

Swift Policy Manager 3100, Conversant's subscriber management and service control appliance helps Mobile and Broadband Operators create, apply, modify and delete service bundles for their subscribers on demand and in real time.

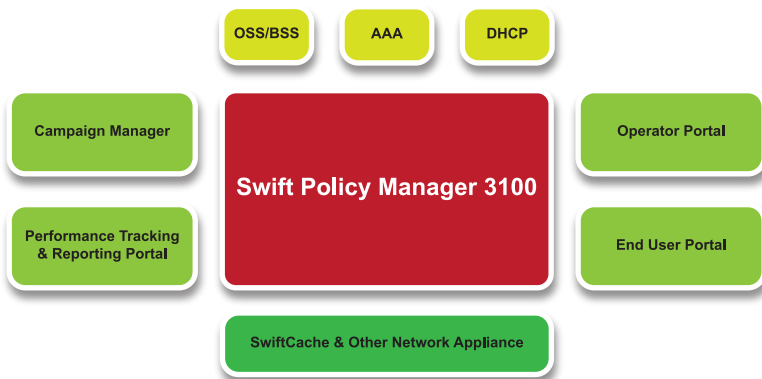
Designed from the ground up to meet current and emerging subscriber management, service creation and service management needs of Mobile & Broadband Operators, Swift Policy Manager 3100 allows Operators to stay ahead of their markets and competitors in today's highly competitive market for mobile & broadband access.

By deploying the Swift Policy Manager together with Conversant's SwiftCache, our Service Provider customers can quickly deploy and introduce "out of the box" new services such as personalised content filtering and parental control service, customised landing page with relevant content and application offerings as well as targeted promotional messages.

Key Features & Benefits

Features	Benefits
<ul style="list-style-type: none"> Flexible subscriber management, subscriber profiling and service creation framework. 	<ul style="list-style-type: none"> ✓ Enables Service Providers to quickly define and introduce new services to their subscribers based on subscriber and network awareness.
<ul style="list-style-type: none"> Supports common integration APIs like XML/SOAP. 	<ul style="list-style-type: none"> ✓ Easy integration into Service Providers' AAA (Radius or DHCP), Provisioning, OSS/BSS and network environments.
<ul style="list-style-type: none"> Web-based End User Portal for the Operator's subscribers. 	<ul style="list-style-type: none"> ✓ Allows subscribers to sign up for value added services (self activation) and manage their value added services (self care) online, giving subscribers visibility and control.
<ul style="list-style-type: none"> Web-based Operator Portal for Operator's Administrators & Customer Service Agents. 	<ul style="list-style-type: none"> ✓ Allows the Operator's Administrators to perform administrative tasks while the Customer Service Agents perform first and second level troubleshooting and customer service operations.
<ul style="list-style-type: none"> Web-based Campaign Manager for Operator's Product & Marketing teams. 	<ul style="list-style-type: none"> ✓ Allows our Service Provider customers to quickly create new campaigns targeted at their subscribers, such as customised landing pages and personalised promotional messages.
<ul style="list-style-type: none"> Web-based Performance Tracking & Reporting Portal. 	<ul style="list-style-type: none"> ✓ Provides Operators with real time analytics on the effectiveness of their campaigns to enable them to fine tune and optimise their offerings for improved adoption and revenue generation.
<ul style="list-style-type: none"> Supports HA setup and scales horizontally by adding more appliances. 	<ul style="list-style-type: none"> ✓ Allows Operators to grow accordingly to business requirements with zero service disruptions.
<ul style="list-style-type: none"> Pre-integrated with SwiftCache and other network equipment. 	<ul style="list-style-type: none"> ✓ Service Providers can quickly deploy and introduce "out of the box" new services without spending significant integration resources.

Typical Deployment



Swift Policy Manager is typically deployed within a service provider environment for integration with:

- Operations Support Systems/Business Support Systems (OSS/BSS)
- Authentication, Authorisation, and Accounting (AAA) Management System
- Dynamic Host Configuration Protocol (DHCP) System
- Network Appliances e.g. SwiftCache; Deep Packet Inspection (DPI) equipment

Technical Specifications of SPM 3100

Appliance Attributes	
Processor	Dual 2.13GHz Intel® Xeon® Quad Core CPUs (8 cores total)
Memory	32GB RAM
Disk Drives	6 x 146GB SAS Hot-Swap 15k RPM
Network Interfaces	2 x 10/100/1000 BASE-T
Appliance Physical Properties	
Enclosure	19" Rack-mountable
Form Factor	2U Rack
Dimensions (L x W x H)	664.6mm x 445.2mm x 86.7mm (26.17" x 17.53" x 3.42")
Weight	29.0kg (63.8lbs)
Power Supply	Dual Redundant 750W Hot-Swap Power Supplies
Input Voltage and Frequency Ranges	Auto Sensing 100-240VAC, 10.8-5A, 50/60Hz
Power Consumption	300W
Operating Temperature	10°C to 35°C (50°F to 95°F)
Relative Humidity	Operating: 20% to 80% Relative Humidity, Non-Condensing Non-Operating: 5% to 95% Relative Humidity, Non-Condensing
Altitude Ranges	Operating: -15.2m to 3,048m (-50ft to 10,000ft) Non-Operating: -15.2m to 10,670m (-50ft to 35,000ft)

About Conversant:

Conversant is a Singapore-based, privately held technology company focusing on developing innovative products for telecommunication service providers. Conversant's Swift range of content caching, content distribution and subscriber management products allow our service provider customers to efficiently manage the business costs of their "content and application" network. At the same time, our service provider customers now have the ability to monetize their network assets by creating differentiated service offerings through content and subscriber awareness.

