

## Use Case

### Location-Based Services

#### Opportunity

Comply with contractual and legal requirements by managing distribution based on geographic location.

#### Situation

- Content providers have geographic restrictions on the distribution of copyrighted material (e.g. rights to distribute in a given country).
- Content providers deliver services via more than one service provider and some of them have geographic exclusivity (e.g. a service provider may have rights to distribute content in California and Washington but not Nevada).

#### Challenges

- Distribution of content outside of territory could result in termination of availability or legal difficulties for the service provider.  
How do you limit availability of services and ensure those who are allowed access receive them in real time?

#### Potential Impact

- Legal and copyright issues.
- Difficulty in acquiring and retaining content providers.  
Limited choices for subscribers can lead to churn.

#### Solution

The Bridgewater® Service Controller maintains up-to-date information on subscribers, including location information. When coupled with the Policy Controller, it can:

- Enable complex policy decisions based on content delivery provider requirements.
- Determine if a customer should be permitted to access content based on their location.
- Optionally, pass subscriber location information to content delivery providers to determine if the user is in the correct geographical area to receive the content.

#### Examples of Policies Based on Location

- Subscriber in territory – allow geographically exclusive content, allow copyrighted material.
- Subscriber out of territory but in country – deny geographically exclusive content, allow copyrighted material.  
Subscriber out of country – deny geographically exclusive content; deny copyrighted material.

#### Solution Benefits

- Increase revenues
- Partner with cutting-edge providers to provide rich content to subscribers
- Reduce operating expenses
- Third-party services interface programming via SOAP-XML
- Comply with contract/legal requirements
- Information can be used to make policy decisions on behalf of the service provider

## The Bridgewater Advantage

- Subscriber-aware data management: Powerful real-time information, such as subscriber location, allows service providers to provide a high level of customization for applications.
- SOAP-XML interface: Single provisioning API for all applications regardless of where they are hosted, decreases time to market and deployment costs.

### Solution Components

The Bridgewater® Service Controller

The Bridgewater® Policy Controller (PCRF)

### 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 150 leading service providers including America Movil, Bell Canada, Clearwire, Cox, Hutchison Telecom, Iusacell, Scartel, SmarTone-Vodafone, Sprint, Tata Teleservices, Tatum, 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](http://www.bridgewater.com).

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