

## PRESS RELEASE

### **WDSGlobal helps mobile industry get 'Android-Ready'**

*Android Content Kit aids service discovery and setup and provides troubleshooting tools for new Android-device owners and support staff.*

*Download Android vDevice simulators, including a virtual tour of the G1, at [www.wdsglobal.com/android08](http://www.wdsglobal.com/android08)*

**Poole (UK): 28<sup>th</sup> October 2008:** WDSGlobal has launched an Android Content Kit to help handset manufacturers and mobile operators introduce Android-powered devices, services and applications to their end-users.

Comprising web-based device simulators and knowledge guides, the Android Content Kit is designed to help end-users navigate the new operating system, discover features, setup services such as email and web-browsing and troubleshoot common issues. E-learning courses are also included to train front-line support agents and retail staff, enabling them to better understand the benefits of the new platform.

"The introduction of Android-powered handsets over the coming months represents a significant opportunity to drive ARPU and end-user loyalty through the adoption of compelling mobile data services and rich Internet applications," explains Tim Deluca-Smith, Vice President of Marketing at WDSGlobal. "However, setting profitable patterns of end-user behaviour can be challenging. Service discovery, configuration, set-up and support issues can hamper end-user profitability, especially on a new and unfamiliar operating system."

Included within the Content Kit, WDSGlobal is the first company to bring to market a comprehensive Android device simulator. vDevice simulators allow users to interactively explore features and functions, follow set-up guides and troubleshoot common issues. Typically made available through mobile operator or manufacturer websites, vDevices are the easiest way to introduce end-users to new features, increase service adoption and drive down support costs.

"If not managed correctly, the introduction of a new mobile platform can have a detrimental impact on retail and support operations. If end-users aren't offered comprehensive selfserve tools they are more inclined to contact a support line, make unnecessary product returns or simply abandon a troublesome service altogether. These all impact end user profitability," adds Deluca-Smith.

The Content Kit also includes an e-learning course. Covering key features and benefits, the history of Android and an overview of open source. The course will better prepare retail and support staff for the launch of new devices.

WDSGlobal is a world-leader in mobile support and device management services for the mobile industry. Each year the company handles more than 10 million technical support calls and configures more than 300 million handsets for data services on behalf of many of the world's largest mobile brands.

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#### **About WDSGlobal**

Since 1995, WDSGlobal has been focused on helping mobile operators, handset manufacturers and content providers meet their customers' expectations for service and quality. From handset validation and readiness testing to mobile device management and end-user support, WDSGlobal today offers the mobile industry's most complete solution for the management of subscribers, devices and services.

With dedicated support centers in the UK, USA, South Africa and Australia, no one gets a better view of the complete mobile user experience. Every day, WDSGlobal collects, validates and shares data about devices, services and user behavior, using it to feed GlobalMine™ - the industry's most comprehensive knowledge base and foundation for the company's portfolio of carrier-grade products and services.

The company currently counts over 100 customers, including most of the world's largest handset manufacturer and mobile operator brands, and is headquartered in Poole, UK. For more information, please visit [www.wdsglobal.com](http://www.wdsglobal.com)

#### **For more information, please contact:**

Tim Deluca-Smith  
VP Marketing  
Tel: +44 (0) 1202 713 725  
[Tim.deluca.smith@wdsglobal.com](mailto:Tim.deluca.smith@wdsglobal.com)  
[www.wdsglobal.com](http://www.wdsglobal.com)