Openwave Mobility and Sandvine Collaborate to Empower Operators to Pursue Large-Scale Monetization Opportunities

Joint solution helps operators avoid the traditional complexities of multi-vendor product deployments to rapidly create and deploy premium services and pricing models

NEW ORLEANS, LA., Competitive Carriers Associations’ Global Expo Conference – April 17, 2013 Openwave Mobility, a software innovator enabling operators to manage and monetize growth in mobile video and web traffic, announced that the company is collaborating on a joint solution with Sandvine (TSX:SVC), a leading provider of intelligent broadband network solutions. The collaboration will enable mobile operators, to deliver advanced monetization capabilities by empowering them to rapidly introduce new Layer 7 services including targeted video optimization, innovative pricing models, and subscriber self-care.

Sandvine’s Policy Traffic Switch offering advanced traffic classification and steering at 120Gbps throughput per unit, combined with Openwave Mobility’s Integra4, value-added Services (VAS) platform with throughput of 100Gbps of Layer 7 traffic, provides operators with the most scalable mobile data applications solution available on the market today. The combination of the two companies’ products offers operators a solution whereby data traffic can be classified at line-rate and appropriate Layer 7 application traffic can be steered to Integra4 to apply services. These services can include video optimization, parental controls or even dynamic content insertion for engaging users with inline promotions. These promotions typically include new Application-based Price Plans which are easy for subscribers to adopt and are known to lead to significant incremental ARPU increase.

In addition to eliminating traditional complexities associated with operator deployments of multiple vendor products, the joint, best of breed Sandvine-Openwave Mobility solution allows operators to quickly realize the true value of service innovation and positions the two companies at the center of Policy Enforcement and Policy Engagement.
“Sandvine’s legacy of accurate traffic classification and redirection technology provides the most granular control of video assets available today,” said Don Bowman, CTO, Sandvine. “By redirecting only relevant video traffic, the Sandvine-Openwave partnership provides operators with a scalable solution that reduces latency and increase quality of experience for video subscribers worldwide.”

The joint Sandvine-Openwave Mobility solution demonstrates tight integration of the control and data planes which is central to emerging next generation network technologies. This allows operators to create (in the cloud/on the fly) and deploy new service management capabilities, including web and video content filtering and optimization, and real-time subscriber engagement for offering innovative data plans. The Sandvine-Openwave Mobility solution has been successfully trialed with live traffic by a North American operator.

“Empowering operators to intelligently steer data traffic at high speeds for video optimization, and to launch meaningful data promotions to targeted subscriber segments is now a must-have, for any operator looking to monetize their wireless data infrastructure,” said Indranil Chatterjee, VP Product Management, Marketing & Strategy, Openwave Mobility. “Moving forward, there is opportunity for advanced subscriber engagement capability, and inline subscriber interaction which will increase subscriber uptake of targeted data charging offerings because they are in control of how they use, and pay, for mobile data.”

The joint solution from Sandvine and Openwave Mobility will be available in calendar Q3 2013. For a demo, visit our booths at the CCA Global Expo Conference on April 17-19, 2013. Openwave Mobility is located in booth #142 and Sandvine is located is booth #203.

About Openwave Mobility
Openwave Mobility empowers mobile operators to manage and monetize the growth in mobile video and web traffic. By analyzing the data network and individual subscriber habits, it reduces congestion exactly where it appears while creating new revenues through personalized data plans. The company operates within the policy control and charging space, with solutions including Mobile Video Optimization, Mobile Data Charging, Subscriber Data Management and Mobile Analytics.
Openwave Mobility delivers over 40 billion transactions daily and over half a billion subscribers worldwide use data services powered by its solutions. The company’s global customer base consists of over 40 of the largest communication service providers including AT&T, Du, KDDI, T-Mobile, Telefonica, Telstra, Virgin Mobile & Vodafone.

About Sandvine ……
Sandvine’s network policy control solutions add intelligence to fixed, mobile and converged communications service provider networks to enable services that can increase revenue and reduce network costs. Powered by Sandvine’s Policy Engine and SandScript policy language, Sandvine’s networking equipment performs end-to-end policy control functions including traffic classification, and policy decision and enforcement across the data, control and business planes. Sandvine’s products provide actionable business insight, the ability to deploy new subscriber services and tools to optimize traffic, while enhancing subscriber Internet quality of experience.

Sandvine’s network policy control solutions are deployed in more than 200 networks in over 85 countries, serving hundreds of millions of data subscribers worldwide, www.sandvine.com.

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For further information:
Openwave Mobility Inc.
Paula Holland
Public Relations
Paula.Holland@owmobility.com
Tel: +1-650-480-5640

For EMEA Inquiries
Openwave Mobility
Martin Smith
Sonus PR
Martin.Smith@sonuspr.com
Tel: +44 20 7851 4850