Tivoli Personalized Services Manager

Highlights

The explosion of new ways to access networks and services requires that service providers manage varied devices beyond traditional PCs. Tivoli Personalized Services Manager allows you to offer new and different types of value-add and premium services through individual service environments that offer personalization matched to subscriber preferences. Through creation of these environments, you can offer targeted advertising, making it easier for users to buy services, thereby allowing you to retain those customers. Subscribers can gain access to this personalized service environment from their preferred device, virtually anywhere and anytime.

Tivoli Personalized Services Manager combines subscription, provisioning, and personalized services management with pervasive device management. The result is a single, robust product that offers a solution for service providers who require planned management of customers' online experience. Designed to scale to millions, it manages and provisions easy-to-use, mass customized premium services in a feature-rich environment. In addition, it easily integrates with IBM's WebSphere Everyplace Server, Service Provider Offering to provide greater functional value to meet the challenges of the emerging pervasive service delivery market.

Tivoli Personalized Services Manager enables you to:

- w   Deploy new IP subscription services quickly and easily
- w   Create personalized service environments accessed by variety of pervasive devices
- w   Instantly provision premium content services for users
- w   Support millions of subscribers and devices with a scalable architecture
- w   Manage from services to user devices
- w   Provide self-care & full customization of the subscriber's personalized service environment
- w   Secure subscriber access via industry-standard authentication
- w   Seamless integration with billing systems
- w   Collect data supporting usage analysis and reporting

Personalized Service Environment

Tivoli Personalized Services Manager utilizes a sophisticated data model and intelligent agent technology to deliver and maintain the personalized services environment for each subscriber. It collects customer information and builds subscriber profiles from registration information, online surveys, requests and demographics, thus supplying marketing intelligence data to help design new services that match each subscriber's service needs.

Each unique subscriber profile can be updated during the subscription life cycle of the user. These profiles are used to create service portal pages for specific personalized service environments. Service providers can customize these service portal pages for each group, type of user, or on an individual subscriber basis. With Tivoli Personalized Services Manager, service portal pages may be modified to include targeted advertising and content and contact links that are specific to the interests of the subscriber based on previously requested information. By dynamically providing instant provisioning of new and premium services, the service portal page makes it easier for users to buy new services, and for the service provider to publish services that meet the needs of different groups of subscribers.

Service providers can now proactively control and manage re-branded service offerings or access to other service providers' offerings for their customers. Tivoli Personalized Services Manager cost-effectively manages each subscriber's personalized service environment to enhance consistency while at work, home, or when mobile.

Enrollment Simplicity

Subscribers register to access Internet services via an enrollment process that will allow them access with a PC or through a variety of pervasive devices. The service provider may tailor the enrollment process to target different types of customers and fit within a marketing campaign. The major methods of enrollment are: user device (PC, PDA, screen phone or Web phone) equipped for enrollment, mass mailing of CDs, Web-based enrollment with access code (newspapers, magazines and flyers), Web page referral, linkage and phone call to customer service representatives.

Once enrollment is complete, Tivoli Personalized Services Manager automatically provisions the user's access to the Internet, specific core applications and other services. After enrollment, when subscribers login, it will authenticate the user and allow the use of services

they purchased, or access their service portal pages to perform self-care and buy more services.

Pervasive Device Management

With Tivoli Personalized Services Manager, pervasive devices can allow the presentation of multimedia, voice, data and video when compatible with: the subscriber profile, the capabilities of the device, and the bandwidth available. The delivery of pervasive services includes both extensions and augmentation of the current Internet services as well as new-to-market services. For example, a PDA with Wireless Application Protocol (WAP) may access the subscriber's personalized service environment for services that are normally accessed through the user's desktop PC. These services may include: e-mail, document files, fax and use of regular Internet services (i.e., e-commerce to purchase goods). The subscriber relationship becomes one-to-many; one subscriber using many pervasive devices to gain access to a single personalized service environment managed by the service provider.

Pervasive device support for each personalized service environment is a core management function of Tivoli Personalized Services Manager, which is capable of managing devices connected from different access networks (e.g. PSTN, mobile or Internet). Integrated with it are subscription management and device management that can identify, configure, and distribute software to any subscriber's device that is supported by the product.

This product's pervasive device management provides device management services for a device plug-in arrangement. By developing device plug-ins, device vendors can use device management services to enable Tivoli Personalized Services Manager to manage their devices. Its device management is designed to be scalable in the delivery of pervasive services. It includes the following product features:

- **Device identification services** to identify the device when it joins the network
- **Enrollment** to provide any setup required by the device before, during, and after the enrollment process
- **Device configuration** to provide services for saving and restoring information at the device such as dialer, web browser, mail and communication data
- **Rest page management**, software configuration for device-resident start page. The rest page may contain

advertising that can be remotely changed by the service provider
- **Software package definition**: name, version, hardware and software prerequisites to be used in software distribution
- **Software distribution** (download) of system and application software
- **Device job facility** that allows configuration/distribution requests to be queued on the Device Management Services for distribution to devices.

Product Scalability and Availability

Tivoli Personalized Services Manager can scale to millions of subscribers and devices by deployment on network-connected UNIX servers (IBM or Sun servers or IBM's Scalable POWERparallel Systems®). Its transaction processing and event traffic can be distributed and load balanced across multiple systems to meet the desired performance criteria. It can maintain high standards of availability and scalability by using the IBM RS/6000™ server platform or RS/6000 SP system and AIX ® operating system. It also scales horizontally with the IBM High Availability Cluster Multiprocessing. This software is recommended for optimum availability, and includes hot standby and concurrent access support.

Tivoli Personalized Services Manager is also available for a Sun Enterprise Ultra 10S system or a compatible Sun processor.

For Further Information

Please contact your IBM sales representative for more information or visit the IBM Pervasive Computing Website at:

http://www.ibm.com/pvc

Tivoli Personalized Services Manager is distributed by IBM. IBM Pervasive Computing Services can provide the following services to assist in the total Tivoli Personalized Services Manager solution: comprehensive installation, configuration, customized implementation, integration, consultation, professional coding services and training services.

Tivoli Personalized Services Manager
The ability to access information virtually anywhere - at any time