HP MOBILE MANAGEMENT CENTER

Unlock your mobile strategy with real-time subscriber and device information

The global demand for mobility, combined with increasingly advanced devices, is fueling development of advanced mobile services for consumers and enterprises. To fully realize the potential of these new services, wireless operators must ensure that services are always operational and delivered in a user-friendly manner.

The HP Mobile Management Center (MMC) is an OMA DM (Open Mobile Alliance Device Management) standards-based solution for mobile device management. The solution enables an operator to gather a comprehensive profile of subscribers, merging both real-time subscriber and device information, providing visibility and control to deliver a unique mobile experience for both consumers and enterprises.

The HP MMC is architected in a modular manner using industry-standard web services, allowing operators to customize the solution to meet their specific business goals.

Configuration management
Operators can help improve the user experience and adoption of wireless data services through automatic OTA (over-the-air) provisioning of device parameters, helping ensure that services work without user intervention.

Diagnostics
Gather and view key device parameters in real-time such as service settings, signal strength, OS version, resident software applications, and more. Resolve device issues automatically and obtain a summary of diagnostics results.

Firmware over-the-air (FOTA)
Provide complete lifecycle and deployment management for software and firmware updates. The solution automatically determines the required update(s) based on real-time subscriber/device information and permissions.

Software management
Manage applications remotely, create and deliver targeted revenue-generating campaigns, and enforce brand identity. Comprehensive application control includes remote install/remove of applications.

Enterprise management
Provide your enterprise customers with the ability to enforce policies, deploy enterprise applications, and remotely lock/wipe devices for helping to ensure corporate security while reducing support costs.

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Help increase data service revenue	• Increase service adoption • Expand sales channels • Monetize content partnerships • Accelerate time-to-market for new services
Help improve user experience	• Push new features, software updates, applications over the air • Enhance the UI (user interface) with personalized features • Auto-configure data services
Help reduce support costs	• Reduce customer care average handling time (AHT) • Mitigate number of technical support costs • Reduce customer care training costs
Help enhance customer loyalty	• Open new direct access channel to end-users • Utilize direct-to-phone push capabilities to promote services and applications • Enhance revenue opportunities via up sell of features and accessories.
Support high value SMB/enterprise customers	• Enhance service offering with hosted management service • Empower enterprise customers with remote wipe/lock, and policy enforcement

Minimum hardware specifications	• HP ProLiant DL 380 G5 Server • 2 x Dual Core Intel Xeon 5100/5000 CPUs • 4 GB RAM • 72GB+ Minimum Storage
Third-party software specifications	• Redhat Linux AS v2.1 or greater • BEA Weblogic Server Advantage Edition v8.1 • Oracle 10g (10.2.x) Standard or Express Edition
Standards support	• OMA DM v1.1.2 • OMA DM v1.2 • OMA DL v1.0 • FUMO v1.0

Related products	• HP mProve • HP Enterprise Mobility Suite

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