

Gemalto boosts LTE adoption and usage

Gemalto, a world leader in digital security, announced the latest version of its LinqUs Device Management solution, designed to help mobile operators provide subscribers with a seamless journey to LTE. It now offers operators real-time identification and automatic over-the-air configuration of their subscribers' 4G devices and instant promotion of targeted tariff plans and offers.

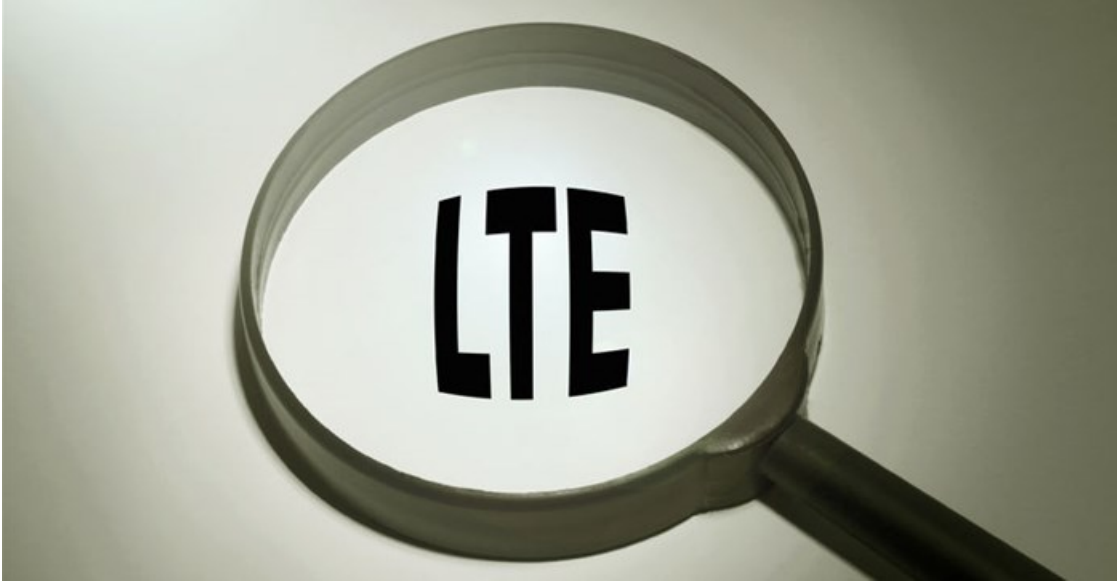


Image by 123RF

Key benefits include increased 4G adoption and usage by customers, faster return on investment in LTE networks, and improved subscriber retention. The proven Gemalto platform already manages over one billion devices worldwide, amongst which over 470 million devices in the Middle East and Africa.

This latest Device Management version reflects the increasing popularity of LTE-capable devices, which are expected to account for 72% of global smartphone shipments by 2020. It meets the operators growing need to focus on customer migration to higher value LTE plans.

The solution provides real-time insight and analysis of subscriber devices and data usage, and ensures an effective LTE adoption through improved personalised offers, loyalty programs and quality of experience (QoE). The capability to detect the LTE frequency bands supported by devices helps operators address the complexity of the LTE band fragmentation, thus ensuring usage uptake via promotion to the right device and user.

This new release also addresses the multi-SIM devices phenomenon: it can identify such devices and build loyalty campaigns to incentivize subscribers to stay on the operator network.

Fierce competition and decreasing ARPU in Africa have created the need for solutions that assist mobile operators to stay relevant. Gemalto effectively answers this need. “Our Device Management platform already has an extensive presence in Middle East and Africa where we have 38% of our customer references for this field-proven solution. The launch of the advanced version will further support our mobile operator customers in the region in their LTE migration and data boosting strategy,” says Sherry Zameer, senior vice president for Africa at Gemalto.

Because the mobile phone handset market in the Middle East and Africa is extremely fragmented, the enhanced solution is ideal – given that it is built around a unique database of over 170,000 device references from over 1,500 device manufacturers with full GSMA specification.

“The latest version of Gemalto’s Device Management will foster an even better instant customer intimacy. It delivers the user intelligence and analytics needed to enhance subscriber 4G experience, build revenue, address device fragmentation and strengthen loyalty,” said David Buhan, senior vice president for Mobile Subscriber Services at Gemalto. “As operators continue their quest for ever greater speed and capacity, Gemalto is equally committed to a roadmap that embraces 4.5G and beyond.”

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