

SmartTrust and SurfKitchen Simplify the Mobile Data Experience

14th July 2005: Mobile device management company SmartTrust, has partnered with SurfKitchen to simplify the mobile data experience through the dynamic delivery of personalised user interfaces. The joint solution addresses the need for mobile operators and service providers to create and deliver content through easy-to-use graphical menus and overcome the existing problems of handset usability.

Complex navigation within the handset and traditional WAP browsers have led to a lower than expected uptake of operators' high-margin data services such as MMS and multimedia downloads such as games. Presenting these services through easy-to-use and personalised menus promotes better brand recognition and easier discovery and consumption of content. Together, SmartTrust and SurfKitchen will allow operators to create their own user interfaces which can be managed remotely over-the-air (OTA) and refreshed with new content. The interface can also be tailored for different market segments and sub-brands to increase the relevance of the offering and stimulate repeat usage.

The announcement adds Graphical User Interface (GUI) Management to SmartTrust's growing portfolio of SmartManage™ mobile device management solutions. From initial device detection and configuration to the continued servicing and support of handsets over-the-air, SmartManage allows operators to build a process of customer and device interaction that covers all points in the subscriber lifecycle.

"Because the entire portfolio of SmartManage solutions is device-aware, operators will be able to identify devices within their network; assess their capabilities and user type; and remotely deliver, install or manipulate the appropriate user interface," explains Paul Cuss, CEO of SmartTrust. "At present, the user experience is rarely the same between device types and mobile users often have to explore several levels before they find the service they are looking for. This is an immediate barrier to repeat usage. By presenting services in an intelligent way while grouping relevant applications together and making navigation consistent across the operator fleet, there is a proven increase in the uptake of higher-margin data services."

"Easy service discovery, simplicity and ease-of-use are all critical drivers to the success of mobile data services. The joint solution from SurfKitchen and SmartTrust allows operators to simply manage an intuitive and always fresh on-device 'store front' to mobile data services, driving consistent service adoption and repeat usage," explains Michel Quazza, SurfKitchen's CEO.

"SurfKitchen's world-leading software enables the operator to invest in advanced data services with absolute confidence in their ability to deliver a return-on-investment. Combined with SmartTrust's proven over-the-air mobile device management capabilities, today's announcement overcomes issues of inconsistent branding, service discovery and usability to allow the mobile operator closer control over the way subscribers find and access services," finishes Cuss.