



Openwave® Analytics Express

Bring Intelligence to Your Network Quickly and Cost-effectively

Runaway demand for mobile data services has forced service providers to examine user behavior on their networks and the resulting impact on ARPU, network capacity and overall customer experience. Openwave Analytics Express offers mobile service providers a rapid deployment framework for extracting actionable business intelligence from the data traffic passing through their networks.

Analytics Express is a highly scalable, web-based reporting solution that enables service providers to focus on their core business issues and leave data center and IT management tasks in the cloud. Comprehensive, on-demand and real-time reporting from multiple data feeds helps service providers reach a deeper understanding of mobile subscribers' online behavior so they can optimize infrastructure spending through proactive capacity planning.

Analytics Express supports seamless integration with Openwave optimization, location and policy management solutions, enabling service providers to effectively monitor, manage and monetize optimized video and location services according to rules-based policies for various subscriber segments.

85% of network traffic comes from the top 50 websites. Extrapolate to the top 500 and you probably know where 90% of your traffic is headed. Source: Openwave Analytics Research Group

Service Provider Benefits

Operational Reports

Analytics Express is a one-stop solution for operational efficiency. Traffic type, transaction volume, error and active user metrics empower

an operations team to proactively forecast network usage and plan network capacity based on current and historical trends.

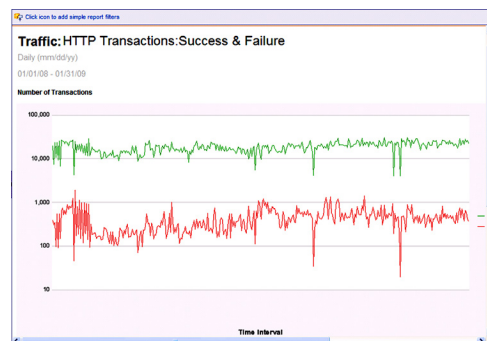


Figure 1: Transactions Success and Failure Report

Marketing Reports

Insights around site and subscriber usage, top-performing devices, and other traffic trends can be used to create precise campaigns that stem churn, improve the user experience and ultimately grow the subscriber base. Additional adhoc reporting assists business analysts in making census-level projections and tracking ROI-driven marketing initiatives.

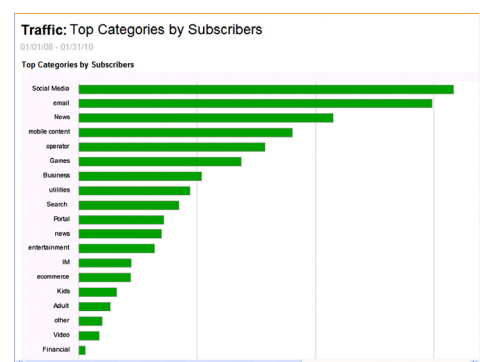


Figure 2: Top Category by Subscriber Report

Openwave Analytics Express

Key Features

Pre-defined reports

Analytics Express comes with a set of standard report categories such as data, device, traffic, subscriber and site usage that combine to give a comprehensive view of network and subscriber activity.

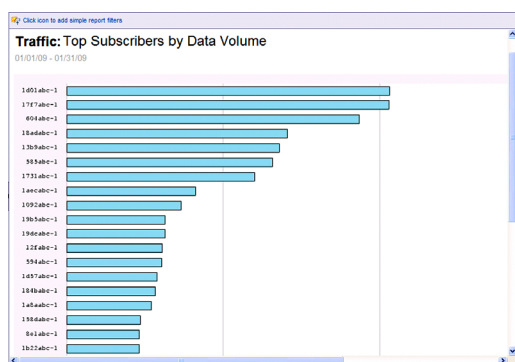


Figure 3: Top Subscriber by Data Volume Report

Unique subscribers/Active users reports

Tracks the general growth of unique subscribers in the network over time.

Top site usage reports

Illustrates the top sites by aggregate volume or by user to help address the dilemma around caching certain content or investing in on-deck promotions. In addition, a better understanding of site errors helps in optimizing/caching these sites to improve the user experience.

The heaviest data users also tend to be some of the longest and most loyal customers.

Source: Openwave Analytics Research Group

Top device usage reports

Provides a dynamic picture of the rapidly changing handset trends.

Predictive insights

Analytics Express provides powerful predictive analytic capabilities to help the service provider uncover trends and patterns, solve business problems, anticipate business changes and gain insights in real time through highly sophisticated algorithms.

Architected to scale

A highly available and extensible architecture ensures that multiple Petabytes of data can be processed quickly without any impact on business readiness. Additional nodes can be added quickly to accommodate changing business needs.

Low hardware footprint

An appliance is installed in the network, eliminating the need for heavy-duty database warehousing components.

System Requirements

Hardware:

Intel Xeon X7460, 6-Core, 2.66 GHz, 1066 MHz FSB, 130W Processors, 2 x 8 MB L3 Cache per Processor, 4 x 146 GB 10,000 rpm, 64 GB 667 MHz FB-DIMM Memory

Software:

Operating System: Linux 3.1

Business Intelligence Tool: Pentaho Community Edition 5.1

Base data feed supported: Openwave Integra 3.0

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About Openwave

Openwave Systems Inc. (Nasdaq: OPVW) is a global software innovator delivering context-aware mediation and messaging solutions that enable communication service providers and the broader ecosystem to create and deliver smarter services.

Building on our mobile data heritage, Openwave mobilizes the internet with predictive solutions based on real-time analytics that mediate among all the different ecosystem elements and enhance every mode of IP traffic. The result is a 360-degree view of users, the network, devices and services that enable our customers to proactively optimize network resources, launch smart mobile services quickly, and provide a contextually relevant user experience. Openwave is a global company with a blue chip customer base spanning North America, Latin America, Australia and New Zealand, Asia, Africa, Europe, and the Middle East. Openwave is headquartered in Redwood City, California. For more information please visit www.openwave.com.

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