

Real world solutions to key mobile industry problems

## Do your operators know how their customers use devices? **How WDS-Sicap are leveraging accurate device data to improve business performance**

**Drawing on GSMA Device Database, WDS-Sicap are helping mobile operators make better business decisions, as well as improving customer experiences.**

Even the slightest gap in knowledge during a support interaction can harm customer satisfaction and the lifetime value of a customer.

That's where WDS-Sicap comes in. They aim to provide seamless and secure connectivity across mobile phones, wearables, and IoT (internet of things). They have a wealth of experience and expertise in enhancing the mobile journey for customers through highlighting opportunities for monetisation and improving efficiency.

“We are able to solve problems that modern communication services providers are facing today, through deep domain knowledge and innovative technology products.”

**Sachie Bristow, Head of Sales**

### **How is WDS-Sicap using GSMA Device Database?**

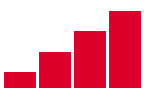
Their overarching goal is to help telcos increase their organic growth and improve profitability.

“We enable operators to correctly detect, identify and provision devices attached to the network, then perform deep analysis on the data generated and highlight potential opportunities for new revenue streams” explains Andy Sweetman, CTO.



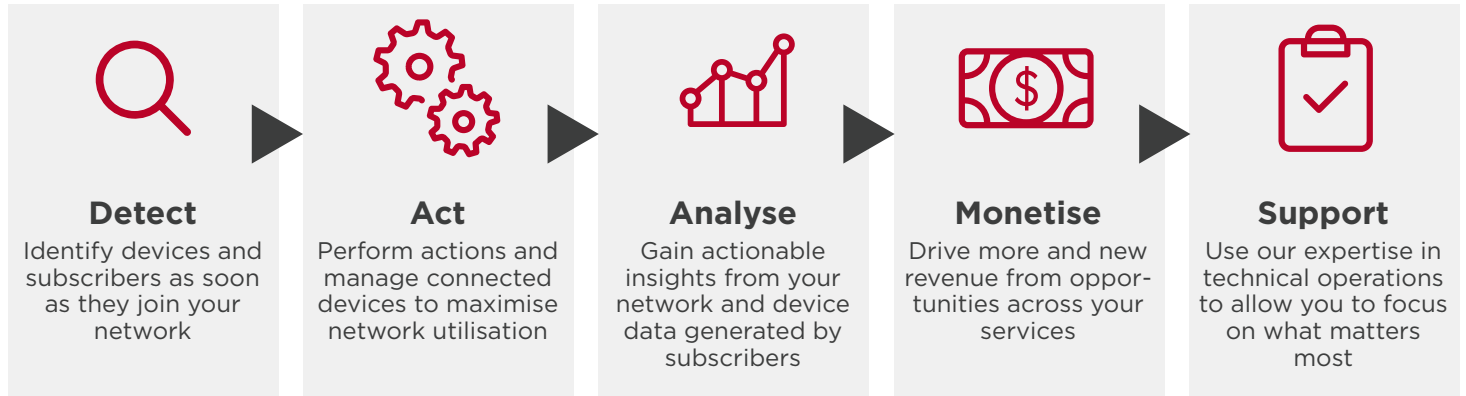
“The TAC data provided by the GSMA Device Database is our **source of truth** for device identification across all our products.

We use GSMA Device Database to source detailed and accurate device information, including the operating system, the number and type of SIM cards it supports and the compatible frequency bands”.



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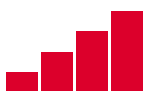
## What are the use cases for WDS-Sicap’s Knowledge & Device Management services?

This system is used by multiple teams within mobile operators:

- **Helping customer service teams** with a fully managed service that delivers up to date and relevant omni channel knowledge management
- **Give marketing teams** the ability to sharpen strategies with a full and up-to-date knowledge base
- **Help reduce operational** costs through remote automatic troubleshooting and configuration tools
- **Help telcos** gain both a broad and in-depth understanding of their customer base.
- **Provides customers 450 unique data points** through curating the TAC and device database information and extending it with manually verified data from other sources.

“The GSMA data is extremely valuable, and we are extending it further,”

**Andy Sweetman**



## How GSMA Device Database benefits WDS-Sicap

Improves customer experience	Drives investment and innovation	Enables customer upgrading	Spots potential fraud	Speeds up processes
<p>GSMA Device Database allows users to understand how many of their customers' devices can support specific technologies and spectrum bands. This enables them to support their customers better by only providing what is valuable to each customer.</p> <p>"Maybe some of the users have very old handsets that do not support WhatsApp. Then they know those customers are not going to be addressed if they push everyone towards the WhatsApp channel."</p> <p><b>Andy Sweetman, CTO</b></p>	<p>Part of WDS-Sicap's mission is to give telcos useful data upon which they can act, Device Database helps them do this. GSMA data can help mobile operators hone its spectrum strategy – including whether to bid or lobby for specific frequency bands which can eat into budgets.</p> <p>"They need to have the [device] data to hand to be able to make decisions on when to invest", such as 5G infrastructure in certain locations.</p> <p><b>Sachie Bristow, Head of Sales</b></p>	<p>Device Database can be used to encourage customers to make greater use of the existing networks. For example, a customer with a 5G phone may only be using a 4G data plan, prompting the telco to offer them a better 5G tariff.</p> <p>"We can give our customers something that will allow them to uncover hidden value and generate growth"</p> <p><b>Sachie Bristow, Head of Sales</b></p>	<p>Device Database helps mobile operators detect stolen devices that have been flashed with a new IMEI. For example, its data may show that a 3G device is using 5G data, highlighting the fact that the IMEI has been changed.</p> 	<p>With over 10,000 device models launched every year, keeping track of accurate TAC and IMEI is highly complex.</p> <p>"Before using the GSMA, we were manually allocating TAC to devices through our device onboarding programme."</p> <p><b>Sachie Bristow, Head of Sales</b></p>

## A long-lasting relationship

Prior to merging, WDS were leveraging GSMA Device Database for over 20 years and similarly Sicap were using GSMA Device Database for 11 years. As a single entity, WDS-Sicap are still discovering new ways to get value from the data.

WDS and Sicap merged in early 2023 to become WDS-Sicap, today employing over 50 people across nine countries and serving more than 60 customers and partners. The merger was enabled to bring together the strengths of both businesses to create a more competitive company better positioned to serve customers.

The merger with Sicap enhances its device management capabilities and brings in subscriber monetisation and management products into the wider portfolio. One of the key products driving subscriber monetisation is Device Entitlement Server (DES), which Sachie Bristow says "is in high demand because of the increasing adoption of smartwatches and the shift to eSIM-enabled devices". Device Entitlement is essential for mobile networks wanting to provide a seamless customer experience for smartwatch adopters.

**"We have a much wider portfolio of capabilities between both businesses and they work extremely well together"**  
**Andy Sweetman, CTO**

## Continued collaboration between WDS-Sicap and GSMA Device Database

"The GSMA Device Database is a key component in WDS-Sicap's upcoming NetworkIQ solution, which combines operator and device data to enable key use cases around subscriber engagement, fraud prevention and cost optimisation." notes Andy Sweetman.

As 5G technology continues to evolve, enabling innovative new services for handsets and IoT equipment alike, mobile operators must understand the capabilities of the devices connecting to their networks. For WDS-Sicap, that dynamic is likely to drive even greater demand for detailed device data.

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