

PRESS RELEASE



WDSGlobal launches Live Device Analysis, allowing mobile operators to analyze how devices influence their profitability and drive service uptake

For the first time, operators able to support critical investment and planning decisions with analysis of the actual devices attached to their networks.

16th February 2009: Mobile World Congress, Barcelona: WDSGlobal has announced the release of Live Device Analysis, a new product designed to help mobile network operators better understand the capabilities and profitability of devices attached to their networks.

Tracking device capabilities, features and standards within the network and measuring profitability and cost-to-support across device models and brands, Live Device Analysis allows an operator to support critical investment and planning decisions with analysis of the actual devices attached to its network. From evaluating an addressable market for a new service to qualifying investment decisions in retail strategy and customer care, Live Device Analysis is the industry's first solution to accurately analyze the composition of an installed base of subscriber devices and allow data to be quickly published across departments.

"Decisions in network infrastructure, handset ranging, service deployment, customer care and marketing require a detailed understanding of the technologies and standards present on the network," explains David Ffoulkes-Jones, WDSGlobal's CEO. "Today's CRM and analysis tools can only go so far in delivering the necessary intelligence. WDSGlobal believes that Live Device Analysis represents a fundamental shift in the way that network operators will extract intelligence and business advantage from their installed base of mobile devices."

Extracting and analyzing this type of device intelligence from a network has traditionally been challenging. Data often resides in disparate engineering systems across a network operator's business and its accuracy can be compromised by increased device diversity, churn, multiple device ownership and the use of grey market devices.

Live Device Analysis is the industry's first solution to turn this raw data into actionable intelligence for use across operational departments such as marketing, product management, customer care, retail and finance.

"Using Live Device Analysis, a marketing team could quickly segment a subscriber base not just on the traditional demographics but also on the capabilities of their mobile devices. That sort of analysis is vital in launching new services and running highly targeted promotions. Similarly, profitability or cost-to-support could quickly be correlated to device features and services, allowing more qualified handset ranging and customer care decisions to be made. Indeed, Live Device Analysis supports multiple business cases spanning network infrastructure, handset ranging, retail, service deployment, sales and marketing," adds Ffoulkes-Jones.

Typical Live Device Analysis reports comprise (but are not limited to):

- *Market share by model and brand, age of active devices and device by source (grey market).*
- *Standards supported (e.g. OMA DM), Services supported (e.g. GPS, streaming media, VoIP, Java, IM, email, mobile TV) and Features supported (e.g. browser type, wireless bearers messaging client, camera).*
- *ARPU by model / brand, device profitability and data usage by model and brand.*
- *Device cost-to-serve analysis and known problem types.*

Live Device Analysis draws on intelligence from GlobalMine™, WDSGlobal's unparalleled repository of market intelligence; covering mobile device capabilities and features, shipment data, support metrics and user experience evaluation. Connections can also be made with network operators' own systems, including billing, CRM and device management platforms, to allow more detailed profitability analysis to be made.

"In addition to device capabilities, Live Device Analysis also draws on data from WDSGlobal's worldwide footprint of technical support environments. This provides global support metrics, including known device faults and average lifetime support costs; intelligence that just simply isn't available anywhere else in the market," finishes Ffoulkes-Jones.

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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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