

The role of smart enabler: supply-side case studies

<https://marketpublishers.com/r/R5D341BE483EN.html>

Date: October 2009

Pages: 25

Price: US\$ 1,495.00 (Single User License)

ID: R5D341BE483EN

Abstracts

This is the third in a series of reports examining the potential and risk of the smart enabler role. In our first and second reports, *The role of smart enabler: positioning for growth in the open mobile market* and *The role of smart enabler: the framework unwrapped*, we created a smart enabler framework and examined the enablers which are being developed. In this report we provide an overview of the vendors providing solutions in the smart enabler market.

Contents

EXECUTIVE SUMMARY

IN A NUTSHELL

KEY MESSAGES

THE SMART ENABLER ROLE IS COMPLEX

THERE ARE SIGNIFICANT RISKS FOR SPECIALIST PLAYERS

LARGER DIVERSIFIED PLAYERS: LOWER RISKS, LEVERAGE EXISTING ASSETS

OPERATORS ARE NOT THE ONLY 'SMART ENABLERS' IN TOWN

BEWARE THE HYPE

SMART ENABLER VENDORS: OVERVIEW

CASE STUDIES

VENDOR POSITIONING

AEPONA: UNIVERSAL SERVICE PLATFORM

PLAYER EVALUATION

COMPANY CREDENTIALS

COMPANY STRATEGY

THE PLATFORM IS AT THE HEART OF ITS STRATEGY

EXPANDING PLATFORM CAPABILITIES

PARTNERS: BUILDING MOMENTUM WITH APPLICATION DEVELOPERS

OPERATOR CUSTOMERS

BUSINESS MODELS

AMDOCS INTERACTIVE APP STORE

PLAYER EVALUATION

COMPANY CREDENTIALS

APPLICATION STORE STRATEGY

GETJAR

PLAYER EVALUATION

COMPANY CREDENTIALS

COMPANY STRATEGY

THE GETJAR ECOSYSTEM

A SCALABLE MODEL

THE BUSINESS MODEL

MBLOX: AGGREGATOR FOR THE NEW MODEL

PLAYER EVALUATION

COMPANY CREDENTIALS

COMPANY STRATEGY

MBLOX SOLUTIONS

**FUTURE SERVICES: PREPARING THE WAY
ERICSSON IPX: MULTIMEDIA BROKERING
PLAYER EVALUATION
COMPANY CREDENTIALS
COMPANY STRATEGY
ERICSSON IPX'S CUSTOMER BASE
BUSINESS MODELS**

List Of Figures

LIST OF FIGURES

Figure 1: Development of operator enabling services

Figure 2: High-level player topography

Figure 3: Aepona's universal service platform

Figure 4: Other application categories live on NaaS

Figure 5: Amdocs customer experience systems (CES) portfolio

Figure 6: Amdocs interactive application store

Figure 7: mBlox's message delivery products

Figure 8: Ericsson IPX's offerings, 2009 and beyond

Figure 9: Ericsson IPX's customer segmentation and customer references

I would like to order

Product name: The role of smart enabler: supply-side case studies

Product link: <https://marketpublishers.com/r/R5D341BE483EN.html>

Price: US\$ 1,495.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R5D341BE483EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970