

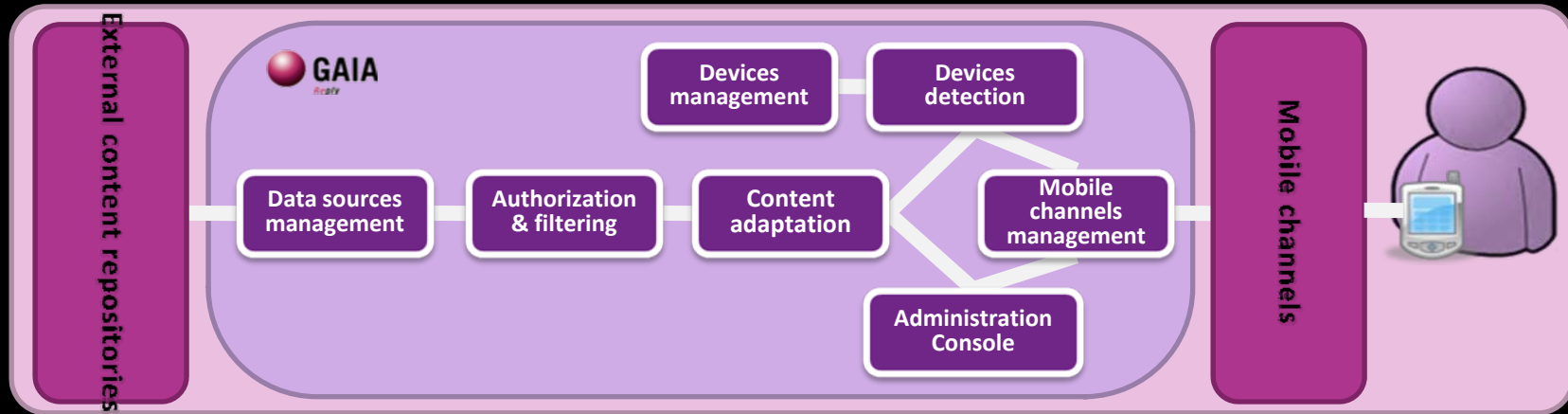
Gaia Reply™ as a Service

Mobile Living Framework



GAIA Reply™: Main Features

The flexible, scalable and economical solution to develop and deliver
multichannel mobile enterprise services



Data Sources Management

GAIA Reply™ makes it possible to extract data from heterogeneous sources (including ADV servers) and to aggregate them according to the logic required by the type of service

Authorization & Filtering

GAIA Reply™ can implement access control policies and manage content visualization according to user's permissions

Devices Management

GAIA Reply™ maintains an updated repository of device capabilities and characteristics based on UAProf, WURFL and customized data (over 5,200 mobile phones)

Content & Service Adaptation

GAIA Reply™ automatically selects and adapts contents and services according to the characteristics of the device that made the request. Further, the framework allows protecting content through the use of DRM functionalities.

