



Press Release

Configuremyphone API provides mobile content industry with zero-cost solution for OTA configuration

Handset configuration errors affect one in five mobile users. Apply for the free API at <http://partner.configuremyphone.com/launch/> and remove the traditional cost of running OTA configuration service.

17th November 2008, Poole, UK: Mobile phone configuration website, configuremyphone.com, has released a free API that allows mobile content companies to offer over-the-air (OTA) configuration services from within their own websites at zero-cost. The service, which remotely configures a mobile phone for data services, uses premium-rate SMS to charge the end user directly, removing all costs for the content provider. The service supports OTA configuration of mobile Internet, Java, MMS and mobile email settings on more than 1800 handsets across all major UK networks.

Handsets that aren't correctly configured for mobile data remain a key barrier for the mobile content industry. According to research by WDSGlobal, the company behind [configuremyphone](http://configuremyphone.com), one in five UK mobile users has experienced the disappointment of an "error" message when trying to access a web service via their phone or when trying to download a mobile application or piece of content.

"We've spoken to a lot of mobile content companies who are acutely aware of the configuration issue and the damage it does to service adoption. Unfortunately, OTA configuration services have traditionally been costly to run and have largely been the preserve of larger content companies and mobile operators," explains Tim Deluca-Smith, vice president of marketing at WDSGlobal, the company behind [configuremyphone](http://configuremyphone.com).

"We looked to reverse this by passing the cost onto the end-user as a support charge should they require configuration assistance. [Configuremyphone](http://configuremyphone.com) is a world-first, allowing the mobile content industry to combat the handset configuration problem head-on and without major financial investment," adds Deluca-Smith

In the past, if an end-user failed to access a piece of content or a service because of poor handset configuration they would likely abandon the download process altogether. Configuremyphone allows configuration support to be included within existing support pages or within a service or application download flow. The service quickly resolves connectivity problems and means users can get assistance without having to leave the content provider's website for a resolution.

The API serves-up access to a simple on-screen wizard that collects the phone make and model, home network and user's phone number before sending the necessary settings to the handset via a text message. Settings are automatically installed by accepting the incoming text message; the entire process takes less than 90 seconds.

Configuremyphone charges end users £1 for a configuration (plus standard network SMS charge). The service has been approved by UK industry regulator PhonePayPlus and includes free support for end-users should they need it. The service is operated by leading mobile device management and support company WDSGlobal who last year configured more than 250 million mobile phones on behalf of major mobile brands.

Companies can apply for the free API by visiting <http://partner.configuremyphone.com/launch/>

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About configuremyphone

Configuremyphone.com is the first independent, direct-to-consumer mobile configuration service that aggregates, and makes available, mobile data service settings from the UK's major mobile operator networks as well as email settings from more than 4000 email service providers. The service uses premium-rate SMS (the world's most popular mobile payment method) to charge users £1 per configuration (standard network operator SMS charge also applies). The service is owned and operated by WDSGlobal.

To find out more, please visit www.configuremyphone.com

About WDSGlobal

Since 1995, WDSGlobal has been dedicated to helping mobile operators, handset manufacturers and service providers deliver more profitable products and services to end-users. From handset validation and readiness testing to mobile device management and end-user support, WDSGlobal offers the industry's most complete solution for the management of end-users, devices and services. Believing end-user profitability lies in effective problem prevention and user experience management and not in problem management, the company's GlobalMine framework continually collects, validates and shares data about devices, services and user trends. This is used to enhance the effectiveness of its carrier-grade products and services and to help customers drive service adoption, increase loyalty and drive-down support costs.

To find out more, please visit www.wdsglobal.com

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