

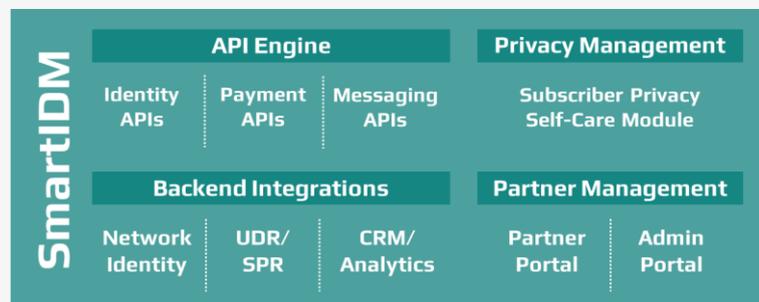
# Smart Identity Manager (SmartIDM)

In the race to grow mobile data revenues, a key question for mobile operators today is how to monetize the subscriber information that they have. This valuable information can be used by OTT content providers including mobile advertisers, media streaming services, financial institutions, etc to deliver highly personalized experience to the subscribers.

Until now, mobile operators have relied on HTTP Header Enrichment mechanism to share subscriber identity with OTT partners. In this approach, outgoing HTTP requests are manipulated using GGSN/PGW or a proxy server to insert identity headers. However, there are several challenges and limitations when using Header Enrichment –

- It **does not work for HTTPS/secure traffic**, which accounts for >70% of the overall data traffic
- It can share a very limited information, e.g. MSISDN or subscriber ID
- It **cannot address subscriber privacy concerns and regulations** i.e. subscriber control over what information is shared with whom

**SmartIDM** overcomes all challenges of Header Enrichment mechanism. It is a comprehensive Mobile Identity Management solution which provides an innovative way to exchange information between mobile operators & OTT content providers to enable personalization & monetization. It allows operators to securely share subscriber information with OTT partners in real-time while complying with all privacy regulations. SmartIDM enables operators to create new monetization avenues which were not possible with header enrichment.



## Works for HTTPS/Secure Traffic

SmartIDM does NOT need to manipulate HTTP headers in any way, hence it is an ideal mechanism to share subscriber information with content partner websites as well as native apps in a secure (HTTPS) manner. With SmartIDM, operators need not worry about losing out on monetization opportunities due to data traffic encryption.

## Zero Increase in End-to-End Latency

SmartIDM shares subscriber information with content providers in parallel to the actual content delivery from a content partner to the subscriber device. Hence it does not increase the end-to-end latency or deteriorate the end user experience in any way.

## Multiple Layers of Security

SmartIDM uses a multi-layered approach to ensure the security of data shared with content providers –

- Multiple authentication and authorization checks
- AES Encryption to secure data shared with content providers
- Transport Layer Security to ensure secure communication with content providers

## Privacy Friendly

The subscriber privacy module of SmartIDM gives control to the users over what information is shared with which content provider and allows users to opt-out from sharing information with certain content providers, thus addressing subscriber privacy concerns and helping operators comply with privacy regulations in their region.

## Easily Manage OTT Relationships

The Partner Portal of SmartIDM provides a unified interface to seamlessly manage operator relationships with different OTT content providers. The portal enables operators and content providers to establish a relationship and start sharing data within minutes. Moreover, onboarding a new content partner or changing access permissions for existing partners does not impact the normal operation of the system.

## About Openwave Mobility

Openwave Mobility, an Enea company, empowers service providers to manage and monetize encrypted and unencrypted mobile traffic, optimizing available RAN and maximizing the value of user data. To find out more about our products, visit [owmobility.com](http://owmobility.com).  
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**SmartIDM helps you Securely share subscriber information with OTT partners in Real-Time and Privacy-Friendly manner.**

## Enable New Monetization Use-Cases

The utility of SmartIDM goes far beyond simply sharing subscriber identity with content providers. It can also be used to share the subscriber state (location, cell site information, congestion status, roaming status, etc) and subscriber preferences (analytics profile, mobile plan info, etc). SmartIDM can dynamically create opaque IDs using identity information, which can be shared with OTT partners without compromising with subscriber privacy. Thus, SmartIDM enables operators to create new revenue streams through use cases like micro-payments, abandoned shopping cart recovery, 2FA for financial transactions, etc.

## GSMA Mobile Connect

SmartIDM is a GSMA Mobile Connect compatible solution. It provides an innovative network authenticator for Mobile Connect, allowing a seamless and transparent authentication without requiring any user input.