Are you effectively managing growth to ensure that network traffic can easily traverse your network?

Syniverse Hosted Data Optimization

As a mobile operator or mobile virtual network operator (MVNO), do you have the bandwidth in your network to deliver the experiences your customers demand? The rising amount of data traveling across your network that is being driven by skyrocketing data volumes from smartphones, tablets, laptops and other devices not only creates congestion, it also increases costs associated with keeping up with growing data demands.

An integral service within Syniverse's Connected LTE solution, **Hosted Data Optimization** provides a quick and efficient way to stay ahead of the increasing demands on your network bandwidth. Through data compression and optimization technology, our solution reduces the volume of data flowing across your network so you can deliver video, mobile Internet access, and any other type of content that your subscribers expect with both speed and quality.

Syniverse®

We make mobile work

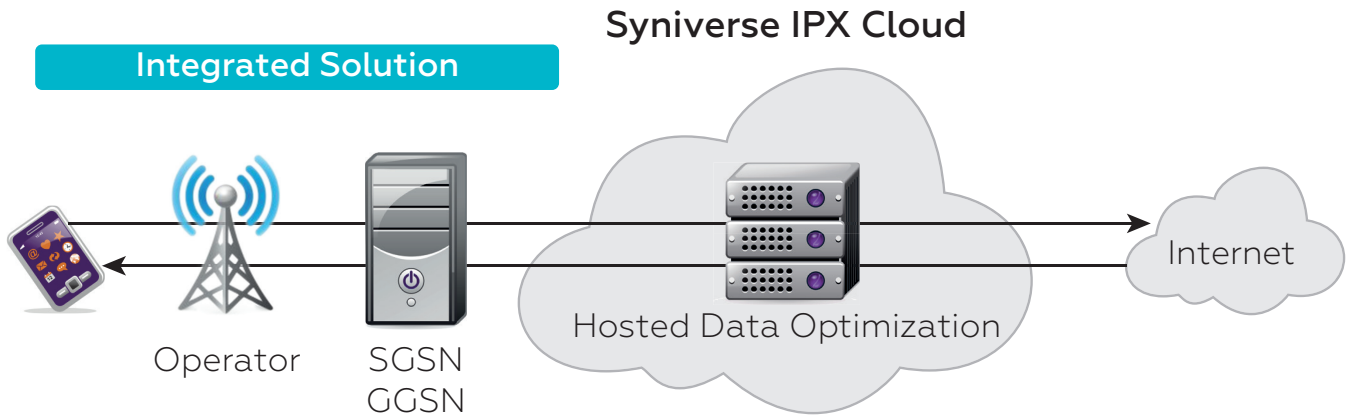
Benefits

For operators:

- By reducing the amount of data on your network, Hosted Data Optimization increases network capacity, allowing for more available bandwidth and enabling you to take advantage of these capabilities:
  - Reduce costs associated with ever-growing mobile data volumes for both home and roaming traffic
  - Increase revenue by better managing your network usage during peak traffic times
  - Enhance the customer experience by ensuring better connections between subscribers' devices and the IPX network, resulting in faster, higher-quality data connections.
- Hosted Data Optimization also offers a lower-cost alternative to common turnkey solutions, which is easy to deploy and manage by providing you these capabilities:
  - Allow Syniverse to better manage and maintain the solution's hardware by connecting to the Syniverse IPX Network
  - Eliminate capital expenses, support costs, and yearly recurring software license fees
  - Gain simple pricing, with no hidden fees, and only pay for the amount of data compressed per megabyte
  - Benefit from fewer upfront costs and less overall operating expense.

For end users:

- Hosted Data Optimization ensures a better user experience with more efficient access, allowing subscribers to use more data within the constraints of their monthly plans and gain these benefits:
  - Faster page downloading
  - Less video stalling
  - Optimized video downloading and streaming capabilities.



Features

- Video optimization:
  - Lossless and lossy compression capabilities
  - Dynamic bandwidth shaping
  - Just-in-time delivery method
  - Lossless optimization applied and metered based on available bandwidth.
- Web optimization:
  - Transmission Control Protocol optimization supports higher file transfer rates so that content is delivered faster.
- Policy management and control:
  - Protect your network from flooding due to high-definition streaming
  - Offer new rate plans and data bundles with included data volumes, including over usage treatment, routing to website, and throttling
  - Manage data usage on a per-subscriber basis by enforcing data plan limits.
- Content filtering and adaptation:
  - Restrict specific content access through tables and rules
  - Personalize the user experience and give subscribers the best experience possible based on content chosen, handset type and available bandwidth.
- Redirection and enrichment of data:
  - Take action based on data available in HTTP header, such as MSISDN, handset type, operating system ad insertion or sponsored content.
- Web and video content caching:
  - Deliver faster content start times
  - Reduce video stalling and congested peering and ISP link traffic
  - Enjoy less dependency on overloaded content servers
  - Improve quality of experience for end users.
- Automatic software download control (support for Android devices available Q2 2012):
  - Monitor and control automatic application software updates so you can permit downloads only during times that will cause minimal impact to your network bandwidth (laptop only)
  - Prevent network slowdowns due to data volume spikes resulting from automatic software updates occurring across your subscriber base at the same time.

- Key-performance-indicator reports:
  - See a high-level view of individual subscriber activity, websites accessed, download details, times of day, and peak network periods.
  - Enjoy custom interaction with your off-board systems, such as your billing systems and subscriber databases.

How It Works

1. Route your data traffic to Syniverse as the default route to the Internet.
2. Syniverse receives the content from the Internet site destined for the handset, optimizes it through the Hosted Data Optimization platform, and sends it back to your network to deliver it to the handset.

Get Started Today!

Syniverse is a global mobile solutions specialist that connects more than 1,500 mobile service providers and consumer companies in nearly 200 countries. We specialize in enabling the world's mobile users to connect with each other regardless of device, network or location. Our advanced cloud-based solutions deliver superior user experiences through always-on services and real-time engagement. For more than 25 years, we have been simplifying complexity to deliver the promise of mobility – a simple, interoperable experience, anytime, anywhere.

Contact us today for more information or visit www.syniverse.com to learn more.

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We make mobile work