

About Bridgewater Systems

Today's consumers and businesses want to personalize their mobile services and their interactions with service providers. They want to receive and pay for mobile applications according to their personal preferences, share services with their social networks, and access the same service on multiple devices and networks — all while services and networks keep track of their identities.

Service providers face several challenges in delivering personalized services. They need to know the subscriber's location, their usage patterns, the devices being used, the services being accessed, who the person is in different roles and contexts, and what quality of service levels will be needed at what time of day. And they need to scale these services to millions of subscribers and manage the associated growth in mobile data transactions on their networks.

Bridgewater Systems enables service providers to personalize, manage, and deliver applications such as mobile commerce, mobile video, and social networking to over 150 million subscribers globally. Our mobile personalization portfolio ([subscriber data management](#), [policy control](#), [service control](#)) provides a real-time, unified view of the subscriber including service entitlements, devices and networks being used, billing profiles, and preferences based on location or time of day. This allows service providers to launch and monetize new services faster by personalizing the subscriber's mobile experience and adopting new service models.

Our comprehensive portfolio includes [solutions](#) that enable service personalization, service model innovation, open access and applications, data growth management, and service infrastructure transformation.

Discover why our innovative, best-of-breed approach is helping more than [140 of the world's innovative service providers](#) realize greater returns and customer loyalty every day.

Resources

[Bridgewater Marketing Annual Report](#)

[Bridgewater Systems Corporate Brochure](#)

FAST FACTS

Company:

Bridgewater Systems Corporation

Stock Symbol:

BWC (Toronto Stock Exchange)

Year Founded:

1997

Headquarters:

Ottawa, Canada

Regional Offices:

UK, Australia and USA

Global Presence:

More than 140 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

Number of Employees:

200+

Target Markets:

GSM/HSPA, CDMA/EVDO, WiMAX, LTE, and Fixed Mobile Convergence

Solutions:

CDMA/EVDO
GSM/HSPA
LTE
WiMAX
Multi-Access
Service Innovation
Mobile Data Growth

Products:

Subscriber Data Broker™
Service Controller (AAA)
Policy Controller (PCRF)
myPolicy
Home Subscriber Server
WideSpan® System

About Bridgewater Systems

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 120 leading service providers including America Movil, Bell Canada, Clearwire, Cox, Hutchison Telecom, Iusacell, 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.bridgewatersystems.com.