



*mobile pioneering
sicap – simply your solution*

SIM Over-the-Air Management

We have more than 15 years experience in SIM OTA management and understand that it is a vital element for generating new revenue streams, secure service management and optimised roaming. More importantly, the SIM Card already plays a central role in contactless applications and all related security requirements for Near Field Communication. All of these new services require reliable and secure management of applications, files and content on any SIM or USIM card. Large numbers of cards must be managed, with distribution of multiple updates to specific subscriber groups or single cards.

Our SIM vendor-independent OTA management solution enables you to remotely manage your entire (U)SIM card population, regardless of SIM type or location.

Sicap SIM OTA management offers you:

- Greater customer satisfaction and retention
- Cost-effective, flexible management of value-added services
- Optimised roaming
- A SIM vendor-independent, high performance and scalable solution



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The figures speak for themselves...

- 30 million Euros saved per year: A European operator serving millions of end-users achieved cost savings of 30 million Euros, by implementing Sicap's roaming features which direct roamers to preferred partner networks.
- Increased customer satisfaction, plus 360,000 Euros of extra revenue per year: An operator serving 10 million end-users increased revenue and customer satisfaction by implementing Sicap's Live Balance, which enables end-users to have their real-time credit balance always available on their mobile.
- 220 million end-users world-wide count on Sicap's SIM OTA management solution.

Greater customer satisfaction and retention

With Sicap's SIM OTA, new innovative services and applications are easy to promote, find and use. What's more, the services and applications are relevant to your end-users' preferences and adapted to the capabilities of their mobile device. Service adoption is higher, as is end-user satisfaction and loyalty. End-users can benefit from a host of services, such as:

- Tailored access to value-added services for each customer and business segment
- Seamless roaming on preferred networks
- SIM card content backup and synchronization to a network server
- Real-time credit display
- Enabling of Near Field Communication services such as mobile payment or mobile ticketing

Cost-effective, flexible management of value-added services

Sicap's SIM OTA allows you to introduce new services and modify the contents of your SIM card population quickly, efficiently and at minimum expense.

Sicap's Dynamic SIM Tool Kit, S@T browsing and Smart Card Web Server enables you to configure SIM based menus, for individual end-users, as well as campaigns for whole customer segments. By empowering end-users to make menu-driven selections, you increase adoption of value-added services, while reducing both your customer care calls and expenses.

Optimised roaming

Sicap's Dynamic Roaming management enables you to steer outbound roamers dynamically to your preferred partner networks. The SIM OTA sends appropriate SIM messages to roaming end-users based on their location. More roamers are redirected to these partner networks, resulting in higher roaming revenue at lower costs for you.

A SIM vendor-independent, high performance and scalable solution

Our SIM OTA management solution is capable of handling all card types, independent of the SIM vendor. It can connect to the SIM via SMSC, through the SS7 protocol, via data channel (Bearer Independent Protocol) and/or to Card Readers. This high performance, high availability solution has a modular design and can handle more than 100 million end-users. It seamlessly handles any differences in SIM standards, supporting all generations from legacy SIM to latest USIM cards.

What our customers tell us...

"Sicap's SIM OTA solution was the right choice. It provides all the required functionality. Sicap was prepared to engage in an extremely short timeline in order to successfully implement the system and demonstrated the company's extensive OTA experience throughout."

Shoichi Sato, Sales Manager, Ericsson Japan

Our modules