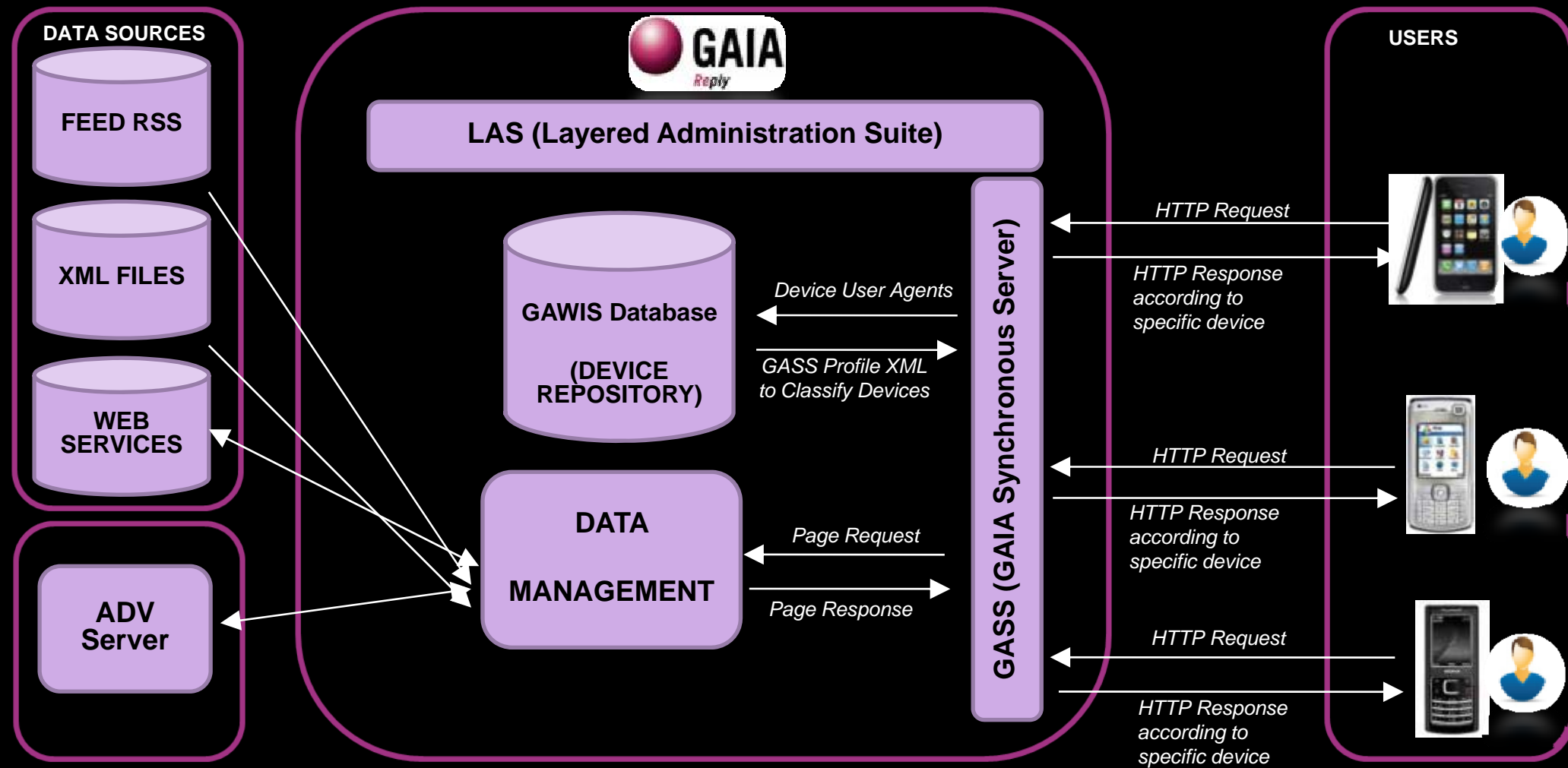
Administration Console

GAIA Reply™ Administration Console includes a useful feature that allows user to have a real time preview on each phone available in the device repository

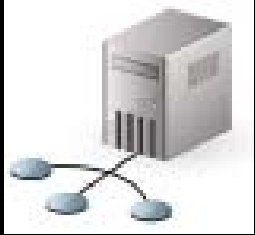
Mobile Channels Management

The services enabled by GAIA Reply™ are based both on synchronous interactions (WML or XHTML browsers or client applications) and on asynchronous interactions (MMS, SMS or WAP Push)

How GAIA Works



GAIA Reply™: SaaS, Online Delivery



If you're looking for a flexible; secure and scalable and investment-free option, you can opt for SaaS (Software as a Service). You will benefit from service upgrades and new features released and a high level of service on a fast, reliable infrastructure (cloud computing architecture)

Advantages:

- Latest **service distribution model** (cloud computing) through Amazon Web Services.
- Hosted GAIA Reply™, provided across the **Internet**.
- The **Software-as-a-Service** (SaaS) model frees up the IT department to concentrate on mission-critical or revenue-generating projects.
- **Fast deployment** of the solution (immediate access to resources).
- No software license fees & maintenance fees. Just **rent the software on a monthly fee**; the only startup cost left may be related to designing the service for your organization and implementing custom features
- **Automatic GAIA Reply™ upgrade**. Upgrades and fixes take place transparently, so your IT department does not spend hours on maintenance and support.

GAIA Reply™ is available on the Amazon Elastic Compute Cloud (EC2).

GAIA Reply™ on Amazon EC2 offers the most cost-effective and scalable solution requiring no hardware or software investments. The combination of GAIA Reply™ and the on-demand computing power of Amazon EC2 provide instant scalability and high-availability of your Mobile infrastructure.

With GAIA Reply™ on Amazon EC2 you can moreover use GAIA Reply™ in SaaS mode, customize it and integrate your existing business tools.

GAIA Reply™: SaaS

The provisioning of GAIA|Mobile|Framework as a **SaaS** is subject to the payment of a **monthly fee for usage**, depending on the number of service page-views.

Services included:



Access to new versions of the platform.



Help Desk 8x5 support (Monday-Friday; 09.00 – 18.00).



5 user accounts for access to the platform



Hardware



Service Storage



Network Traffic



Monitoring

Thanks

www.gaiareply.eu

www.reply.eu

