



# Openwave® Integra – Service Mediation Platform and Policy Management Solution

## Metering, Managing and Monetizing Mobile Data Access

As global mobile data usage continues to increase exponentially, mobile operators are faced with the challenge of managing unprecedented data consumption patterns.

The rapid evolution of mobile device user interfaces and processing capabilities, combined with an ever increasing variety of application and web content, are increasing subscriber's demand to access the web anytime, anywhere. Operators need ways of creating innovative, differentiated services to manage the traffic flowing through their network, optimize network resources and gather data on subscriber community trends and patterns of behavior.

Openwave Integra provides a core platform for service orchestration and all-IP metering and monitoring capability that reacts in real time to changing network, user and traffic conditions. Integra provides rich, contextual awareness that enables data-driven services to be conditionally invoked, based on device and application, user and preference, traffic and web service, and network and data transfer conditions.

As traffic increases, Integra's stateless deployment models can rapidly scale to deploy new mobile data services across converging access networks and devices. Integra gives service providers a single intelligent point of control over the increasingly diverse set of devices and content on their network.

### Product Benefits

- **Data-driven services control:** Enables services only when needed; keeps deployment models flexible and reduces cost of ownership.
- **Single point of policy control and management:** Reduces TCO.
- **Flexible protocol and API options:** Integrates with a range of operational and business systems.
- **IP Smart Policy Service control:** Integrates data volume, time of day/day of week controls, per service, per user, and per network metering and management for all traffic.

### Product Details

#### Integra Core Features

- Transparent proxy for smart phones
- Plan-based, dynamic policy management based on multiple data inputs (subscriber, device, content, network customized and reactive controls)
- Time of Day and Day of Week service controls
- Service workflows and Dynamic Scripting APIs
- Network and user authentication, identity control, management and distribution
- Consolidated transactional logging and usage control for monitoring, statistics gathering, billing, user and service analytics
- Local and remote (service provider) Subscriber Store integration models
- Integrated URL content categorization and access control
- Dynamic congestion-control management
- Dynamic and standardized device profiling
- Remote monitoring and configuration
- HTTP header management; including header encryption multiple options for privacy management
- HTTP 1.1, WAP 1 and 2, RTSP/RTP/RDT protocol stack support
- XHTML(MP) support, WML / WML script, multiple charsets (UTF8 and 16, ISO-8859-1, Windows 1252, UCS-2)

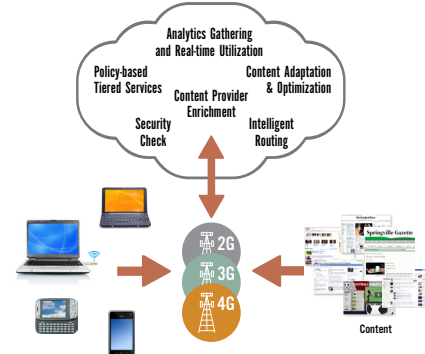


Figure 1: The Integra mediation platform and mobile internet services.

# Openwave Integra

## Enhanced Value-Added Services

Integra's plug-in services architecture ensures that all value-added services provided by Openwave can be easily installed and deployed on top of Integra. Each service provides ROI by developing new users who access mobile data, or by reducing wireless data delivery costs:

- **Intelligent Optimization:** Provides a series of delivery optimization, compression and caching algorithms that can improve access time, reduce latencies and significantly reduce the volume of data per transaction.
- **Web and Media Adaptors:** Convert all internet content pages to mobile phone-compliant pages, without any need for special page design/changes. Embedded web page objects and audio/video clips are converted to suitable viewing formats for ordinary feature phones.

- **Passport: Smart Policy:** Provides an IP total traffic visibility view of data flows from smart devices to content services, enabling multiple tiered-service models.
- **Mobile Analytics:** Provides detailed insight into trends and behavioral patterns within the service provider's networks; helping the service provider better understand their network traffic.

The service provider may also choose to develop or connect other third-party services through an open plug-in API.

### Product Specifications/Requirements

Core platform deployed on Solaris 10 (update 8) and Linux (5.4); Sun, HP and IBM blades.

For more information, please contact [sales@openwave.com](mailto:sales@openwave.com) or visit [www.openwave.com](http://www.openwave.com).

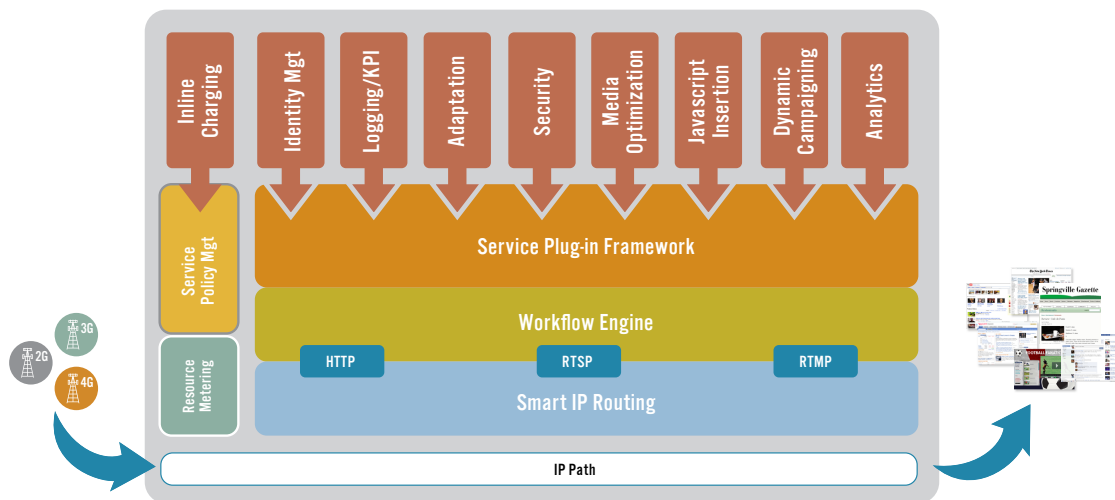


Figure 2: The Integra mediation platform in the data path.



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### About Openwave

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