

Personal Life Mobilizer - Push Mail Edition

Mobile email, everywhere and anytime



TELECOMMUNICATIONS > SOLUTIONS

Mobile email - the great untapped opportunity

Every day 210 million emails are sent over fixed-line internet, making this one of its most successful services. And according to a recent 50,000-consumer survey from Nielsen, 32% of European users and 28% of US users would like to receive email on their mobile in real time. In emerging countries, where internet penetration is lower, the demand for such a service is even higher.

The real challenge for operators is to convert this demand into a successful commercial service, easy to use and available on any mobile.



Push mail edition : a solution for all

Using different channels according to handset capabilities, Gemalto proposes a Push Mail solution to serve your entire subscriber base:

- > **Maximize market reach with Push Mail SMS** - Push Mail for the whole subscriber base. This solution is compatible with 100% of handsets and supports email reception on the mobile phone using the SMS channel.
- > **Provide more convenience with Push Mail MMS** - This extends Push

Mail SMS to bring content such as files or pictures to MMS-compatible handsets. It allows subscribers to receive, send and back-up emails over the MMS channel.

- > **Full mobile email functionalities with Push Mail Handset Client configuration or download** - Give your subscribers the freedom to receive and send email on the move. With a simple and quick automatic handset configuration, subscribers can configure or download an email client on their mobile to receive and send full email from their mobile at anytime, anywhere.

Break into the world of mobile email

With **Push Mail Edition**, Gemalto simplifies the mobilization of email and enables operators to democratize and offer extended e-mail services to a wide consumer audience, with almost no limitations.

With Push Mail Edition, operators' subscribers benefit from anywhere, anytime email reception through a 3-in-1 service including:

- > Aggregation all the subscriber's mail accounts on a single inbox
- > Automatic handset configuration to enable the service
- > Real time reception on the mobile phone of all e-mails coming to this inbox

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Powerful handset support

Gemalto runs a dedicated Device On-boarding and Client R&D program to continuously extend the device support base for the latest mobile phone operating systems and platforms

> Native Device clients support:

We have reference tested and certified over 1000 mobile phones to ensure support for Over-the-Air Configuration including OMA EMN, E-mail and browser content optimization for the mobile interfaces.

> Gemalto Device Client Suite:

Over 450 Smartphones and Feature Phones are additionally supported for E-mail Synchronization with a Gemalto dedicated mobile client

Best-in-class customer journey for optimum service take-off

Accessibility, ease of use and promotions - Gemalto has integrated all the elements needed to make the launch of your mobile email service a success:

> Multiple access points

Gemalto offers multiple entry points to the service - from the web, from the mobile Internet, at the point of sales or even from the SIM - to ensure that every customer can access the configuration wizard and launch its push mail service.

> Easy configuration

Gemalto provides a very comprehensive and simple to use wizard to configure the push mail service. So in less than three steps, user can enjoy real time delivery of email on their mobiles.

> Service auto-promotion

Thanks to the unique combination of SIM and handset technologies, Gemalto goes one step further, to engage the user at handset power-on. A welcome message can be displayed from the SIM inviting end-users to subscribe to the service and configure the push mail service by entering the account login and password. As a result of this approach, Gemalto services achieve a better uptake rate than any other services on the market.

Operator Benefits

- > **A popular service available for the whole installed based:** The first true consumer push mail service available for the mass market, on any mobile phone.
- > **Reduces churn efficiently** by storing subscribers' personal email on the operator's servers
- > **Opens up new revenue streams:** operators can increase SMS and data traffic and consequently generate significant revenues by offering this new service with flexible business billing models
- > **A key differentiator:** a top of the wish-list service is now within the reach of most users

Key Product Features

Personal Life Mobilizer – Push Mail edition provides:

- > **A mail service which auto-adapts to every handset family**, from simple prepaid phones to high-end feature phones with native mail clients
- > **Multi-channel:** SMS, MMS, OMA EMN protocol, OMA DS synchronization standard for Windows Mobile and Symbian 60
- > **Multi-protocol:** unifies standards like SMTP, POP3 and IMAP4
- > **Multiple access points** to email configuration wizard from the SIM menu, the mobile internet or the web
- > **Converter of email to MMS**
- > **SIM welcome message** and auto-configuration to increase service penetration rate
- > **Control** over which e-mails are synchronized (filtering)
- > **Filtering** of e-mail to prevent need for excessive airtime
- > **Real time reception** of e-mail using standard device functionality
- > No need for 'always on' connection; no need for handset polling
- > **Standards-based solution:** no proprietary protocols or clients, no handset limitation
- > **Flexibility** for various billing models

End User Benefits

> E-mail on the move for all

- Real-time email reception, on the move, means increased responsiveness
- Always in the loop, whatever the handset model

> Great user experience

- Welcome message eases service discovery
- Convenient configuration by proven Gemalto Over-The-Air Configuration and Mail Collection Setup Wizards
- Personalized mobile e-mail environment with rules-based control of email received

