



## ■ CREA-RE Product



CREA-RE, a Device Management Platform developed by CREALAB, is a sophisticated tool enabling a real-time and "over the air" interaction between a Call Centre operator and a customer's mobile phone during a support call.

CREA-RE enables an advanced remote control of a mobile device, so as to be able to make modifications of the configuration parameters of the device and further more have proof of the changes made.

The platform permits the managements of mobile device, based on Open Systems (Symbian, Windows Mobile, etc), equipped with a special client software.

The system includes an application component at server side and a client to be installed on the mobile system which communicate with the server in TCP/IP.

The system enables to read many of the terminal's parameters (IMEI, IMSI, battery level, network level, memory, etc.), the operating (reading, modification, elimination, etc.) of many of the essential parameters for the correct utilisation of the available services (WAP, MMS, APN, E-Mail, Bookmarks, etc.), to send of all types of file, the managing of applications and task management in the mobile phone. In the our platform you can find a new features: **Backup Restore, Wipe Lock, Remote Management, Geopositioning.**

CREA-RE is a powerful tool in the first and second level support for the diagnostics of problems and is much more efficient than the transmission of self-configured messages in OTA.

In respect to similar existing solutions, which are based on OMA/DM standards, this solution makes it possible to manage a range of "old" devices not OAM/DM compliant and, most of all, it offers a series of functions which will become part of the OMA/DM standards only in the future.

The architecture of the platform, based on J2EE, XML, AJAX and SOAP standards, enables a simple and fast customization, along with an easy integration with the existing and future Customer Care Systems, BSS, etc..

The proprietary communication protocol, between Client and Server, based on TCP/IP transport, permits a high level of security and high level of performances in the *Over-the-Air* communication on the mobile network between the two components, even when there are not optimal transmission speed conditions. Also it must be kept in mind that the dimension of the Client is minimal and it is fully compatible with all other terminal applications installed.

The Customer's *Right to Privacy* is protected since platform only read "setting data" and by a process of sending specific privacy messages, to which the Customer gives an explicit confirmation to, more the whole process is registered by the System.



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## ■ Key Business Benefits of CREA-RE for Mobile Operator

- It is a powerful tool to accomplish the Single Call Resolution for VAS services
- It produces a decrease in Customer Care call durations, consequently obtaining cost reductions of support
- It decreases, in time and costs, the training of the personnel which provides support for innovative and VAS services
- It's suitable for both Front-End Agents and for Web Self Service Caring
- It provides a unique differentiation from competitors
- It enhances Customer loyalty, increases ARPU and decreases Churn
- It offers new profit opportunities in SLA proposals to Business Customers
- It facilitates new VAS service provisioning
- It represents a strategic solution to enhance the penetration of Smartphones
- It is high scalable into distribution of it through different parts of the Company, both internally and externally to Partners, by means of a single interface.

## ■ CREA-RE Solution

- Device Management Application Platform for the remote control and management of Smartphone with commonly available OS (Symbian, Microsoft, etc.)
- Reading of the system parameters
- Reading and writing of configuration parameters
- Extending support functions for applications and services
- Wipe Lock
- Geopositioning
- Remote Management
- Parental Control

CREA-RE enables the operator to:

- Displaying several characteristics of the mobile device, including IMSI, IMEI, signal strength, battery level, storage memory and available free memory, firmware version, Bluetooth situation, etc.

