



Motorola's Optimization Services Node - "Optimizing networks to facilitate rapid subscriber loading with rich data content"



PT Indosat Tbk (Indosat) is a leading telecommunications and information service provider in Indonesia that provides cellular services, IDD and fixed telecommunication services. Indosat also provides Multimedia, Internet & Data Communication Services (MIDI) to its customers. The company has always been a fore-runner of new services in the Indonesian market, beginning with its launch of 3G services in November of 2006. In June of 2007, it saw an opportunity to solidify its market edge by adopting Motorola's Optimization Services Node (OSN) solution to satisfy end users' demand for high performance mobile access, while minimizing its CAPEX and OPEX by maximizing the use of existing network infrastructure.

Through its 3.5G technology, Indosat provides features such as High Speed Data and Internet Access, Mobile TV, Multiplayer Games, Video Call, Mobile Video, and Full Track Music Download. To enjoy Indosat 3G Broadband through High Speed Data and Internet Access, subscribers simply need to fill in an application form online or off line.

Motorola's OSN was launched under the brand of "Indosat Accelerator" as an innovative feature to complement its new high speed Mobile broadband services, based on High Speed Downlink Packet Access (HSDPA). This feature enables subscribers to enjoy a dramatically improved data access rate of up to 7 times faster than current 3.5G services (~18Mbps). The new service was first launched in Indonesia's two biggest cities: Jakarta and Surabaya, and is being gradually expanding to other cities including Bandung, Semarang, Yogyakarta, Bali, Medan, Batam, Balikpapan and Makassar. This enhancement has successfully positioned Indosat as the market leader of high speed broadband in Indonesia.

This acceleration engine optimizes existing infrastructure to increase subscriber loading with rich data content. The OSN is situated at the border of the operator network and external data networks and acts as an intelligent, content-aware intermediary between the two. The OSN solves the fundamental problem associated with mobile Internet user experience. Furthermore, the OSN enables flexible and rapid deployment of a wide array of services aimed at providing enhanced network and content services to mobile users.

The clientless application layer optimization substantially improves the subscribers' web experience. At the same time, subscribers save on access fees as compression will take place during data access and subscribers are charged based on this compressed volume.

Client-server optimization takes place when the optional Optimization Client software works with the OSN to transparently optimize all applications, such as Microsoft Outlook and Lotus Notes email, and to boost optimization of web access and email traffic.

Positioned between the mobile network and IP content, the OSN enables operators to offer new services; URL redirection, which allows personalized data services for individual subscribers; URL access control, which allows restricted subscriber access to specific sites; and content-based billing.

There are 2 ways to activate the Indosat Accelerator:

- Clientless (without client application)
Subscribers accessing data in APN indosat3g will automatically enjoy this service from compressing the data flow, with all default parameters defined in the server.
- Client Server (with client application)
Subscribers accessing data in APN indosat3g will use this service with all parameters defined by them prior to data transfer. Subscribers will have their own preferred setting on how to optimize the data flow.

For the Client Server subscriber using a data card in their PC, the minimum system specification is:

- Equipped by PCMCIA slot card type II, CARDBUS supported
- USB port
- Processor Pentium III 133 MHz
- RAM 64MB
- Minimum free space on hard disk 20MB
- Windows 2000 Operating System or Windows XP

Indosat Accelerator will give the best performance when the subscriber deploys a HSDPA-ready data card.

Indosat is already offering a variety of 3.5G Services including:

- **iTV Mobile:** 5 of the best Indonesia TV channels
- **i-Movie:** Information on new films
- **i-Music:** New music in various music categories
- **i-Games:** New games in various genre, such as: multiplayer, arcade, sport, adventure, and racing

- **i-Lifestyle:** Lifestyle info and communication with their community through mobile blog
- **i-Business:** Stock exchange, business and finance data
- **i-Religion:** Religious stories and motivation for Moslems and Christians
- **i-Infotainment:** Jokes, horoscope, travel and living, digital magazine, chat and live traffic
- **i-Sport:** Extreme sport, soccer and racing

By launching this next generation of 3.5G services in Indonesia, Indosat is committed to bring further benefits and innovation to the market. According to Kaizad B. Heerjee, Deputy President Director of Indosat, "With the launch of this wireless broadband package based on 3G/HSDPA, Indosat aims to fulfill a growing need from their subscribers. This service will go a long way in helping Indosat realize their vision of becoming the leading integrated full-network service provider in Indonesia."

In summary, the value behind Motorola's Indosat Accelerator is:

- To provide enhanced network performance so subscribers can enjoy high speed data access service
- To better serve subscribers who are hungry for information found elsewhere in the world
- To strengthen the competitiveness of the Indosat data product
- To enhance the specific brand image of the Indosat Broadband product

To date, Indosat has already signed up 200,000 end-users for the new service. It is expected that these services will eventually reach 1,000,000 subscribers by year 2008.



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