

Device Management solution



After succeeding in launching mobile broadband, will Communications Service Providers (CSPs) be able to capture additional data revenue from the wireless internet?

In 2008, worldwide service data revenue was 21% larger than the previous year (Strategy Analytics). CSPs face pressure not only from their traditional competitors but also adjacent industries eager for a slice of this data revenue.

The number of devices, applications and configuration options are also rapidly growing. Customers are changing devices more frequently, often through sales channels not owned by CSPs, such as the internet. The device is key in this battle for the mobile user. As customers place such a strong value on their mobile phones, handsets are a crucial interface between CSPs and their customers. In this scenario, ensuring a superior customer experience is a unique differentiator for CSPs, and it requires effective management of the devices.

Improved care, service experience and customer insights

Key drivers for CSPs are:

- Customer care personnel need to access customers' devices remotely in order to improve efficiency and customer satisfaction
- End-users should be able to use new devices and services easily, without the need for configuration or calling customer service for assistance
- In today's saturated markets, CSPs are working towards a more customer-centric business approach. There is an increasing need to base business decisions and marketing strategies on customer insights; to which device information is critical

"The danger for a CSP is that customers will not benefit from new services because they are unable or unwilling to spend increasing amounts of time configuring the devices..."

This means dissatisfied customers, decreased usage and therefore lost revenues on a large scale."

Ovum

Pay back within 3 months

Our solution

Nokia Siemens Networks' Device Management solution delivers remote management and configuration of settings, SIM cards, applications, security and firmware upgrades.

This is an "all-in-one" solution supporting both consumer and enterprise customers in wireless and fixed networks. The solution can be integrated and adapted to each CSP's environment and specific needs by Nokia Siemens Networks' professional services team.

"Data is emerging as a key revenue generator for us. Nokia Siemens Networks industry leading device management solution will allow us to remotely manage customer devices and improve customer satisfaction through easy and automated device configuration."

Mr Sanjeev Aga
Managing Director
IDEA Cellular

Calls to customer service reduced by 20%

Our device management solution improves the customer experience

- **Customer care:**
 - Enables customer care with a solution to manage devices remotely and reduce the problem solving time
 - Enables proactive care with auto-correction of devices
 - Provides self-care interface enabling customers to manage their devices themselves
- **Service experience:**
 - Ensures new devices and services work first time
 - Provides increased device and data security, including backup and restore options
- **Customer insights:**
 - Based on real time device data including real time device capabilities, customer base per device model and feature, device model and vendor distribution
 - Reveals potential customers for new services

A world leader in device management solutions

Nokia Siemens Networks is the ideal partner to help implement device management. Some facts:

- A proven carrier-class multi-vendor solution deployed to over 50 customers worldwide
- Available locally – with access to a unique worldwide competence pool of over 2,500 experts
- The ability to provision more than 2,000, and recognize more than 10,000 different device types
- Field-proven project delivery methodologies

To find out more visit www.nokiasiemensnetworks.com