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- Displaying and setting of several mobile device parameters, including SMS, MMS, APN, email, Bookmarks, Clock, etc.
- Displaying all the applications installed on the mobile device
- Displaying all the processes in execution on the mobile device
- Launch any file stored on device
- Start an application on the mobile device
- Stop a process on the mobile device
- Send pre-configured messages (yes/no/ok) to the mobile device
- Sending any type of file to the mobile device
- Backup/Restore Settings of PIM, SMS, File
- Software distribution and installation

#### ■ **CREA-RE Operating mode**

- Starting a call, the operator, asks the Customer the authorization to take remote control of his/her device.
- The Customer starts the Client and explicitly authorizes the remote operation.
- The Client opens a channel of communication TCP/IP with CREA-RE's Server and after the suitable authentication and authorization allows the Operator to enter the terminal. The parameters allowing the connection are configured directly inside the Client. This means that the customer can start the connection to the Server by activating directly the software in his/her device. This connection can be made by means of GPRS, EDGE, UMTS, etc.
- The Customer authorizes explicitly the remote control, of the device, on the part of the operator's, who has been recognised by a specific identity code.
- The operator uses the channel of communication created with the customer's terminal for displaying and setting of the mobile device configuration. The Customer can always follow the activities done by the operator due to the fact that all activity is replicated on the screen of the mobile device.
- Every activity of the operator is registered in the Database Server, in order to certify the process.
- For particular needs of Enterprise Customers, the device client can be activated from the remote server via silent SMS.



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## ■ General Architecture

The main components are:

- Customer Care workstation which is connect to the CREA-RE Server (via http/https) to achieve the operations on the customer devices.
- CREA-RE Server which accomplishes the connections with customer's mobile phone
- Customers devices connected to CREA-RE through a data network. The terminals are
- equipped with CREA-RE Client (via SSL3).

## ■ Functions of Release 7

- Session and Privacy Management
- Displaying Terminal Data including photo
- Bluetooth Activation
- SMS Parameters Management
- MMS Parameters Management
- Point of Access Connection Management
- Wlan – Wi-Fi Connection Management
- Default APN Management
- Pre-configured Configuration Management
- E-Mail Box Parameters Management
- Bookmarks Parameters Management
- Clock reading and setting
- On-Line Help
- Auto-Diagnostics
- Application Management
- Tasks Management
- Bookmark Management
- Survey Management
- Backup/Restore of configurations



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- Backup/Restore of Settings Management
- Backup/Restore PIM Management
- Backup/Restore SMS Management
- Backup/Restore File Management
- File Sending
- Feedback Questionnaire Management
- Creation of APN, E-Mail and Bookmarks from pre-configured "Template"
- "Client" sending by MMS-C system
- History of Operation/User
- Management of sets of Terminal with specific business requirement
- Software distribution and installation

### ■ Devices Tested within Release 5

## Symbian

NOKIA	N71	Symbian 9
NOKIA	N73	Symbian 9
NOKIA	N75	Symbian 9
NOKIA	N76	Symbian 9
NOKIA	N77	Symbian 9
NOKIA	N78	Symbian 9
NOKIA	N80	Symbian 9
NOKIA	N81 8G	Symbian 9
NOKIA	N91	Symbian 9
NOKIA	N92	Symbian 9
NOKIA	N93	Symbian 9
NOKIA	N93i	Symbian 9
NOKIA	N95	Symbian 9
NOKIA	N95 8G	Symbian 9



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NOKIA	N96	Symbian 9
NOKIA	E50	Symbian 9
NOKIA	E51	Symbian 9
NOKIA	5320	Symbian 9
NOKIA	6110	Symbian 9
NOKIA	6120	Symbian 9
NOKIA	E61	Symbian 9
NOKIA	6121	Symbian 9
NOKIA	6210	Symbian 9
NOKIA	E60	Symbian 9
NOKIA	N97 - mini	Symbian 9
NOKIA	N97	Symbian 9
NOKIA	6760 Slide	Symbian 9
NOKIA	6220	Symbian 9
NOKIA	E61	Symbian 9
NOKIA	E61i	Symbian 9
NOKIA	E62	Symbian 9
NOKIA	E65	Symbian 9
NOKIA	E70	Symbian 9
NOKIA	E71	Symbian 9
NOKIA	E90	Symbian 9
SAMSUNG	SGH-i450	Symbian 9
SAMSUNG	SGH-i550	Symbian 9
NOKIA	3250	Symbian 9
NOKIA	5700	Symbian 9
NOKIA	5500	Symbian 9
LG	KS10	Symbian 9
LG	KT610	Symbian 9
LG	KT770	Symbian 9
LG	KT 615	Symbian 9





