

# The role of smart enabler: supply-side case studies

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### **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.



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**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



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