Birdstep Combines The Power of Wi-Fi and 4G To Deliver Experience Continuity

New White Paper Explains The True OTT Differentiator For Operators

OSLO, Norway – February 18, 2014 – Birdstep Technology (www.birdstep.com), the leading provider of Smart Mobile Data and Secure Mobility services, has published a White Paper explaining, how and why operators need to offer their customers Experience Continuity in order to compete and climb back up the value chain.

The White Paper “OTT SERVICES AND INTELLIGENT NETWORK SELECTION” explains how operators can establish network, device and content policies for Intelligent Network Selection, creating a key differentiator among emerging OTT services. Understanding device centric user behaviour is crucial for this.

Mobile operators first deployed data offloading to Wi-Fi/broadband to manage exploding data volumes as cost effectively as possible. Now they are going further by combining Wi-Fi and 4G/LTE to build all-encompassing heterogeneous networks that offer customers the best of both worlds: the capacity and performance of Wi-Fi when available, along with the outdoor coverage and mobile broadcast capabilities of 3G and 4G/LTE.

“Policy driven Intelligent Network Switching between cellular and Wi-Fi networks without end-user intervention is a key enabler for maintaining User Experience Continuity, which will enable true service differentiation,” explains Lonnie Schilling, CEO of Birdstep. Schilling emphasized that Birdstep has put user experience at the core of its unfolding strategy for mobile operators in the emerging heterogeneous network era.

The White Paper addresses the communications infrastructure of network operators, whether Telcos or new entrants. It explores what it means to provide a continuously positive user experience across different network types. It also reviews the increasingly content-based services that the infrastructure supports and which users increasingly take for granted. Written for and about OTT service providers in the content value-chain, the five main take-aways are: User behaviour; Policy; Intelligent Network Selection; OTT and EXPERIENCE CONTINUITY.


NOTES TO EDITORS:

Smart Wi-Fi Offload For Continuity Of Experience – The True OTT Differentiator is the subject of the following Birdstep events that will draw upon findings from the White Paper while also providing real-world examples of how Telcos and cable operators deliver a consistent, continuous and best-quality experience across heterogeneous networks combining Wi-Fi and 4G/LTE.

WEBINAR:
- DATE: TODAY, February 18, 2014
- TIME: 12 pm ET / 9 am PT / 6 pm CET
- SPEAKERS: Mr Lonnie Schilling, CEO, Birdstep and Mr, Anders Påls, VP and Co-Founder, FOGG
- REGISTER: http://www.fiercewireless.com/offer/birdstep_wifioffloadwebinar

WBA Carrier Wi-Fi Summit WORKSHOPS:
- DATE: February 24 and February 25
- TIME: 14:00 – 15:00 CET
- LOCATION: Mobile World Congress, Barcelona, Hall 8, Theatre District, Area B
- PRESENTERS: MS Caroline Gabriel, Research Director, Rethink Technology Research Ltd; Mr Lonnie Schilling, CEO of Birdstep; Mr Anders Påls, VP and Co-Founder of FOGG

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About Birdstep Technology

Birdstep Technology is a leading provider of Smart Mobile Data and Secure Mobility for operators, enterprises and governmental organizations. We are committed to Experience Continuity and to combining the power of Wi-Fi with the coverage of mobile networks through “right loading”. Drawing on extensive experience of successful customer projects and cooperation with operators, enterprise customers and OEM partners around the world, we deliver industry-leading solutions for wireless connectivity and service management.

Our Smart Mobile Data services offer advanced solutions for data offload & intelligent network selection, support automation and end user communication to network operators. Our Secure Mobility services offer solutions providing seamless and secure connectivity to business data for corporations and governmental organizations.

Birdstep Technology was founded in 1996 and has been listed on the Oslo Stock Exchange since 2002. The company is headquartered in Oslo, Norway, with competence centers in Sweden, Finland and the United States. For more information, visit www.birdstep.com and follow @BirdstepTech on Twitter.