SAMSUNG	SGH-i400	Symbian 9
SAMSUNG	SGH-i450	Symbian 9
SAMSUNG	SGH-i520	Symbian 9
SAMSUNG	SGH-i550	Symbian 9
SAMSUNG	SGH-i560	Symbian 9
SAMSUNG	SGH-G810	Symbian 9
SAMSUNG	i8510	Symbian 9
SAMSUNG	SGH-L870	Symbian 9
SAMSUNG	i520	Symbian 9
NOKIA	6630	Symbian 8
NOKIA	6680	Symbian 8
NOKIA	6681	Symbian 8
NOKIA	6682	Symbian 8
NOKIA	N70	Symbian 8
NOKIA	N72	Symbian 8
NOKIA	N90	Symbian 8
NOKIA	3230	Symbian 7
NOKIA	3650	Symbian 7
NOKIA	6260	Symbian 7
NOKIA	6600	Symbian 7
NOKIA	6620	Symbian 7
NOKIA	6670	Symbian 7
NOKIA	7610	Symbian 7
Arima	U300	Symbian UIQ 3.0
Arima	U308	Symbian UIQ 3.0
Benq	P30	Symbian UIQ 3.0
Motorola	A1000	Symbian UIQ 3.0
Motorola	A920	Symbian UIQ 3.0
Motorola	A925	Symbian UIQ 3.0
Motorola	M1000	Symbian UIQ 3.0



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Motorola	Motorizr Z8	Symbian UIQ 3.0
NOKIA	N93	Symbian UIQ 3.0
NOKIA	N93i	Symbian UIQ 3.0
Sony Ericsson	M600i	Symbian UIQ 3.0
Sony Ericsson	P800	Symbian UIQ 3.0
Sony Ericsson	P900	Symbian UIQ 3.0
Sony Ericsson	P910	Symbian UIQ 3.0
Sony Ericsson	P990	Symbian UIQ 3.0
Sony Ericsson	W950i	Symbian UIQ 3.0

## Windows Mobile

HP	iPAQ 914	W.Mobile 6.1 / 6.5
HP	iPAQ	W.Mobile 6.1 / 6.5
Palm	Treo Pro	W.Mobile 6.1 / 6.5
Acer	DX900	W.Mobile 6.1 / 6.5
Acer	Tempo F900	W.Mobile 6.1 / 6.5
Acer	Tempo M900	W.Mobile 6.1 / 6.5
Acer	Tempo X960	W.Mobile 6.1 / 6.5
Acer	Tempo DX900	W.Mobile 6.1 / 6.5
Acer	neoTouch	W.Mobile 6.1 / 6.5
Acer	beTouch	W.Mobile 6.1 / 6.5
Asus	Garmin Nuvifone M20	W.Mobile 6.1 / 6.5
Asus	P835	W.Mobile 6.1 / 6.5
Asus	P565	W.Mobile 6.1 / 6.5
Asus	P552w	W.Mobile 6.1 / 6.5
Asus	P320	W.Mobile 6.1 / 6.5
Asus	P560	W.Mobile 6.1 / 6.5
Asus	M536	W.Mobile 6.1 / 6.5
Asus	Lamborghini ZX1	W.Mobile 6.1 / 6.5





