



CALLUP
ONE1 TELECOM DIVISION



MDM+ Redefining Mobile Device and SIM Management

A single touch point for all your device and SIM management needs, giving you the edge through streamlining:

- MDM+ includes a Device Management (DM) solution, including ADD, automatic device configuration, device profiles and TAC database, including update service
- MDM+ supports LTE (proven LTE installations)
- MDM+ includes an OMA DM server, enabling FOTA and software management, and is an enabler for M2M solutions
- MDM+ is vendor independent and works with all SIM vendors out of the box
- CALLUP is solely focused on MNOs, so our features are built based on customer's needs
- CALLUP's experience allows the customer very fast time-to-market
- CALLUP SIM OTA has integrated Steering of Roaming (not offered in this case)
- Independent of SIM vendor
- MDM+ supports OTAF, OTA SIM, DM in one platform. Alternatively, it can be deployed separately as required.

CHALLENGES

As networks evolve, keeping operations streamlined is becoming critical, in order to minimize investments in CAPEX and OPE.

THE SOLUTION

MDM+ helps you keep devices up to date so you can provide your subscribers with the latest Value Added Services, driving up revenues and assuring positive customer experience, increasing customer loyalty to your brand. All this while supporting both your legacy network and your broadband network. That is what we call "Ultimate."

ENDLESS POSSIBILITIES

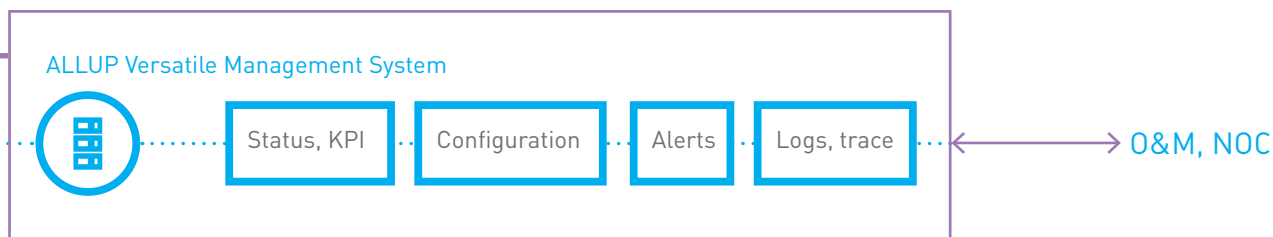
Activate, provision, control, configure, update, lock, wipe and back-up are just a small part of what you can do with the MDM+ platform. Encompassing rich data mining capabilities, MDM+ empowers you with insights and information that matters – helping you realize your network assets.

EXPERIENCE

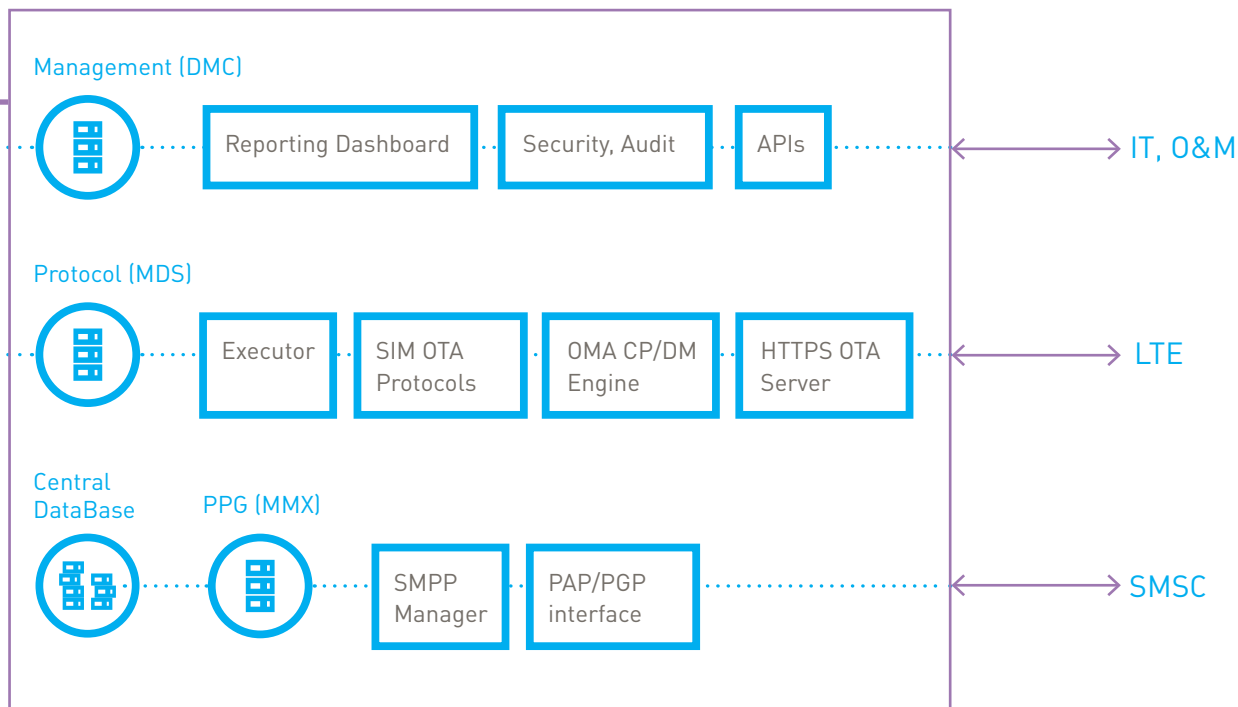
At CALLUP, we have combined over a decade telecom experience with customer feedback to present you with the ultimate device management central control unit.

MDM+ Main Platform Components

CVMS



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MDM+



MDM+ Key Features:

FUNCTIONALITIES

Automatic Device Detection and Configuration (OMA CP, OMA DM)
 FOTA - Firmware Updates
 Software & Application Management
 Inventory Management
 Diagnostics & Monitoring
 Lock & Wipe
 SIM OTA Parameter Administration, Service
 Provisioning and Activation (CDM)

SYSTEM INTERFACES

Extensive Device Repository
 Equipment Identity Registry
 Logs & Reports
 Scheduler & Campaign Manager
 Multi Tenancy & Enterprise
 Profile Support
 API's
 Configurable Rules Engine including Location Based rules.

CONFIGURATION & SETTINGS

Browsing (i.e. APN, homepage, Wi-Fi, etc.)
 MMS Gateway
 DM Bootstrap
 Video Streaming
 AGPS
 E-mail Accounts & SyncML
 VPN, LDAP, Password Policy

For more information please visit us on the web at:

www.callup.net or via e-mail: info@callup.net

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