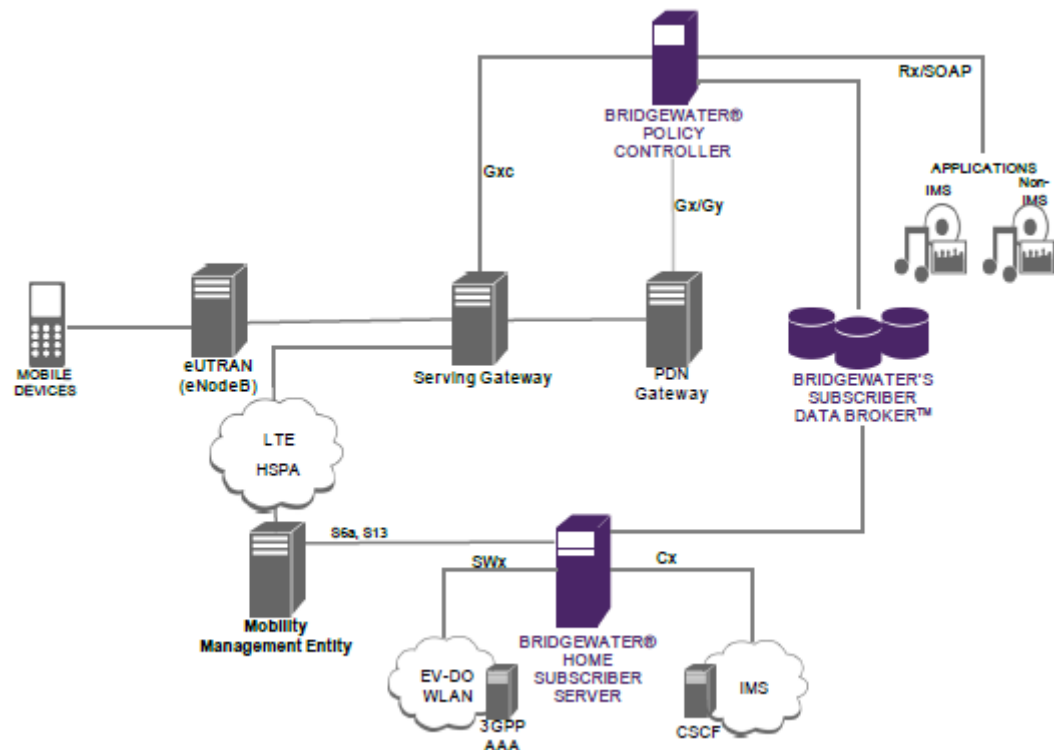
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## Deployment Examples

### Subscriber Data Broker in 3GPP R7 Deployment



### Subscriber Data Broker Deployment in LTE Evolved Packet Core



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## Technical Specifications

**Operating System Support** Linux Red Hat (RHEL 5.4 x 86.64)

**Hardware Support** IBM x3650 M3

**Systems Packaging** Subscriber Data Broker is available as a software-only solution, or as part of an integrated Bridgewater network system such as the Bridgewater EPC 500, Home Subscriber network systems, and Policy Controller network systems. The network system approach reduces initial deployment costs, accelerates time-to-market, and simplifies the process of adding additional system capacity. Pre-integrated on carrier-grade Oracle servers, the Bridgewater network system with the Subscriber Data Broker can be rapidly deployed in a wide range of service provider environments.

### About Bridgewater Systems

Bridgewater Systems, the leader in intelligent broadband controls, provides pre-integrated solutions for mobile and converged operators to transform their networks, optimize mobile data growth, and innovate with new services. The Bridgewater portfolio of carrier-grade products includes Service Controller (AAA), Policy Controller (PCRF) and Home Subscriber Server (HSS), anchored by a common identity and device management system. More than 150 leading service providers worldwide leverage Bridgewater to create and deliver profitable services to consumer, enterprise, cloud and machine markets. For more information, visit us at

[www.bridgewater.com](http://www.bridgewater.com)

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