



AccuPROFILE™

CDMA OVER THE AIR DEVICE PROVISIONING

For CDMA Mobile Operators, **AccuPROFILE™** (OTA) will reduce the cost of provisioning and updating your mobile devices.

- › What does it currently cost you to provision your handsets either through your handset manufacturer, fulfilment house or manually in your retail stores?
- › How easy is it for you to update your mobile devices with preferred roaming lists (PRLs) so that you can maximise your roaming revenue?
- › **AccuPROFILE™** allows CDMA handsets to be provisioned and updated via SMS.

AccuPROFILE™ Operator Benefits

- › Removes the significant cost of provisioning services on the factory floor, through live-agent customer-care, at your distributor or by a third party.
- › Drives roaming revenue through advanced PRL Management.
- › Self service set-up through instant activation.
- › Provides faster time to market with new devices and new services.
- › Lowers operational costs by reducing the number of help desk calls.

Today:

Process

- Manual programming of every device
 - Distributor / Retailer
 - Operator Customer Service
- Train reps to program devices
 - Human intervention in the generation/ update/distribution of A-keys: security hazard

Support

- Reps (in either retail-outlets or Customer Service) have to walk customers through manual update of service parameters.
- No control over when and how deployed subscribers receive service-parameter updates

With AccuPROFILE™:

Process

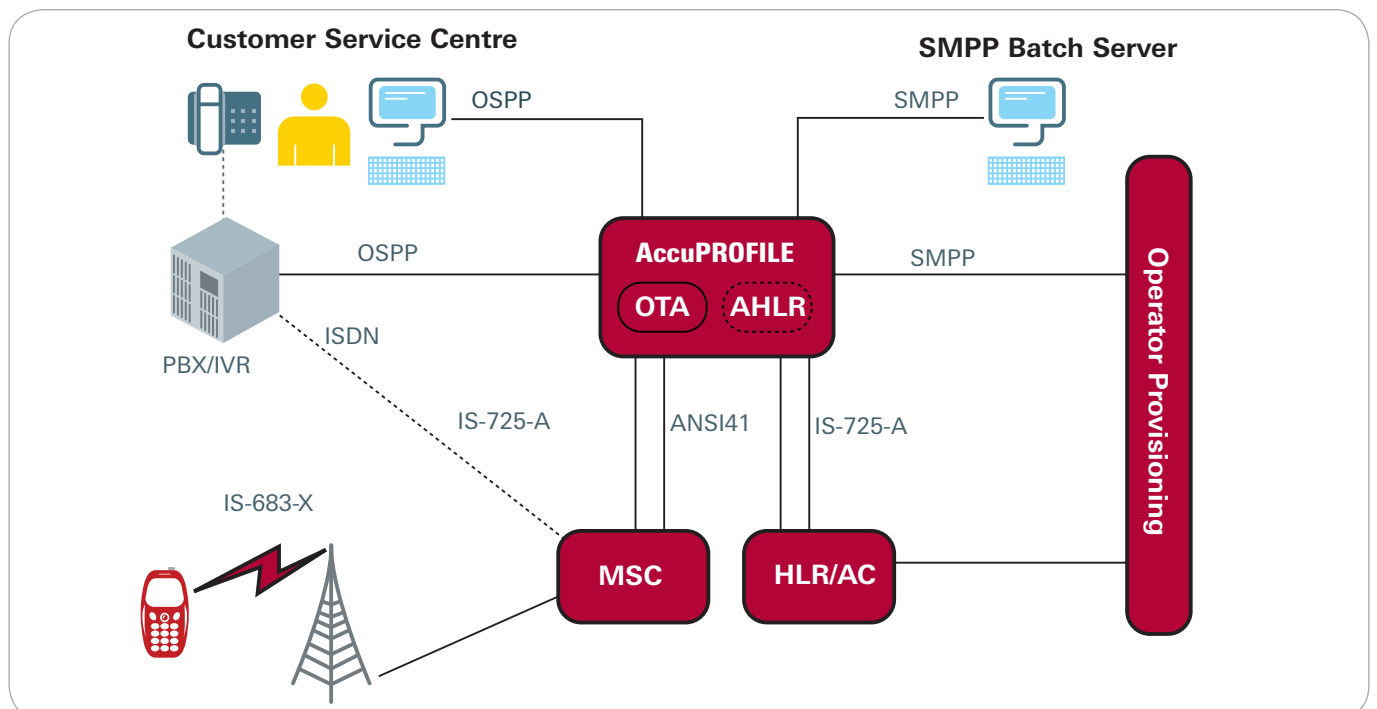
- Automated device programming by service-provider (OTAPA)
- Customer-initiated automated device programming (OTASP, using, e.g. Customer-Service IVR)
- Device Programming training not necessary
- Cost-saving on every service-parameter update transaction

