

**7·24**  
solutions™

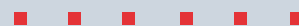
**x·treme**  
MOBILITY SUITE



Powering the Future of Mobility Services Today



Mobile network operators planning their next-generation data networks face two distinct challenges. On the one hand, it is extremely important that a data network is designed to support a wide variety of new revenue opportunities, partnerships and technologies, so that the mobile operator can adjust their strategy quickly, without retooling. At the same time, it is equally important that mobile operators deploy a data network that can grow smoothly and reliably, without creating economic barriers or compromising their return on investment. 724 Solutions' X-treme Mobility Suite (XMS) provides the flexibility and the efficiency required to power tomorrow's mobile data opportunities.



# X-TREME MOBILITY SUITE

>> 724 Solutions designed the X-treme Mobility Suite (XMS) to address the challenges that mobile operators face in deploying next-generation data networks. The XMS Gateway products enable mobile operators to implement solutions based on emerging open standards technologies such as WAP 2.0, MMS, SMS, J2ME and others. XMS Application Enablers support a wide variety of commerce initiatives and third-party content initiatives. The X-treme Mobility Suite provides the flexibility, the scalability and the total cost of ownership metrics that ensure both the short-term and the long-term success of next-generation mobile data networks.

## X-TREME REVENUE OPPORTUNITIES

The X-treme Mobility Suite (XMS) is more than just an excellent next-generation gateway. The suite offers the tools and services that mobile operators need to ensure that their data networks become a thriving community of users and content vendors. XMS products enable mobile operators to rapidly deploy new content services, manage vendor relationships, control content access and stimulate network traffic with integrated, actionable alerting. Each XMS product is designed to help mobile operators implement new revenue opportunities rapidly and sustain them effectively.

## X-TREME FLEXIBILITY

Flexible architecture, support for open standards and highly configurable implementations enable XMS products to work across a very wide range of mobile operator needs. More importantly, they provide mobile operators with assurance that as the dynamic mobile data market needs change, XMS products are rapidly tailored to meet their changing needs.

## X-TREME EFFICIENCY

With XMS, mobile operators are assured that their network will grow smoothly and cost effectively. There is no need for the “fear of success” syndrome that frequently accompanies major initiatives. A unique underlying architecture incorporates over sixteen patents for inter-object and inter-process communication. Services are always available with up to five “9s” of uptime. XMS’s unique configurability minimizes hardware redundancy by actively balancing load, and servicing requests across all platforms, and machine clusters. The system’s ability to be distributed geographically enables edge of network caching while eliminating the additional bandwidth costs associated with centralized deployments.

X-treme Mobility Gateways have been tested under load to 10,000,000 subscribers executing 10,000 transactions per second

## X-TREME MOBILITY GATEWAYS

X-treme Mobility's carrier-grade Gateway products include the X-treme Pull Gateway for session-based data services and the X-treme Push Proxy Gateway for managing outbound messages across a wide range of formats. Each X-treme Mobility Gateway provides mobile operators with a highly flexible infrastructure that supports every major carrier standard, including MMS and WAP 2.0. X-treme Mobility Gateways provide intelligent routing and access control to manage access rights and personalization.

### X-TREMELY OPEN AND FLEXIBLE

The X-treme Mobility Suite (XMS) of products are based on open standards providing mobile operators with the ability to deploy a wide range of technologies and ensure interoperability with their current environment. XMS supports all major carrier technologies, devices and security algorithms, and integrates seamlessly into OSA/Parlay environments. With API's for interfacing with value added services, intrinsic support for a wide range of graphics and mark-up formats, and comprehensive cookie management, XMS enables a wide range of compelling and value-added applications.

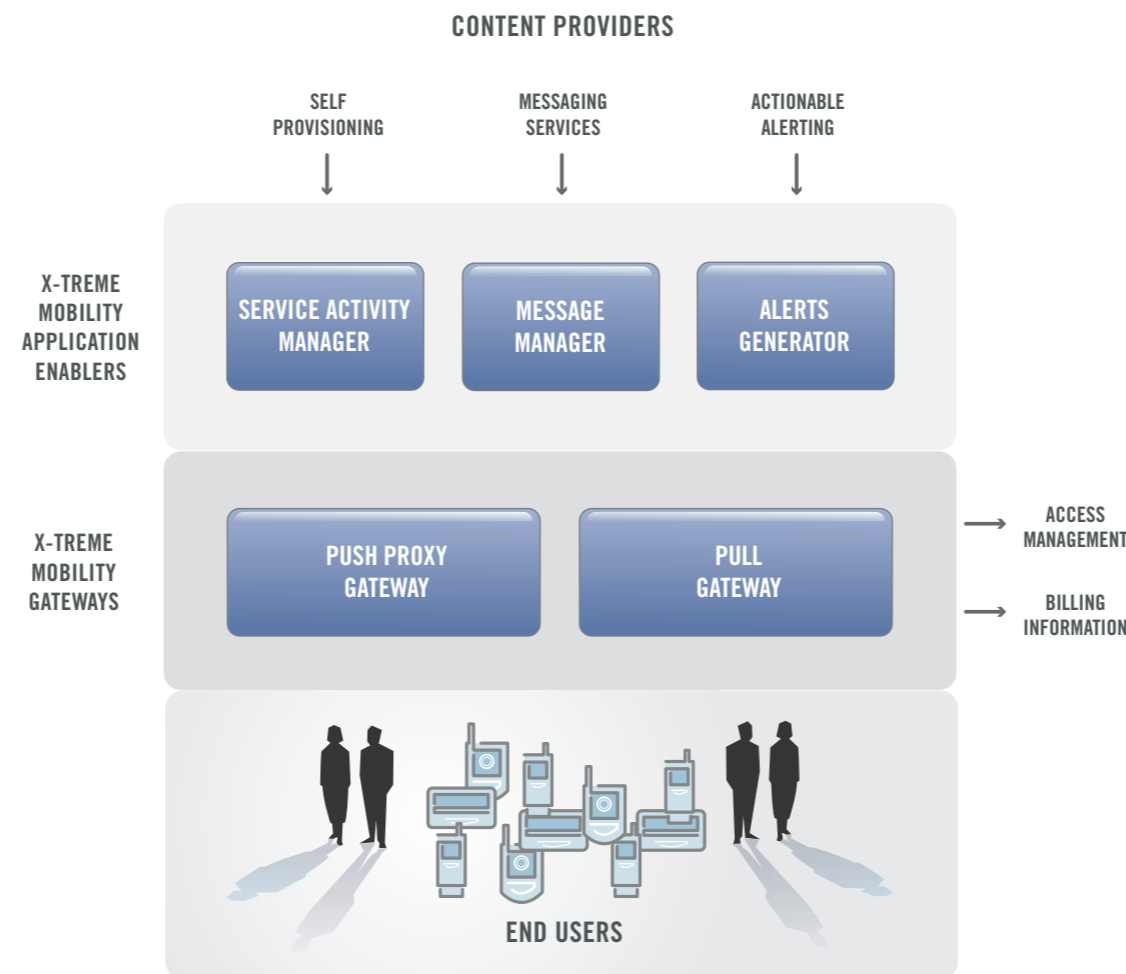
### X-TREMELY INTELLIGENT ROUTING AND ACCESS