E-ten	Glofiish DX900	W.Mobile 6.1 / 6.5
E-ten	Glofiish X900	W.Mobile 6.1 / 6.5
Gigabyte	Gsmart S1200	W.Mobile 6.1 / 6.5
Gigabyte	Gsmart MW720	W.Mobile 6.1 / 6.5
Gigabyte	Gsmart MS820	W.Mobile 6.1 / 6.5
Hewlett Packard iPAQ	Voice Messenger	W.Mobile 6.1 / 6.5
Hewlett Packard iPAQ	Data Messenger	W.Mobile 6.1 / 6.5
HTC	Touch Cruise 09	W.Mobile 6.1 / 6.5
HTC	Touch Diamond 2	W.Mobile 6.1 / 6.5
HTC	Max 4G	W.Mobile 6.1 / 6.5
HTC	Touch Pro	W.Mobile 6.1 / 6.5
HTC	Touch HD	W.Mobile 6.1 / 6.5
HTC	Touch Viva	W.Mobile 6.1 / 6.5
HTC	Touch 3G	W.Mobile 6.1 / 6.5
HTC	S740	W.Mobile 6.1 / 6.5
HTC	Touch Diamond	W.Mobile 6.1 / 6.5
HTC	X7510	W.Mobile 6.1 / 6.5
HTC	HD2	W.Mobile 6.1 / 6.5
HTC	Touch2	W.Mobile 6.1 / 6.5
HTC	Touch Pro 2	W.Mobile 6.1 / 6.5
HTC	S740	W.Mobile 6.1 / 6.5
HTC	Snap HTC Snap	W.Mobile 6.1 / 6.5
HTC	TyTN 2	W.Mobile 6.1 / 6.5
i-mate	810-F	W.Mobile 6.1 / 6.5
LG	GW300	W.Mobile 6.1 / 6.5
LG	GM730	W.Mobile 6.1 / 6.5
LG	GM750	W.Mobile 6.1 / 6.5
MiTAC	Mio Explora K70	W.Mobile 6.1 / 6.5
Motorola	A3100 Surf	W.Mobile 6.1 / 6.5
Motorola	Q Global	W.Mobile 6.1 / 6.5



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Motorola	Q11	W.Mobile 6.1 / 6.5
Palm Treo	Pro	W.Mobile 6.1 / 6.5
Samsung	GT-C6625	W.Mobile 6.1 / 6.5
Samsung	SGH-i900 Omnia Reloaded	W.Mobile 6.1 / 6.5
Samsung	SGH-i740	W.Mobile 6.1 / 6.5
Samsung	GT-C6620	W.Mobile 6.1 / 6.5
Samsung	SGH-i900 Omnia	W.Mobile 6.1 / 6.5
Samsung	SGH-i200	W.Mobile 6.1 / 6.5
Samsung	Omnia Pro B7610	W.Mobile 6.1 / 6.5
Samsung	Omnia Pro B7330	W.Mobile 6.1 / 6.5
Samsung	Omnia II	W.Mobile 6.1 / 6.5
Samsung	Giorgio Armani	W.Mobile 6.1 / 6.5
Samsung	C6625 Office	W.Mobile 6.1 / 6.5
Sony Ericsson	Xperia X1	W.Mobile 6.1 / 6.5
Sony Ericsson	X2	W.Mobile 6.1 / 6.5
Toshiba	TG01	W.Mobile 6.1 / 6.5
Toshiba	Portégé G810	W.Mobile 6.1 / 6.5
HTC	Touch Dual	W.Mobile 6
HTC	Touch Find Travel Edition	W.Mobile 6
HTC	Touch Find	W.Mobile 6
Motorola	Moto Q 9h	W.Mobile 6
SAMSUNG	SGH-i780	W.Mobile 6
Asus	P535	W.Mobile 5
Asus	P525	W.Mobile 5
BenQ-Siemens	P51	W.Mobile 5
E-ten	Glofiish M700	W.Mobile 5
E-ten	Glofiish X500	W.Mobile 5
E-ten	Glofiish M600+	W.Mobile 5
Gigabyte	Gsmart T600	W.Mobile 5
Gigabyte	Gsmart i120	W.Mobile 5



