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Bridging the Divide to Exceeding Consumer Demands

Today's consumers expect to watch, record and stream video, download and access a myriad of applications, and browse the mobile web quickly, easily and seamlessly. To keep up, technologies are converging, and communication types are merging, creating a new world for mobile users and an expanded mobile ecosystem for providers. As GSM and CDMA standards collide with fixed and mobile landscapes, IP technology brings new opportunities and capabilities to the hands of end users.

Mobile users are increasingly accessing rich data content via a wide range of smart devices while expecting their experiences to resemble the quality and speeds they have grown accustomed to in their home, wired computing environments.

IP technology makes the rich mobile experience possible, enabling heightened quality, seamless access to new types of content, reliable connections and faster speeds. In essence, IP allows the

high-bandwidth capabilities of smart phones to be fully realized.

Before subscribers can experience the benefits of IP, mobile operators must migrate their existing CRX or GRX networks to IPX networks, which offer a secure alternative to the public Internet as a means of exchanging subscriber data. Many mobile operators are already using IPX or have migration plans in place. However, the move to an IP world means new entrants to the mobile ecosystem, such as application service providers (ASPs), also can adopt this technology to reap its benefits and better connect to end users.

That's where an Application Service Provider eXchange (ASPX) comes into play. With ASPX, ASPs can use an IPX network to connect to a central point (an ASPX) and gain direct global reach to the mobile operators that are plugged into that central point. Through a single, high-capacity managed IP connection, ASPs and mobile operators can provide

a quality, reliable bridge between content-rich applications and end users at a low cost.

With billions of mobile apps downloaded across mobile phones, tablets and other types of mobile devices, it's vital that end users can access this content seamlessly and consistently. An ASPX enables ASPs and mobile operators to work together to ensure high-quality, low-latency end-user experiences when subscribers are using valuable and often heavy-bandwidth applications.

We are on the brink of an all-IP world that will allow end users to gain optimal access to the content they demand while enabling mobile operators and ASPs to efficiently deliver these capabilities. Although a multitude of complexities are sure to arise from the convergence of so many diverse technologies, IPX and ASPX solutions simplify this for all players in the mobile ecosystem. ●