

Usage & Benefits of SIM Card for MVNO

Objectives:

At the end of this course you will:

- ✦ Understand the role of the SIM in a wireless environment for differentiation purposes
- ✦ Be able to optimize cost of operation, distribution & logistics
- ✦ Have an overview on Value-added-Services & their related technologies
- ✦ Benefit from field experience on existing VAS solutions
- ✦ Be able to evaluate future State-of-the-Art technologies & Services

Key Topics:

- ✦ SIM
- ✦ USIM / 3G
- ✦ SIM Application Toolkit & Value-Added-Services
- ✦ Distribution of SIMs & Services
- ✦ Handset provisioning
- ✦ OTA : Remote Management & Security
- ✦ ETSI – 3GPP Standards Overview

Who should attend:

- ✦ Marketing Staff
- ✦ Project Managers



As a Mobile Virtual Network Operator (MVNO), it is instrumental to differentiate your offer in a cost-efficient way. To achieve this, a key asset for you is the SIM & its related Value Added Services (VAS) and Applications; from distribution to VAS implementation. Gemalto offers you to benefit from its long experience & expertise in SIM cards.

This one-day seminar allows you to fully understand the role of the SIM in wireless environments and to evaluate services already on the market and key for MVNOs to achieve their objectives, also to understand forthcoming state-of-the-art technologies to imagine new kinds of SIM usages

Each training session consists of:

- ✦ A complete course manual

Pre-requisites:

- ✦ Understanding of the wireless market
- ✦ This course is held in English

Duration: 1 Day

Course fee:

Please refer to regional schedules on www.gemalto.com/training or contact us: <http://www.gemalto.com/training/contact.html>

Location:

Gemalto Training Centers. For on-site training, please contact us.



Course Schedule:

Day 1
<p>Role of the SIM Card in your mobile environment</p> <ul style="list-style-type: none"> ✦ Basic functions of the SIM ✦ Subscriber Identification & Authentication in the GSM network ✦ Basic Services provided by the SIM ✦ Value Added Services (VAS) in the SIM <p>SIM Card Architecture, Operation & Applications</p> <ul style="list-style-type: none"> ✦ SIM card architecture ✦ Manufacturing: Pre & post-issuance data overview ✦ Operation Modes & Security: <ul style="list-style-type: none"> - GSM (Network Authentication & Services) with a focus on MVNO specific services & features (SPN, Roaming) - VAS with SIM Application Toolkit - Securing VAS with the SIM Card - Over-The-Air (OTA) remote SIM management process <p>What you should know about Technologies & Standards</p> <ul style="list-style-type: none"> ✦ Introduction to Main standards and governing organizations ✦ Main smart-card related technologies: SIM Toolkit, Java Card, SIM browsing, OTA ✦ Positioning of the technologies and related services ✦ Future proof services: Secure Remote upgrades (OTA-Global Platform) ✦ Compatibility and interoperability: Development & deployment issues (SIM Toolkit, Java Card applets) <p>Today's Value Added Services in SIM: Examples and Benefits</p> <ul style="list-style-type: none"> ✦ Real-life examples of deployed services: Architecture and different actors - Benefits for operators, subscribers, content providers. - Ease of usage & maximisation of service uptake - Adapted Service Presentation to different market segments - Enriched voice services with SIM-based call management functions <p>How to optimise cost of Operation, Distribution & Logistics</p> <ul style="list-style-type: none"> ✦ MySIMcopier: a means to capture easily new customers, turning competitor's churn into an advantage ✦ SIM distribution to minimize logistic cost ✦ IMEI tracking (for handset provisioning) ✦ Self care profile: user personalization of card through your website ✦ Outsourced OTA VAS & SIM management <p>Evolving Technologies & Services</p> <ul style="list-style-type: none"> ✦ Future developments in network and card-related standards & technologies: 3G, J2ME & DRM ✦ Potential services and role of the smart card <p>Conclusion</p>

Related Courses:

<p>Usage & Benefits of SIM Card for MVNO (T1014S)</p>	<p>SIM, STK & OTA Basics (T1001I)</p>	<p>USIM in 3G Networks (T1002I)</p>
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