



Mobily Selects Bridgewater for Multi-Access Network

Subscriber, service, and policy control solutions to manage mobile data growth across WIMAX and Wi-Fi

BARCELONA, Spain – February 15, 2010 – Bridgewater Systems (TSX: BWC), the mobile personalization company, today announced that Mobily (ETEL.AD), the largest provider of mobile broadband in Saudi Arabia, has selected the Bridgewater® Service Controller and Policy Controller to manage mobile data growth across its WiMAX, and Wi-Fi networks. The solutions are being delivered in collaboration with Samsung, Mobily's infrastructure partner.

News

- Mobily, one of the fastest growing mobile operators in the world with over 18 million subscribers and more than 1 million active HSPA subscribers, has selected Bridgewater's subscriber, service, and policy control solutions to manage mobile data growth across multiple access technologies. The company is initially deploying the solutions in its WiMAX and Wi-Fi networks with plans to integrate with the HSPA network.
- Bridgewater's solutions are enabling Mobily to:
 - **Implement smart subscriber, service, and policy controls** to manage the complexities of exponential mobile data traffic growth, and millions of subscribers, devices, and applications;
 - **Centralize control and policies across multiple access networks** to optimize and seamlessly offload mobile data traffic across different networks, as well as enable service portability;
 - **Deliver innovative pre-paid services** including metering based on bandwidth (Gb/month) or time (minutes of use), and casual usage such as a roaming or application day pass; and
 - **Rapidly launch services** through over-the-air provisioning of subscribers and devices without having to visit a store or call customer service.
- Mobily is deploying the Bridgewater Service Controller (AAA) to securely authenticate and authorize subscribers and provide critical accounting functions. The company is also deploying the market leading Bridgewater Policy Controller (PCRF) which provides smart network, application, and subscriber policies to manage mobile data growth and deliver personalized services.
- Bridgewater's Subscriber Data Broker provides a common subscriber data management platform that brings together rich, dynamic subscriber data with the sophisticated tools to broker that data to multiple systems and applications to personalize services.

Quotes

Abdulaziz Al-Tamami, COO, Mobily

“Mobily operates the largest and busiest mobile broadband network in the Middle East. We selected Bridgewater due to their unique ability to provide a highly scalable control plane solution that enables us to manage mobile data traffic growth and deliver new services across our HSPA, WiMAX, and Wi-Fi networks.”

David Sharpley, Senior Vice President, Bridgewater Systems

“Mobily’s multi-access approach to delivering mobile broadband services is truly innovative and provides subscribers with a superior and seamless mobile data experience. Subscribers benefit from new mobile data services and Mobily can have confidence that their network will scale to meet the challenges of huge data growth. Bridgewater is delighted to be partnering with Mobily as they expand their network and service offerings.”

Tags / Keywords

Bridgewater Systems, Mobily, Multi-Access, Service Controller, AAA, Policy Controller, PCRF, Subscriber Data Management, WiMAX, WiFi, HSPA

Links

www.mobily.com.sa

http://www.samsung.com/global/business/telecommunication/newsView.do?b2b_bbs_msg_id=183

<http://www.bridgewatersystems.com/Service-Controller.aspx>

<http://www.bridgewatersystems.com/Policy-Controller.aspx>

<http://www.bridgewatersystems.com/Subscriber-Data-Broker.aspx>

<http://www.bridgewatersystems.com/GSM-HSPA.aspx>

<http://www.bridgewatersystems.com/WiMAX.aspx>

About Mobily

Mobily, the brand name of Etihad Etisalat, is the largest 3.75 generation mobile service provider in the Middle East and North Africa region, with 2008 net profits of over SAR 2 billion, serving 14.8 million subscribers. According to the GSM World Association, Mobily has the busiest data network on the face of the planet, with 452,000 mobile broadband subscribers by the end of 2009’s first quarter, who consume over 30 terabytes of data a day. Mobily employs over 3,600 employees in the Kingdom of Saudi Arabia and was recognized by the Dale Carnegie with the Leadership Award. For more information, please visit www.mobily.com.sa.

About Bridgewater Systems

Bridgewater Systems, the mobile personalization company, enables service providers to efficiently manage and profit from mobile data services, content and commerce. The company’s market leading mobile personalization portfolio provides a real-time, unified view of subscribers including entitlements, devices, networks, billing profiles, preferences and context. Anchored by Bridgewater’s Subscriber Data Broker™, the portfolio of carrier-grade and standards-based products includes the Bridgewater® Service Controller (AAA), the Bridgewater® Policy Controller (PCRF) and the Bridgewater® Home Subscriber Server (HSS). More than 140 leading service providers including America Movil, Bell Canada, Clearwire, Cox, Hutchison Telecom, Iusacell, Scartel, SmarTone-Vodafone, Sprint, Tata Teleservices, Tatung, Telmex, Telstra, and Verizon Wireless use Bridgewater’s solutions to rapidly deliver innovative mobile services to over 150 million subscribers. For more information, visit us at www.bridgewatersystems.com.

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