

# Own the Messaging Experience

## Integrating Messaging with Intelligent Subscriber Data Management

### The Changing Messaging Landscape

The messaging landscape today has evolved far beyond traditional email and mobile messaging.

Subscribers today want to interact with many modes of media including email, text, voice and data. The rise of intelligent mobile devices such as smartphones and tablets has raised subscriber expectations. Subscribers now expect a richer messaging experience - with seamless and ubiquitous access - wherever they are.

In addition, social networking and alternate forms of communication and media sharing have become much more available, and subscribers are increasingly using these channels to keep in touch.

### Challenges for the Service Provider

For the Service Provider, this change in subscriber behavior presents a number of challenges:

- How to meet subscribers' expectations of richer messaging so they can continue to **own the messaging experience** in the face of alternate means of communication?
- How to address the **rising costs** for storage and operations caused by the huge increase in the number of messages, size of attachments and amount of stored content?
- How to continue to keep subscribers satisfied by bringing new services to **market quickly**, and how to monetize these new services?

### What is the Solution?

In order to address these challenges, Service Providers need to:

- Provide a rich, integrated messaging experience that brings together email, SMS, MMS and voice.

- Leverage internet services such as social networking, email and content sharing (e.g. Facebook, Twitter, Flickr, Gmail, Hotmail, etc.) while also remaining relevant in the end-user service offering.
- Address the cost of rising storage demand with a solution that uses low-cost storage and also meets the scalability and reliability requirements of a carrier-grade solution.
- Use an open and extensible application framework that enables new services to be built or integrated easily and brought to market quickly.

### Openwave Messaging

The Openwave Messaging Solution is designed to meet the needs of today's highly connected subscribers. Openwave Messaging helps Service Providers address the changing landscape so they can continue to remain relevant and own the messaging experience. It provides an industry-leading IP messaging solution that enables personalized messaging services at a low total cost of ownership. Openwave Messaging also supports the quick introduction of new services and more opportunities for generating revenue.

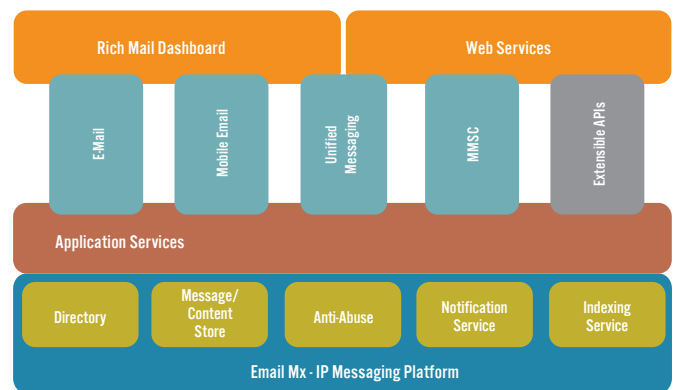


Figure 1: Openwave Messaging – the building blocks of a flexible messaging experience.

## Own the Messaging Experience

The Openwave Messaging Solution uses the proven **Openwave Email Mx** platform as its back-end. Email Mx supports high-performance mailboxes with nearly limitless capacity and extensive sort and search capabilities. The innovative architecture uses a distributed database as the back-end for the message store. This drastically reduces the TCO by using low-cost storage for messages and content, while also supporting geo-redundancy and disaster recovery to meet business continuity needs.

**The Openwave MMSC** provides the infrastructure for sending and receiving multimedia messages using a mobile device or a web browser.

**Openwave Rich Mail** provides a Web 2.0 communication hub. The Rich Mail Dashboard acts as a web front-end to the Openwave Messaging solution. Service Providers can offer subscribers a rich, personalized messaging experience through services such as integrated messaging (email, voicemail, SMS, MMS), PC-mobile messaging, email aggregation, chat, synchronized address book and calendar, social networking and content sharing with Facebook, Twitter, Flickr, etc.

The Openwave Messaging Solution provides an extensible framework for adding new services and functionality, while also offering Service Providers the opportunity to monetize these services through advertising, e-commerce, dictionary-based data linking and information services.

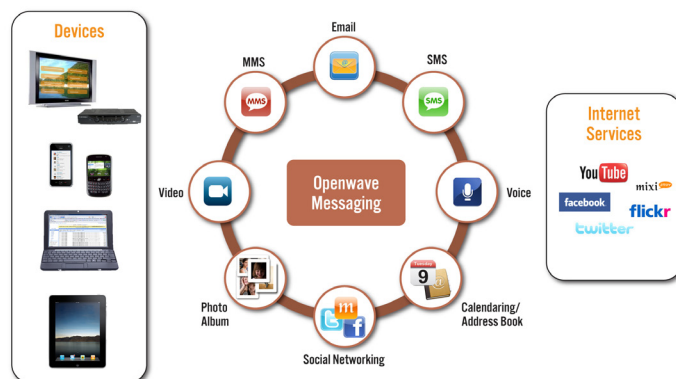


Figure 2: Openwave Messaging – bringing subscribers a complete messaging experience.

## Conclusion

Openwave offers a cost effective messaging solution to address the challenges faced by Service Providers today. The Openwave Messaging solution integrates core messaging and communication services with popular internet services such as social networking and subscriber-generated content, and helps the Service Provider reduce the TCO from offering such services. Openwave Messaging helps Service Providers to own their subscribers' messaging experiences.



2100 Seaport Boulevard  
Redwood City, California 94063 U.S.A.  
Corporate +1 650 480 8000  
Europe +44 1442 458 800  
Asia +81 3 5909 6100  
<http://www.openwave.com>

### About Openwave

Openwave Systems Inc. (Nasdaq: OPWV) is a global software innovator delivering solutions that enable communication service providers and the broader ecosystem to monetize the growing demand for data services, while maximizing their current and future network investments. Openwave and the Openwave logo are registered trademarks and/or trademarks of Openwave Systems Inc. in various jurisdictions. All other trademarks are the properties of their respective owners.

Copyright © 2011 Openwave Systems Inc. All rights reserved. February 2011.