



Device Base Analysis

Sicap DBA helps quickly **OPTIMISE YOUR DEVICE BASE** and maximise its yield.

In an ever-growing mobile phone market **UNDERSTANDING THE CAPABILITIES AND CHARACTERISTICS OF MOBILE DEVICES**, their compatibility with services and their weaknesses and strengths becomes increasingly important for the end-user's seamless experience.

Sicap device services support operators in managing device knowledge to save customer care costs and increase revenues by optimising device and service performance.

The Device Base Analysis provides operators with a series of reports that break down device types in their network according to models and features.

Using your network data, Sicap retrieves **IMEI RECORDS OF ACTIVELY USED DEVICES**, identifies models according to their TAC (Type Approval Codes) and analyses their capabilities by comparing them to an extensive device capability database.

The result is a complete picture of devices used – models by popularity, feature types by percentage, information on the capabilities of these devices etc.

POPULAR USECASES of the Device Base Analysis are:

1. understand device popularity trends
2. monitor technology uptake
3. compare feature sets of different brands
4. identify devices entering your network uncontrolled
5. analyse device/service compatibility
6. measure success of campaigns
7. study handset evolution and trends in your network

Leveraging the data retrieved, DBA will support you in:

Clean up your device offer: detect device feature overlaps to propose tailored device replacements to your end-users and reduce variety.

Avoiding premature mobile service investments: internal device test department are not likely to have information on compatibility for new services. DBA states the devices in your network compatible with your new service: Predict usage of the new service to optimise your marketing efforts.

STRATEGIC BENEFITS

- Extensive device composition and feature type report, adapted to your needs
- Quality coverage information, based on active subscriber devices
- Facilitates strategic decisions through accurate usage projections
- Leverages new investments through targeted marketing and campaigns
- Reports are available on demand or periodically with a service contract
- Sicap is your single entry point for all device-related information issues

For a sample of the Device Base Analysis report, contact

handset@sicap.com



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Sicap's Device Base Analysis services relies on a comprehensive database of devices with currently

- more than 41'500 recognised models

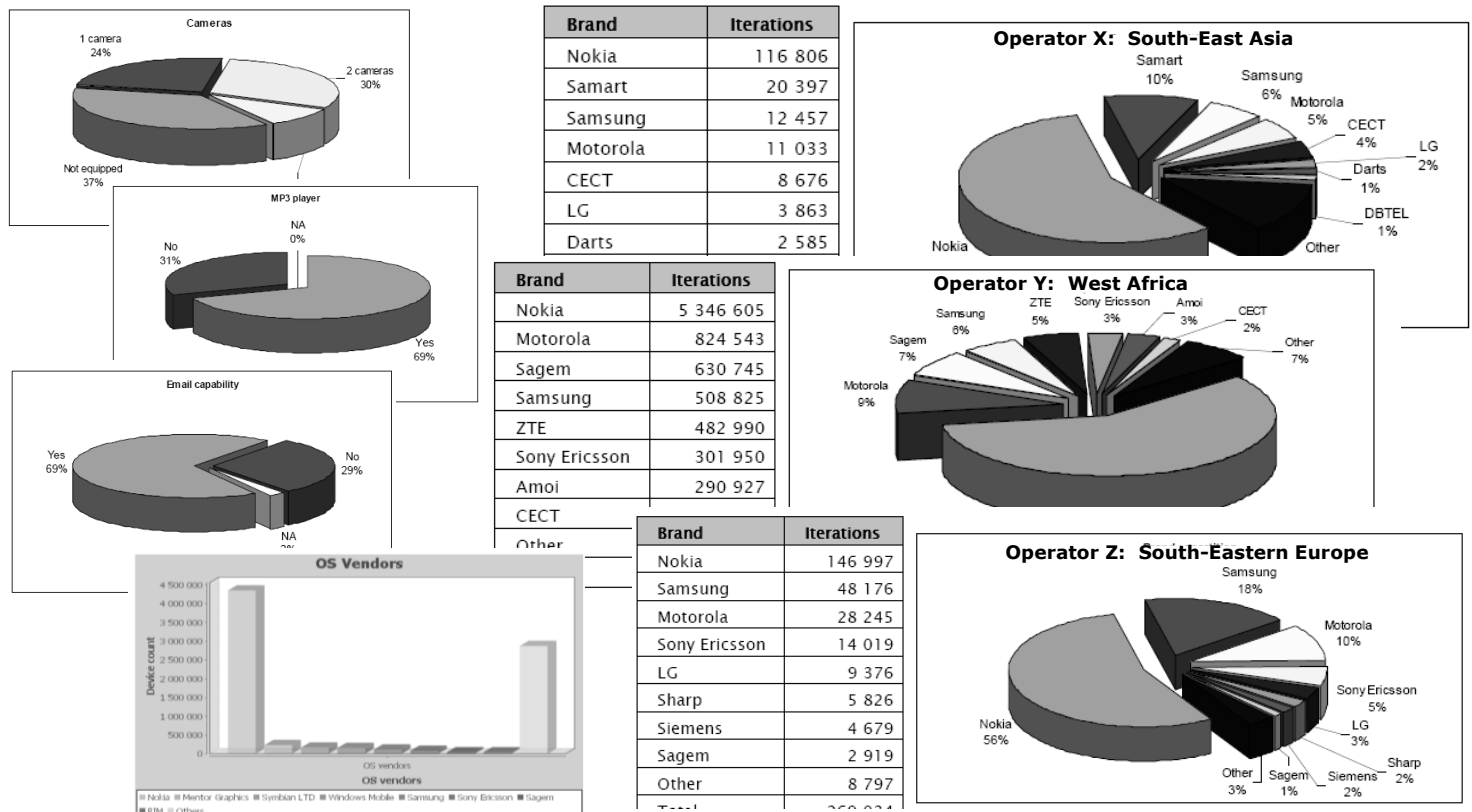
Capability types for the percentage analysis can be chosen in from a total of more than 250 available device attributes, tested and recorded by Sicap's device specialists. These attributes include: hardware & software information, capabilities and supported bearers, software applications and pre-installed clients, and additional device related information.

Device Base Analysis can be flexibly adapted to your needs:

DBA Basic report: The 200 most popular devices in your network. Analysis includes composition and capability check for: Data technology, WAP and MMS.

DBA on-demand: on-demand. The advanced statistics and dba functionality is now included as an option for the new DMC version 4, meaning marketing departments can launch reports analysis, trend reports and fully configurable studies on demand, whenever needed eg before, during and after a promotion has been launched to measure campaign success.

EXAMPLE ANALYSES:



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