IBM

Telecommunications.
Expand your range of Internet and IP services.

Highlights

- *Helps wireless telecommuni-cations providers gain first-to-market advantage for data services*

- *Integrates industry-leading technologies into wireless portal solution tailored for telecommunications*

- *Offers pilot program that encourages experimentation to find out what wireless system works best for customers*

- *Allows easy management and delivery of Web and enterprise applications to handheld devices*

Window of opportunity
Wireless Telecommunications Providers are aggressively shifting their offerings from voice services to data services to increase revenues and profits.

Driving that market is the widespread consumer demand for handheld devices to be connected to the Internet. At the same time, enterprises are now giving their employees immediate access to corporate intranets and applications no matter where they are located.

Researchers predict that as much as 50% of Internet access will be conducted over mobile devices in the next three to four years. As competition in the wireless arena intensifies, everyone from telecommunications providers to ISPs, ASPs, Wireless Local Loop providers, Mobile Virtual Network Operators, portals and content aggregators seek to gain a first-to-market advantage. They want to become the preferred wireless Internet and applications provider to consumer and enterprise subscribers.

IBM is doing it today
IBM was a pioneer in e-business and is leading the worldwide explosion of wireless e-business across many industries. Together with our global partners, including telecom equipment manufacturers, device manufacturers, and content and application providers, IBM is

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delivering to wireless telecommunications providers a wireless data service delivery infrastructure offering scalability, flexability, high performance and security features. This infrastructure—consisting of wireless portal, IP billing, data mining, Customer Relationship Management (CRM) system, and IP Backbone—can help you gain that first-to-market advantage.

Today IBM can provide a whole range of devices, software, servers, and people to implement them, with experience in:

- *Wireless Portals—gateways, transcoders, content push engines, subscription management, personalization management, location-based services, device management, security management, Quality of Services management*

- *IP Billing—transforming the legacy airtime and batch billing system to a realtime IP billing system*
- *Data Mining—providing high-value, personalized services through data mining and therefore reducing churn*
- *Customer Relationship Management—transforming the CRM processes and systems to sell and support a whole range of data services on top of the existing voice services*
- *IP Backbone—deploying the IP core network and IP at the edge-of-the-network, as 3G Radio Access Networks are being rolled out*
- *3G Planning—defining 3G services and service delivery infrastructures*
- *Hosting and Co-location—hosting in IBM Internet Data Centers the wireless service infrastructure of the wireless telecommunications provider*
- *Delivering wireless services to enterprise customers. IBM is the IT provider of choice to jointly define, build and deploy wireless services to enterprise subscribers.*

Pilot Program
IBM offers a pilot program in which you can experiment with various implementations to find out what works best for your customers. As needs dictate, we can develop a comprehensive wireless solution integrated with most of your customer's existing systems.

Bring your business to the Wireless Web now
To streamline the transition to wireless e-business everywhere, IBM has created a software platform—WebSphere® Everyplace Suite—that integrates industry-leading technologies in a quality wireless portal solution tailored to the telecommunications industry.

With WebSphere Everyplace Suite, you implement an IT infrastructure that will scale to a growing number of wireless devices. It also allows Service Providers, including wireless operators, ISPs and ASPs, to easily develop, manage and deliver Web and enterprise applications to a variety of devices, including cell phones and PDAs through GSM, CDMA and TDMA and other 2G networks, as well as 2.5G and 3G networks.

Connectivity across wired and wireless networks
WebSphere Everyplace Suite incorporates a wireless gateway that enables users to access information and services across a broad range of wireless and landline networks. It provides network protocol conversions, authentication, encryption and performance enhancements. The wireless gateway also supports today's wireless
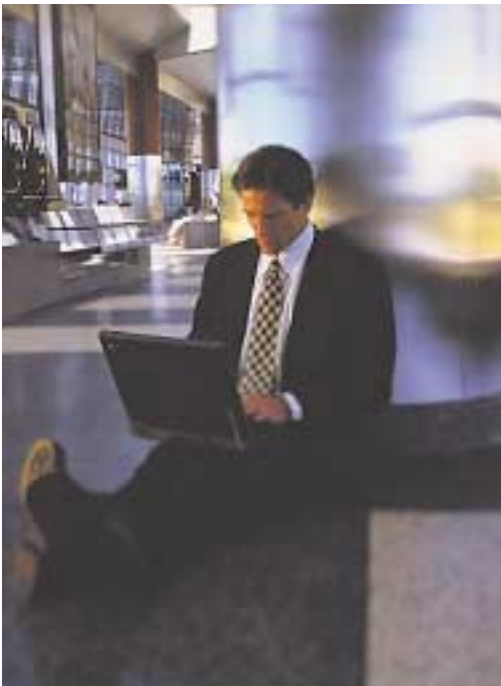
protocols such as WAP (Wireless Access Protocol). In addition, it incorporates a Java API that enables applications to send event-driven information to mobile users.

Scalability to meet future needs

WebSphere Everyplace Suite is engineered to simultaneously enhance network performance, handle peak hit rates, and accommodate rapid growth. Wireless gateway components, for example, help you optimize data transmission, increase network capacity, improve service, and enhance the user's online experience.

Security across a variety of networks

Trust concerns have led to high consumer resistance toward submitting private data to e-businesses. This is particularly true in a wireless environment. WebSphere Everyplace Suite's end-to-end security features, such as strong encryption and digital signature capabilities, are designed to help you put both you and your customers at ease.

Support millions of users

Mobile e-business solutions will be capable of supporting millions of users simultaneously. WebSphere Everyplace Suite enables you to manage numerous client devices, individual subscriber profiles, and applications, while providing mass customization options to be controlled by subscribers. Its modular architecture allows you to install just what you need to get started, and quickly and easily add new functions as needed.

Quick Start Engagement for Telecommunications

With Quick Start Engagements, IBM can help any Service Provider immediately begin to implement their wireless solutions to meet the needs of increasingly mobile customers. Leveraging the IBM WebSphere Everyplace Suite and IBM Wireless e-business services, Quick Start Engagement for Telecommunications lets your customers tap into your e-business or portal virtually whenever and wherever, through dial-up or wireless connection using a PDA (Personal Digital Assistant) or cell phone. With a handheld device, a customer can also use a personalized menu to transact business or conveniently retrieve e-mail.

The Quick Start Engagement is also designed to help you move rapidly from prototype to test model to market. For Service Providers, additional benefits include:

- *Improved customer service via enhanced service offerings*
- *Increased revenues potential*
- *Expanded customer reach*
- *More personalized customer service based on purchasing history*
- *Low-cost transactions*
- *Greater speed to new markets*

IBM is ready to help you "go wireless"
IBM can help you develop the right strategy and the right infrastructure to support you and your customer's move into the wireless arena. We also have the ability to rollout solutions to most geographies and to call on resources from across the world.

Learn how you can extend your company's services to reach new customers. For more information about IBM wireless solutions, visit **ibm.com**/pvc or call your local IBM Representative.

For Position Only

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