



*mobile pioneering  
sicap – simply your solution*

## Device Management Centre

With up to 1,300 device models in an average network and more than 20 different options on one device, we understand that you need a strategic approach to device management issues. Today's new generation of smart phones drive additional revenue and loyalty among end-users, however their increased complexities are pushing customer care costs very high. One 30-minute call can wipe out an individual customer's profitability and have a negative impact on customer satisfaction.

Our Device Management solution – based on Sicap's industry-leading Device Management kernel – enables you to remotely manage and update mobile devices in your network. Our comprehensive technology features initial recognition and provisioning, data mining, application management, security management, remote device handling, firmware updates and frontline care. Regular device database updates enable you to understand and generate revenue from the increasingly critical device market.

Sicap Device Management Centre offers you:

- Greater customer satisfaction and retention
- Cost-effective front-line customer care
- Superior market intelligence for targeted services
- Seamless integration with existing network and back-office infrastructure



# Device Management Centre

## The figures speak for themselves...

- **75% reduction in customer care:** A European operator serving 20 million end-users reduced average customer care call duration from 20 minutes to five minutes by deploying self-care device configuration, **saving 10.8 million Euros a year**
- **77% increase in ARPU:** A European operator serving 2.2 million end-users increased data ARPU from 4.4 to 7.8%.

## Greater customer satisfaction and retention

Our Device Management solution delivers a superior end-user experience. By enabling you to automatically detect and configure new devices over-the-air, end-users benefit from high ARPU data services that work out-of-the-box. Service adoption is higher, as is end-user satisfaction. Simply plug and play!

Additionally, Sicap Device Management Centre continually updates devices over-the-air, to deliver a seamless end-user experience, 24/7, 365 days a year, regardless of the device or location.

## Cost-effective front-line customer care

With end-users able to check, fix and clean their devices themselves, front-line customer care costs are reduced, as are recalls and returns. When an end-user calls customer care, the front-line staff are able to check the device remotely and/or update the firmware to fix a problem. This means calls are shorter, resolution is more certain and, in general, support is faster and less frustrating. This in turn has an impact on the morale of your front-line staff, leading to reduced turnover.

## Superior market intelligence for targeted services

New services and new devices drive new revenue sources. Having a complete picture of the global device park enables you to make informed business decisions on the data services you provide. You can efficiently push appropriate services to receptive end-users, meaning marketing efforts are no longer guesswork! The result is a win-win situation, driving greater ROI, end-user satisfaction and retention.

## Seamless integration with existing network and back-office infrastructure

Sicap Device Management Centre seamlessly integrates with your existing network and back-office infrastructure. The technology supports multiple networks, including GSM, CDMA, WiMAX, LTE, as well as industry standards such as OMA-DM. We can also allow you to offer our Device Management kernel as a corporate service for companies who wish to manage their own device park without hosting the application in house.

## What our customers tell us...

*"We have achieved savings in our general public and enterprise customer care costs, while improving service usage and the customer experience in general."*

Mr. Philippe Léonetti, Device Inlife Management  
Department Director, Orange

*"The Sicap platform is a reliable and scalable tool for us to progressively roll-out seamless device management services. Our usage of Sicap technology will not only set our customers devices, but notably enhance the targeting of our marketing offers."*

Petr Kavan, Service Manager, Telefonica O2

*"Sicap technology is helping Vimpelcom streamline the device management process across the board. The ability to centralise and control all our member company platforms offers advantages in terms of consolidation and rationalisation for the Group."*

Ilya Axelrod, Head of Service Network  
Development Department, Beeline

## How it Works

