

IMEI Tracking

Network

- Revenue increase ★★☆☆☆
- Cost optimization ★★★★★
- Churn reduction ★☆☆☆☆
- POS visit increase ★☆☆☆☆



When changing handsets, end users lose their personal settings, such as SMS-C number, MMS and a WAP configuration. As a result, hotlines get very busy, creating huge call center costs for mobile network operators. The **IMEI** (International Mobile Equipment Identity) **Tracking** by Oberthur Technologies provides mobile network operator with IMEIs on the field for automatic configuration of the connection parameters.



When the SIM Card is inserted in a new handset, the **IMEI Tracking** application will detect the change of device and send a data message with IMEI and IMSI (International Mobile Subscriber Identity) to the mobile network operator.

When the IMEI is received, the mobile network operator can perform a remote update of the new mobile phone.

End users can enjoy all the network services with no delay.

Benefits

■ For mobile network operators

- Increase data/voice traffic
- Reduce customer care cost
- Gain customer knowledge
- Get visibility on handsets on the field
 - Know handsets capabilities to launch new services
 - Deliver the best kind of content
- Report stolen handsets
- Enhance user's experience and satisfaction
- Works on all SIM cards, including JavaCards and 2G/3G cards

■ For end users

- Transparent: no action required from the end user
- Automatic configuration in case of mobile change
- Data/voice services always available
- Gain efficiency and speed in technical assistance
- Make the most of your latest handset
 - Allows a full exploitation of the 2.5G and 3G handset capabilities
- Works in roaming

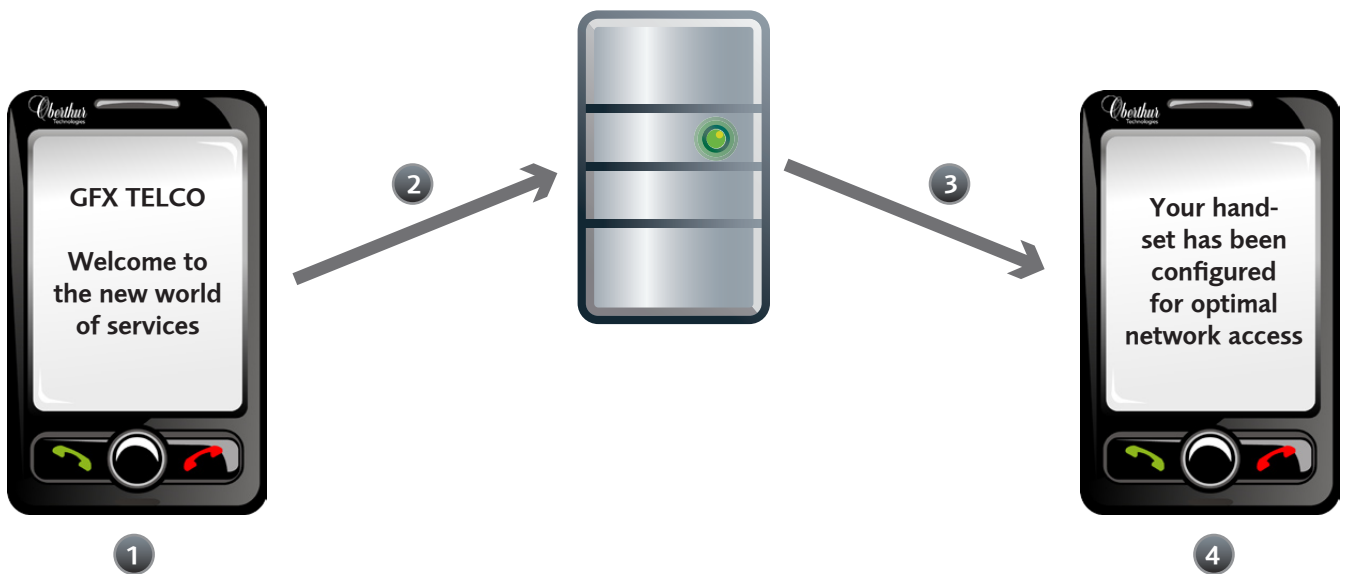
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Use Case

Bob receives a message from GFX Telco about a promotional offer for a \$200 discount on a new handset. Bob goes to the GFX Telco shop to purchase this handset and inserts his SIM card in it (1).

On the power on, the IMEI Tracking application is triggered and automatically sends a text message with the IMSI and the IMEI to the mobile network operator (2).

In return, GFX Telco can remotely configure the new handset and gain customer knowledge (3). Bob's new phone is now ready for all network services (4).



Technical Requirements

■ SIM

- Size: 2 Kbytes
- JavaCard 2.1 or more
- Server interaction

■ Handset

- Events: Display text, send SMS to SME, first command after select.
- Handset commands: Terminal profile, terminal response.
- Proactive commands: Poll interval, provide local, send short message, polling off, provide local info.



SIM Applications and Browsers

Empower every (U)SIM with smart applications to increase revenue for operators, to bring new features to end users, to open a new market for new partners. Get access to more than 50 applications to generate ARPU (increase calls, SMS, data traffic, etc.) or optimize costs. Offer to your end users an access to SIM-based services: it is easy, flexible and reliable.