

WAP GATEWAY

Customize Subscriber Experience with Enhanced Tools

Helping subscribers navigate the mobile Web is one thing; being able to interpret their behavior is quite another.

Use the Interop Technologies WAP Gateway to intelligently create a feature-rich WAP deck with strong, effective branding, tailored to your subscribers based on their browsing habits.

➤ GAIN COMPLETE VISIBILITY

With the Interop Technologies WAP Gateway, you can easily identify and monitor top links, content, and off-portal traffic. Our comprehensive tool set enables you to instantly validate and manage links and images in your customized WAP deck, further enhancing your subscribers' experience. In addition, the tool set enables validation, creation, editing, deleting, reordering, publishing, and resorting of links, as well as the ability to add and change clickable URL images (marketing) on individual pages.

In addition, the tool set gives you the ability to brand the WAP deck. Set font color, font type, font size, background color, border-width size, row spacing, text display layout, and more. You can even specify which Page Style is to be used for a given handset type.

uncover subscriber habits

Use the visibility into your subscribers' browsing habits to identify hot WAP sites and design your deck. The Interop Technologies WAP Gateway has the capability to render deck pages based on subscriber device characteristics. A test environment allows you to check all changes prior to production.

➤ SCALE UP ANY TIME

Using the latest techniques in clustering and load balancing, our WAP Gateway is massively scalable. You can deliver all the news, sports, weather, entertainment, and business content your customers demand, wherever and whenever they want. Grow your subscriber base with complete confidence. Our integrated Push Proxy Gateway (PPG) is modular, so you can add capacity any time.

CHOOSE FROM FOUR DEPLOYMENT OPTIONS

Interop Technologies offers four flexible deployment options:

Hosted—Share technology in a service bureau environment.

Modified Hosted—Deploy our solution at your site without capital expense; we manage it for you.

Turnkey—Purchase our solution outright for on-site deployment.

Turnkey with Managed Services—Purchase our solution outright; we handle operations and management.

All four options include our world-class technology, and our architecture enables easy migration from hosted to turnkey if and when your business requires a different strategy.



4 ways
to
deploy

➤ ENHANCE SUBSCRIBER EXPERIENCE

Our superb, easy-to-use management tools enable unprecedented intelligent customization of subscriber interfaces and reduce operating expenses. Your marketing staff can manage the WAP deck branding, conserving IT and engineering resources for more technical tasks.

➤ GENERATE ADDITIONAL REVENUE

The optional WAP Day Pass functionality enables you to give both prepaid and postpaid non-WAP subscribers access to the WAP Gateway for a given period of time based on multiple rate plans. This optional feature provides additional revenue opportunities and can potentially increase WAP usage by adding new subscribers.

➤ COMBINE OUR SOLUTIONS

Interop Technologies also offers a fully integrated MMSC/WAP Gateway solution. Save time and money by bundling solutions.

➤ HOST UNTIL YOU'RE READY TO BUY OUR TURNKEY SOLUTION

Don't allow resource constraints or evolving business environments dictate your long-term strategy. Unlike other hosting companies, which can only provide long-term hosted solutions using another company's technology, we can easily migrate your services from our hosted to turnkey solutions. Should your business plans change and you decide to migrate, we help you make the transition smoothly and quickly.

The technology is exactly the same for hosted and turnkey. Common interfaces for users, customer care, billing, and reporting simplify the migration process. With other providers, disruption occurs from switching technologies, vendors, and tools, often just as services become a critical part of your business.

Interop Technologies offers a simple migration path from hosted to turnkey, providing exceptional deployment flexibility.

➤ SAVE MONEY WITH GLOBAL HOSTING

Distance is no obstacle to value. We use the latest in connectivity to deliver all our solutions over IP around the globe with reliable, cost-effective transport.

➤ PROVEN PARTNER

Interop Technologies has a proven track record and is a trusted business partner. We are well-positioned to support the next generation of core technologies whether in the wireless, broadband, or traditional telecommunication space.

KEY BENEFITS

Comprehensive, intelligent WAP site administration tool set

Feature-rich, intelligent WAP deck creation and branding

Optional WAP Day Pass functionality (prepaid and postpaid, multiple rate plans, and billing)

Detailed Web-based reports that provide visibility into subscribers' browsing habits

Full integration with Interop Technologies MMSC for complete data suite

Support for existing premium content relationships

Increased scalability with efficient modular design

Simple migration from hosted to turnkey