

Life Cycle Management

Business Cases



Overview

- Live Reply has been working on mobile solutions for 10 years
- Solutions and Use Cases cover many areas in the life-cycle product management arena, from device management to the deployment and operation of live production systems
- Live Reply can offer resource support or complete managed services for mobile and fixed line services
- Strong competence on all ITL processes
- Key competences in testing, assurance, troubleshooting and validation of solutions and services
- Management of solutions in hosting centers or in public and / or private clouds



Superstore

Key Facts

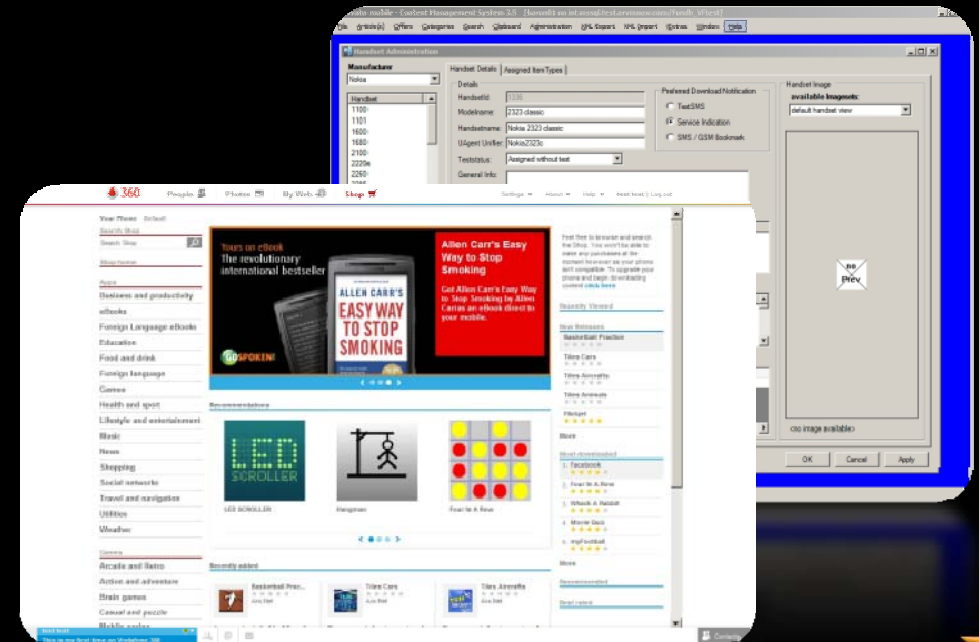
- A new component of our Clients proposition based on the Arvato CMS solution
- The Superstore is available to every OpCo to integrate new downloadable content
- Partners can access the Superstore to associate content to a specific device.

Challenge

- The Superstore is a new component of our Clients overall program.
- A large portion of the device has to be supported for the setup of the environment in order to provide platform access to a wide range of final users.

Solution

- Integration activity for present devices on the Vodafone market.
- Wide range of device characteristics are tested to enable the supported content for every device.
- Content type enabling according to the device characteristics.



OMA/CP Handset Management

Key Facts

- Our Client is going to expose to every OpCo a set of API for device Management.
- The OpCo will build applications to allow the final user to send settings to their phone.
- More than 500 devices to be supported.

Challenge

- Different brands support the standard with different approaches that requires service customization for each device.
- For every service a common set of attributes has been defined in order to support the widest number of devices as possible
- Device are aggregated via families, in order to use a common set of settings

Solution

- The Device Management Platform hosts the services
- An accurate test suite has been defined to determine the proper settings for a specific phone
- New devices are integrated every week and immediately available to every OpCo

The image displays a screenshot of the 'Device Management' web application. The top navigation bar includes 'Device Management', 'Administration', 'Configuration', and 'Customer Experience'. The main content area shows an 'OTA Provisioning Message' with instructions for configuration. Below this, there are fields for 'Phone Number', 'Service', 'Manufacturer', 'Model', and 'Configuration'. A 'Send' button is visible. On the right side, there is a 'Last 5 Commands' table with columns for 'Description' and 'Status'. The bottom part of the image features a process flow diagram with four steps: 'Create Template' (SSO), 'Add Service' (SSO), 'Initialize Service' (CA), and 'Use Service' (CC). Each step includes a brief description and a 'Settings' form. The 'Add Service' step shows a plus sign and a database icon. The 'Use Service' step shows a smartphone icon and an 'OTA' label.



People Solution Deployment & Operation

Key Facts

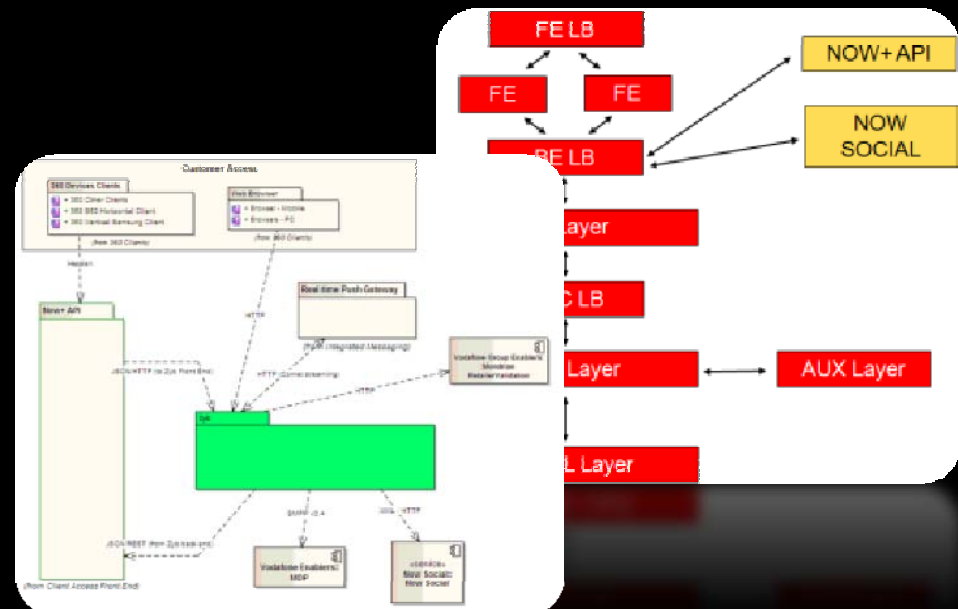
- Our Client has realized the People component of the whole Service Delivery Platform from the already existing services.
- It offers authentication services, a centralized storage for contacts and shared content.
- A wide range of devices is already supported.

Challenge

- The platform has some core functionalities that are required from other components.
- The integration of all components require a huge effort in configuration and maintenance.

Solution

- Deployment of every release of the component.
- Implementation of the monitoring system via NAGIOS
- Platform maintenance and monitoring to promptly detect and solve system failures.



Device Integration Team

Key Facts

- Our Client has a huge market penetration in mobile services.
- The MMS Mobixell Transcoder provide every user with content adapted to their device.
- Around 30 new devices from the global and country local portfolio, are analyzed, tested and managed for whole service platforms monthly.

Challenge

- Wide range of supported devices across the international Telco market.
- Also, devices with very similar characteristics require dedicated fine-tuning of their device profiles.

Solution

- A Reply team is integrating every device present in the Telco Market on both Platforms.
- Deep series of test performed to discover the handset capabilities.
- Device profiles are created for every device in order to provide the best user experience to the final user.



Thank you

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