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Gigabyte	Gsmart i128	W.Mobile 5
Grundig	GR980	W.Mobile 5
HTC	Advantage	W.Mobile 5
HTC	Vox	W.Mobile 5
HTC	Athena	W.Mobile 5
HTC	P6300	W.Mobile 5
HTC	Excalibur	W.Mobile 5
HTC	Muse	W.Mobile 5
HTC	Hermes	W.Mobile 5
HTC	Trinity	W.Mobile 5
HTC	Prophet	W.Mobile 5
HTC	P4350	W.Mobile 5
HTC	S310	W.Mobile 5
HTC	S620	W.Mobile 5
HTC	P3300	W.Mobile 5
HTC	P3600	W.Mobile 5
HTC	Oxygen	W.Mobile 5
HTC	TyTN	W.Mobile 5
HTC	MTeoR	W.Mobile 5
HTC	STRTrk	W.Mobile 5
HTC	Tornado	W.Mobile 5
HTC	Universal	W.Mobile 5
HTC	Wizard	W.Mobile 5
i-mate	Jama	W.Mobile 5
i-mate	SPL	W.Mobile 5
i-mate	JAQ	W.Mobile 5
i-mate	JASJAM	W.Mobile 5
i-mate	SP JAS	W.Mobile 5
i-mate	SP5m	W.Mobile 5
i-mate	SP5	W.Mobile 5



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i-mate	JAMin	W.Mobile 5
i-mate	PDAL	W.Mobile 5
i-mate	JAQ3	W.Mobile 5
i-mate	Smartflip	W.Mobile 5
<b>i-mate</b>	<b>JASJAR</b>	<b>W.Mobile 5</b>
i-mate	K-JAM	W.Mobile 5
Motorola	Q	W.Mobile 5
Palm Treo	750	W.Mobile 5
Palm Treo	750v	W.Mobile 5
<b>Qtek</b>	<b>8500</b>	<b>W.Mobile 5</b>
Qtek	8300	W.Mobile 5
Qtek	9100	W.Mobile 5
<b>Qtek</b>	<b>S200</b>	<b>W.Mobile 5</b>
Samsung	SGH-i710	W.Mobile 5
Samsung	SGH-i600 Ultra Messaging	W.Mobile 5
Samsung	SGH-i310	W.Mobile 5
<b>Samsung</b>	<b>SGH-i320N</b>	<b>W.Mobile 5</b>
<b>Samsung</b>	<b>SGH-i320</b>	<b>W.Mobile 5</b>
Samsung	SGH-Z700	W.Mobile 5
Telit	SP2000	W.Mobile 5
Telit	SP1000	W.Mobile 5
Toshiba	G500	W.Mobile 5
ASUS	My Pal A620	W. Mobile 2003
ASUS	My Pal A620BT	W. Mobile 2003
ASUS	My Pal A716	W. Mobile 2003
DELL	Axim X50	W. Mobile 2003
DELL	Axim X50v	W. Mobile 2003
<b>HP</b>	<b>HP6515</b>	<b>W. Mobile 2003</b>
HP	iPAQ h2210	W. Mobile 2003
HP	iPAQ h4150/h4155	W. Mobile 2003



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HP	iPAQ h5550	W. Mobile 2003
HP	iPAQ h6340	W. Mobile 2003
HP	iPAQ hx2110	W. Mobile 2003
HP	iPAQ hx2410	W. Mobile 2003
HP	iPAQ hx2750	W. Mobile 2003
HP	iPAQ hx4700	W. Mobile 2003
HP	iPAQ rx3715 Mobile Media Companion	W. Mobile 2003
I-MATE	SP3	W. Mobile 2003
I-MATE	PDA 2K	W. Mobile 2003
LOOX	Pocket LOOX 720	W. Mobile 2003
PDA2K	PDA2k generico	W. Mobile 2003
Qtek	Qtek 2020	W. Mobile 2003
Qtek	Qtek 2020i	W. Mobile 2003
SAMSUNG	SCH-I730	W. Mobile 2003



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