

Data Sheet

WideSpan

Meeting the Challenges of Mobile Data Services Growth

Bridgewater's WideSpan® system is an integrated portfolio offering that enables personalization in a high mobile transaction environment. It integrates Bridgewater's products including Bridgewater's Subscriber Data Broker™, the Bridgewater® Service Controller and the Bridgewater® Policy Controller with industry standard hardware in a highly scalable, carrier-class blade server environment.

As service providers strive to meet aggressive growth targets for mobile data services, they face numerous challenges including satisfying subscriber demand for differentiated services, reducing time to market and onsite integration costs, and managing growth effectively in capacity-based increments.

Bridgewater's WideSpan 5000 system offers service providers the flexibility of a pre-integrated software/hardware deployment option and provides a secure and reliable foundation for supporting subscriber and data transaction growth while enabling the rapid deployment of mobile data services.

Giving Service Providers What They Need

Bridgewater delivers advanced subscriber data management solutions to the world's leading service providers. Powered by Subscriber Data Broker, a dynamic subscriber data management product, Bridgewater's products enable service providers to offer personalized services to their subscribers by controlling how subscribers interact with networks, services, and their devices. Bridgewater's service and policy control products support a full range of solutions including:

- Service Innovation
- Open Access and Applications
- Mobile Data Growth
- Multi-Access

Features and Benefits

- **Carrier-grade integrated system** that can support tens of millions of data subscribers.
- **Reduced environmental impact and lower costs** by substantially reducing hardware footprint and power consumption.
- **Rapid and cost-effective deployment** – pre-integration of hardware and software requires minimal onsite configuration.
- **Predictable, capacity-based growth model** provides the agility to scale rapidly based on subscriber and data transaction growth.
- **Minimizes the risks and complexity** associated with buying and installing conventional rack-mount servers, such as the need for extensive cabling, power supplies, and redundancy configurations.
- **Compact packaging**, which minimizes space requirements.
- **Component redundancy** in a single physical system, eliminating the need for costly multi-server redundancy configurations.
- **Bridgewater certified solution** that includes software, hardware and professional services – reducing internal development costs and simplifying support.
- Ensures customers benefit from the most current **performance innovations** afforded by industry-leading hardware and software.
- **Faster time to market for new services** by deploying a single vendor solution for software, hardware, and professional services.
- The **ability to predict when hardware needs to be upgraded** based on the number of mobile subscriber transactions being managed, resulting in improved forecasting and management of subscriber growth.
- **A unified view of subscribers**, including the applications they use, their preferences, service entitlements, and billing profiles.
- **Reduced costs** by eliminating onsite software and hardware integration, reducing hardware footprint and power consumption.

About Bridgewater Systems

Bridgewater Systems, the mobile personalization company, enables service providers to efficiently manage and profit from mobile data services, content and commerce. The company's market leading mobile personalization portfolio provides a real-time, unified view of subscribers including entitlements, devices, networks, billing profiles, preferences and context. Anchored by Bridgewater's Subscriber Data Broker™, the portfolio of carrier-grade and standards-based products includes the Bridgewater® Service Controller (AAA), the Bridgewater® Policy Controller (PCRF) and the Bridgewater® Home Subscriber Server (HSS). More than 150 leading service providers including America Movil, Bell Canada, Clearwire, Cox, Hutchison Telecom, Iusacell, Scartel, SmarTone-Vodafone, Sprint, Tata Teleservices, Tatum, Telmex, Telstra, and Verizon Wireless use Bridgewater's solutions to rapidly deliver innovative mobile services to over 150 million subscribers. For more information, visit us at www.bridgewater.com.

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