X-treme Mobility Gateways contain a variety of mechanisms to manage traffic and build additional services according to rules based upon users, services, sessions, and data. Using X-treme Mobility Gateways, a mobile operator applies and enforces business rules to Internet traffic. The X-treme Mobility Gateways provides traffic routing services such as black listing and white listing. These services enable highly personalized user sessions. Combined with an architecture that supports flexible business rules, XMS enables mobile operators to rapidly deploy new business models as the need arises.

### X-TREMELY FLEXIBLE BILLING CAPABILITIES

X-treme Mobility Gateways maximize the billing options available for mobile operators. By processing an entire session for a mobile device, the X-treme Push Gateway collects all activity data and manages a complete snapshot of user activity. This snapshot serves as the basis for all rating activity and supports both subscriptions and one-time services. The XMS architecture enables post-paid rating through CDR generation and pre-paid rating through direct interactions between the X-treme Push Gateway and a pre-paid system. This approach provides mobile operators with the freedom and flexibility to align their billing approach to their business model.

## X-TREME MOBILITY APPLICATION ENABLERS



### X-TREME SERVICE ACTIVITY MANAGER

The X-treme Service Activity Manager enables mobile operators to grow their data network rapidly and efficiently. By providing a modular architecture for managing deterministic workflows across all network services, the X-treme Service Activity Manager ensures that mobile network operators have a systematic framework for controlling and managing each new service offering. In addition, the X-treme Service Activity Manager provides content partners with subscriber identification, subscriber location, and messaging infrastructure, while providing a rules interface for managing access, rights and billing agreements. In short, the X-treme Service Activity Manager provides mobile operators with a framework for deploying new services quickly and easily.

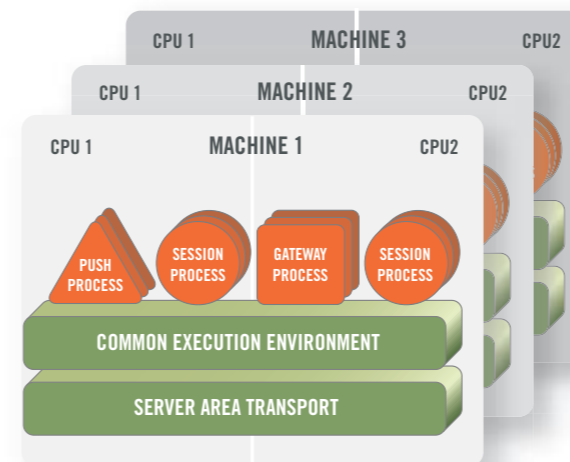
### X-TREME ALERTS GENERATOR

X-treme Alerts Generator stimulates purchasing and entices users back into a data network by providing users with personalized, actionable alerts about content, products and special offers. Each alert provides users with the ability to easily link into pre-populated check-out processes and other portal content. X-treme Alerts Generator provides tools for rapidly building new alert offerings and an interface for users to customize their alert preferences. It efficiently monitors multiple data sources including external data repositories for changes of interest; and evaluates and dispatches alert messages to X-treme Message Manager for delivery. By alerting users to new ring-tones, MMS content, a J2ME application, special product promotions, etc., X-treme Alerts Generator encourages network usage, adds convenience and stimulates purchasing.

### X-TREME MESSAGE MANAGER

X-treme Message Manager provides mobile operators with a systematic means of extending push message capabilities to in-house and third-party applications. X-treme Message Manager provides a single API that applications can use to reach end-users through a wide variety of channels including SMS, WAP Push, HDML Push, Instant Messenger (AOL IM, Yahoo IM, ICQ, MSN IM, and Jabber), voice, and email. X-treme Message Manager provides message scheduling, filtering, logging and confirmation, as well as enabling two-way transactions across asynchronous channels such as SMS, IM, or email through its command framework.

X-treme Mobility Suite's (XMS) component architecture enables unparalleled distribution and replication. XMS enables both vertical scaling (across CPUs) and horizontal scaling to provide fault-tolerance economically.





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