

# UniverSIM<sup>®</sup> Sync

Convenient phonebook management:  
an ideal service for customer satisfaction



UniverSIM<sup>®</sup> Sync is G&D's phonebook management solution, which enables subscribers to automatically back up and restore their SIM phonebook entries and allows the synchronization with handsets or PC software such as Outlook<sup>®</sup> via SyncML.

Phonebook management gains importance in times of migration from 2nd to 3rd generation mobile networks and with the necessity of more and more sophisticated mobile services. To boost the voice and data traffic, a well managed phonebook is the key, which also binds the customer to the operator.

The SIM is and will remain the primary location for the secure storage of critical data. The personal information stored on the SIM is of great value to the subscriber. Currently this mainly includes phonebook and SMS message storage, but could be extended to cover WAP URLs, passwords, and digital certificates as well as any service depending on provisioning data.

The solution enables SIM data to be automatically backed up to a network server and to be restored to the same or to another SIM in case of data loss, SIM loss, or an upgrade to a new SIM.

## How it works

UniverSIM<sup>®</sup> Sync is a solution that facilitates automated and remote management of the SIM phonebook. When a change to an entry or new entry is detected by the UniverSIM<sup>®</sup> Sync applet, the SIM-based application sends this information via SMS to the UniverSIM<sup>®</sup> Sync Gateway.

This information is then stored in a database from which it is published for access via the web or made available to a SyncML server, which allows the further synchronization with other



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phonebooks from handsets or applications such as Outlook®.

The UniverSIM® Sync applet is a SIM resident application that monitors and manages the SIM's files. It was developed to operate on Java Card™ SIM cards.

The UniverSIM® Sync Gateway integrated with appropriate network elements, controls interaction between the SIM and the network and manages the synchronization with SyncML Server from different vendors. It was designed to operate on industry standards, telco-grade

hardware, and operating system platforms, and is highly scalable and resilient. UniverSIM® Sync uses SMS as its messaging technology, which implicates no additional investment in new infrastructure. In addition, it is already prepared to support GPRS or UMTS. This makes it ideal for the 2/2.5/3G migration process.

#### Operator benefits

- The product works in the background and does not require any change in the consumer behavior
- Smooth integration into any SyncML environment

- Ideal instrument in the rollout scenario for new SIM cards
- Interoperable across multiple vendors
- Fulfils the growing need for protection against theft and loss of data
- Charging for this service results in direct ARPU
- Customers will return immediately to their old spending habits following phone loss or theft
- Reduces churn as the phonebook data held by the operator increases the switching effort for customers

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