

Use Case

Over-the-Air Provisioning

Opportunity

Reduce WiMAX service introduction costs and allow users to quickly and easily get their service up and running. Easily engage new customers and generate new revenue streams.

Situation

- Many new WiMAX-enabled devices are being rolled out that are not being sold through service providers.
- Users expect devices to be immediately provisioned, and service providers need to be able to deliver new services, improved security, and other updates to all users as soon as they are launched.

Challenges

- Connect new users to the network quickly and efficiently.
- Need for a scalable approach to identify, register, track, and update the wide array of devices that will be connected to WiMAX networks.
- Ensure users are offered the latest services and updates.
Maximize customer satisfaction and revenue generation.

Potential Impact

- Lost revenue.
Increased customer churn.

Solution: Over-the-Air Provisioning

The Bridgewater® Policy Controller enables WiMAX service providers to recognize subscribers and devices as subscribers access the network and provision their devices over the air. It delivers a core service control capability for open access business models and supports centralized device and subscriber management with carrier-grade scalability and performance. This allows service providers to offer new users additional upgrade services, including service boosts and application subscription.

Solution Benefits

- Reduce operating expenses
- Increase revenue
- Increase customer satisfaction
- Automatically get new users on the network without customer service intervention
- Automatically update firmware on devices to offer the latest updates and applications
- Connect users to the network easier and faster, speeding revenue generation
- Users can enjoy their new WiMAX devices immediately
- Offer the latest applications to users.

The Bridgewater Systems Advantage

- Centralized device and subscriber management with a carrier-grade pedigree.
- Open Mobile Alliance-Device Manager (OMA-DM) standards-compliant solution.
- Dynamic metering enables flexible duration-based or time-windowed service options.
- Subscriber data management and subscriber context information.
- Usage tracking and targeted services for each user.
Subscriber redirection capability for lower service costs and better usability.

Solution Components

- The Bridgewater® Service Controller
- The Bridgewater® Policy Controller (PCRF)
OMA-DM Server (Integration Support: MFormation Technologies Inc., SOAP API)

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.

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