MOBILE THEME BRIEFING
MAY 28 2010

• MORE – mobile technologies, networks, signals & locations
• FASTER – developments against new mobile internet applications
• BETTER – locating of mobile devices
Mobile Challenge

• 4 billion mobile subscribers worldwide…most prolific customer product ever invented
• By 2015 up to 90% of internet traffic will be accessed on mobile devices
• Over 200 3rd party Location Aware Applications on the iPhone alone
• Global mobile communications users outnumber internet users by 2:1
• Predicted that in 2011 mobile broadband will overtake fixed-line internet connections in the UK
Project Scope & Objectives

- Users are moving their Internet access point from a fixed device to a mobile device. Mobile versions of common applications (for instance Facebook or Google maps) are not processed by our current capabilities.
- The Mobile Applications Project aims to deliver two capabilities:
  - capability against mobile applications (on both mobile and core Internet networks)
  - target-centric converged analysis of Voice, Text, C2C and Geo data
- All types of phone and OS present different challenges - Iphone, Symbian, Android, Windows Mobile, etc.
Planning Approach

• Tackle Mobile Internet first - GRX/GTP. Core Internet next.
• Project focused on exploiting Roaming Mobile Network Traffic (GRX) - Rich in Converged Data
• Pragmatic approaches - limited Mobile Resources e.g. Use of Agility trials
• Ideally OPS driven – Technically informed
• Aiming for 20 Mobile Apps + 100 TDIs for FY10/11