



## Openwave® Mobile Analytics

### Discover Rich Subscriber Insights to Drive Customer Engagement and Unlock New Revenue Streams

As mobile data grows at an unprecedented rate, mobile operators face the challenge of effectively managing and monetizing mobile data traffic without a clear and immediate view of what subscribers are doing on their networks. If operators can determine which applications and services are being used and associate subscribers' usage and behavioral patterns with their own gold mine of stored subscriber profile information, location and demographic data, they can unlock profitable new revenue streams.

Openwave Mobile Analytics gives operators the tools to extract, process and analyze vast amounts of information quickly. Information such as location, demographics, billing and content consumption gives actionable insights to those who need them most: marketers, application and content developers, advertisers and internet partners.

Armed with a 360-degree view of the mobile consumer, marketers can build relevant data plans, offer dynamic service enhancements and deliver targeted marketing recommendations. Advertisers, application developers and publishers can leverage anonymized subscriber data to deliver contextual offerings that enhance the overall mobile user experience. This allows operators to intelligently add value to network traffic as it flows among all members of the ecosystem and also enables them to monetize their unique position as network owners.

#### Product Benefits

- Identify mobile data usage and trends from small, early samples of network data.

- Turn complex data into the concise and visually informative information needed to support critical business decisions.
- Create highly targeted cross-segment propositions and build deeper customer engagements with revenue-generating opportunities and reduced churn rates.
- Personalize subscriber data plans and analytics-driven targeted recommendations for advertisements, content or applications.

#### Product Details

##### Identify Mobile Data Usage and Trends

- Analytics provide early identification of mobile data usage and trends with up to 97% accuracy from small samples of network data.
- Interactive dashboards, coupled with powerful ad-hoc reporting, offer analysts and executives concise and visually informative data.

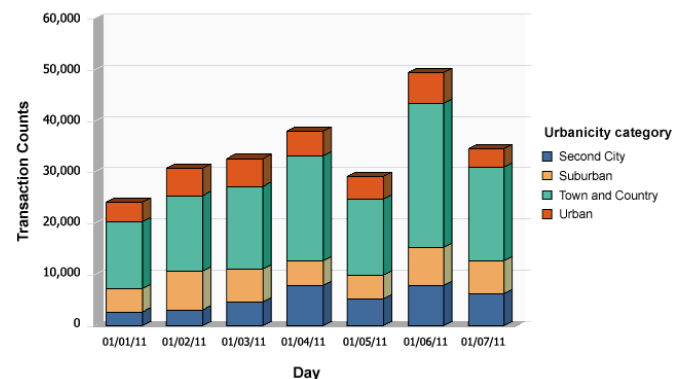


Figure 1: Transaction Count by Prizm Category.

# Openwave Mobile Analytics

## Turn Complex Data into Actionable Intelligence

- Click-Stream Reports track off-deck subscriber behavior by providing detailed information about which sites or categories keep people engaged the longest.
- Category Manager offers real-time category management for off- and on-deck URLs with links to external taxonomies such as DMOZ, allowing dynamic classification of URLs.
- Video Analytics provide critical insights on video consumption and completion rates.

## Create Highly Targeted Cross-Segment Propositions

- Ad-hoc segmentation offers real-time, category-based segmentation using Nielsen Claritas, which correlates mobile subscribers' behavior with demographics such as income, education, employment class and household type.
- Subscriber Scoring Models allow better classification of subscriber populations through predictive models across data plans, ad campaigns and service propositions.

## Personalize Subscriber Data Plans and Analytics-Driven Targeted Recommendations

- Location Analytics enables better understanding of consumer interests and habits, by region or Cell ID, to deliver targeted services.
- Behavioral Profiling allows operators to personalize the mobile experience based on contextual, attitudinal and behavioral data.
- Analytics API integrates with network control points to provide contextually relevant data to the broader mobile ecosystem of advertisers, application developers and publishers.

## Product Specifications/Requirements

### Hardware:

- x86\_64 Intel Dual-Quad Core Xeon Processor, 3 GHz, 32 GB Memory, 2 x 300 GB HDD

### Software:

- Operating System: Red Hat Enterprise Linux 5.3 (64 bit), Advanced Platform
- Oracle Version: 11.2.0.1.0 Enterprise Edition with Partitioning
- Business Objects Version: BO XI R3.1 Enterprise Edition

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

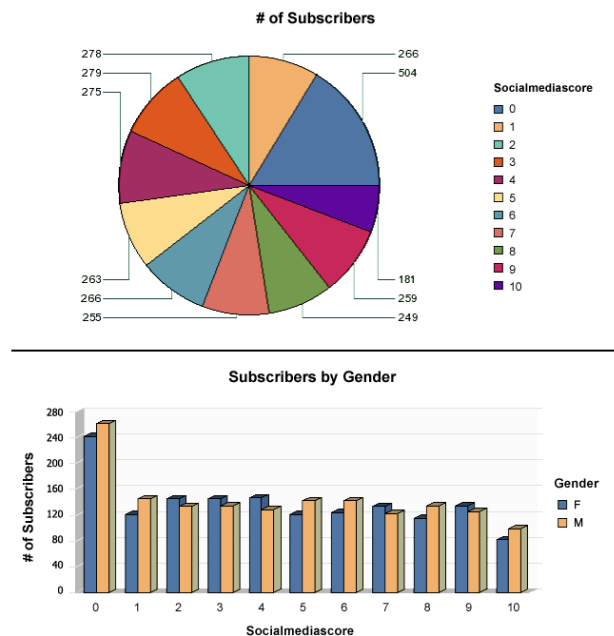


Figure 2: Subscribers by Social Media Score.



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### About Openwave

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