



Device Map

Better data equals better business. How **GSMA Device Map** is helping mQuest Technologies meet operators' needs.

To maximise the return on their network investments, mobile operators need their services to dovetail seamlessly with customers' devices. To that end, Santiago-based mQuest Technologies has developed an "automatic device detection" solution.

Drawing on the detailed and comprehensive data in the GSMA's Device Map, the solution enables operators to see which devices are capable of accessing which networks and advanced services, such as Voice over LTE (VoLTE) and RCS (rich communications suite) messaging. As a result, operators can provide customers with services tailored to their handsets and a better overall experience.

mQuest is supplying the solution to Telefónica México, which provides services under the Movistar brand. "With Device Map integration we can explore 150 plus device characteristics, and this information is fully available to the Movistar network and marketing areas, where they can monitor and explore the behaviour of their subscribers and the devices they are using on their network," explains Juan Sáenz, mQuest's manager in Mexico.



When a device registers with the network, mQuest's solution builds an identifier, drawing on the International Mobile Equipment Identity (IMEI), as well as the customer's mobile number. The IMEI is cross-referenced with GSMA Device Map to configure the device and the network services that will match its capabilities, as listed in the GSMA database. mQuest's solution feeds that information into the network's home location register (HLR) and home subscriber server (HSS), which control access to various services.



GSMA Device Map is the only database which includes the complete information about terminals' characteristics, availability, and upgrades frequency when deploying device manager functions.

Juan Sáenz, In Country Manager Mexico, mQuest Technologies



Business:
Telecommunication Software

Sector:
Mobile network operator management

Customer:
mQuest Technologies

Service Solutions:
GSMA Device Map

Challenge:
Seamless link between mobile operator network and subscriber devices

mQuest solution: Multiple use cases, multiple benefits



APN CONFIGURATION

APN (access point name) is sent to any new handset joining the network, so that it can access the operator's data services. The system processes an average of 180,000 device APN configurations per day.



VoLTE CAPABILITY SUPPORT

Determine which devices are capable of supporting the VoLTE specification. As a result, the operator can match the VoLTE capacity in its network to the capabilities of its devices, thereby reducing software licensing costs.



MARKETING CAMPAIGNS

By segmenting their customer base into people with 4G and 3G handsets or people with Android and Apple smartphones, for example, the marketing team can send offers to the consumers that are most likely to be interested.



Víctor Corral López of Telefónica México says the integration of mQuest's automatic device detection capabilities into the operator's user identification solution has enabled it to simplify network functions, while optimising resources. "We know multiple device characteristics from our customers using GSMA Device Map database," he adds, resulting in a better understanding of "device market behaviour."

Growth opportunities ahead

With the Internet of Things (IoT) introducing a whole new set of connected devices, mQuest is now looking to harness GSMA Device Map to help operators identify which connections are being used by machines, as opposed to handsets operated by humans. "One of the things that we can get from the information in the GSMA database, is whether the device really is IoT or not," explains Cristián Gálvez, mQuest CEO and Founder. "In Latin America especially, operators are very vulnerable to fraud where you can buy a plan for IoT and then use it with a real phone."

In 2019, GSMA Device Map added new parameters indicating whether a device could support NB-IoT and LTE-M - cellular technologies used to connect IoT devices that need low power wide area connectivity. By checking for those attributes, mQuest can identify dedicated IoT devices and distinguish them from tablets, for example.

As it looks to expand across Latin America and into new markets, such as Africa and the Middle East, mQuest is making the data from GSMA Device Map an integral part of its proposition to operators. It believes detailed device data will be a major boon for its customers - mQuest says the integration of GSMA Device Map into its solution is helping operators make greater use of their network functions, optimise their capital and operating costs and enhance their customer experience. "We would definitely recommend GSMA Device Map and we can expand the use case to other mobile network operators confidently," says Juan Sáenz.

Learn more at gsma.com/devicemap

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