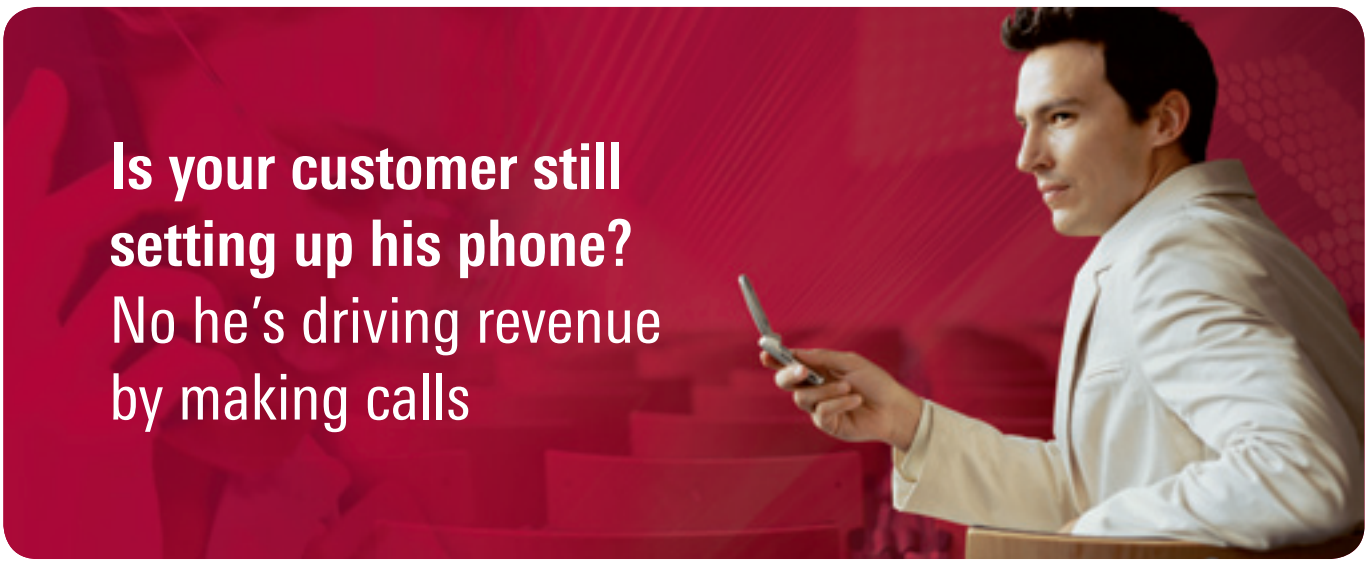
Support

- Support staff can initiate updates of service parameters, should user encounter errors
- Customers can initiate service-provisioning updates that proceed automatically over the air

AccuPROFILE™ Subscriber Benefits

- Improves subscriber satisfaction by providing personalised services that are compatible with the subscribers device
- Minimises the need for the subscriber to physically have to bring their device to a service centre
- Allows Subscribers to roam easily
- Enables subscribers to easily provision their device for new services without the need to call customer care
- Ensures devices work smoothly and are using the most up to date software
- Provides subscribers with a reliable and hassle free user experience





**Is your customer still
setting up his phone?
No he's driving revenue
by making calls**

Features

- › NAM Programming
- › SSPR (PRL) Programming
- › Authentication management
- › Initiate A-Key Generation
- › SSD (Shared/Unshared) Update
- › Re-Authentication for Voice Privacy, Message Encryption or Both
- › MEID (next-gen ESN) Support
- › Customised administration based on device capability
- › Upload of configuration parameters from device
- › Initiate Handset (Re)registration
- › Subsidy Lock management
- › SPASM
- › Supports SMPP as OTAPA service bearer
- › "Welcome" Messaging: CMT Service
- › Bulk updates supported by OTAPA
- › RUIM supported

Platform

- › HP-RP3440 with HP-UX 11i
- › HP OpenCall SS7/SIGTRAN
- › HP D380 for CMI

Standards

- › IS-683 Revision C
- › IS-725 Revision A
- › SMPP (OTAPA bearer) V3.3 & 3.4
- › OSPP (Customer Care Interface)

Functionality

- › Updates delivered by SMS with built-in retry
- › Mobile location and status inquiry direct to HLR
- › OTASP call stats posted to log handlers
- › Session Logging for audit trail
- › PRL Download by Line Range (to support AutoPRL)
- › Multi-User Java GUI for Customer-Care operatives
- › Configurable software alarms and a full range of statistics; alarms via SNMP Traps
- › High availability deployment
- › CDMA Management Interface: Web-enabled
- › OA&M Interface

About Accuris Networks:

Accuris Networks is a leading provider of Roaming Inter-Working and Convergence solutions. Established in 1997, Accuris Networks is headquartered in Dublin, Ireland with offices in the United States, China and Malaysia. Led by a team with unrivalled experience in service convergence and service continuity. Accuris Networks offers a suite of carrier-grade CDMA specific products that have been proven to increase revenue and subscriber satisfaction:

AccuROAM™ (IIF) - CDMA operators can enable their subscribers to roam to GSM networks worldwide

AccuROAM™ (FMC) - CDMA operators can enable their subscribers to roam onto WiFi networks

AccuPROFILE™ (AHLR) - CDMA subscriber profile manager and activation HLR

Accuris Networks solutions have been chosen by CDMA operators such as Alltel, Pelephone and Telecom New Zealand.



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