

GSMA Services Showcase Live #6
Data for Device Life Cycle Management
Wednesday 9 November 2022

Question	Answer	Responder
<p>What recommendations would you give to operators and OEMs to improve their device circularity?</p>	<ul style="list-style-type: none"> • Work with device maker partners on handset design specs compatible with recycling or repurposing scenarios after the initial period of use • Ensure distribution channels are maximising energy efficiency and shifting to renewable power sources (transport, fleets, retail stores – owned and indirect) • Align reporting metrics and timelines to track progress 	<p>Tim Hatt, GSMA Intelligence</p>
<p>Once end-of-life is reached, and parts are extracted, what is typically done with the remaining materials? Trash vs. Further materials refining? Any statistics?</p>	<ul style="list-style-type: none"> • Currently, only a minority of mobile phones are recycled, at about 10-15% in circulation in the US, Europe and Japan (i.e. the highest-income countries) • Metal extraction from handsets past their usable life depends on the country of use; the most efficient extraction tends to fall in the above countries, although in many cases, handsets are simply consigned to landfill, with metals wasted 	<p>Tim Hatt, GSMA Intelligence</p>
<p>What is holding operators back in making the transition to digital device management?</p>	<p>We know that given the billions of devices worldwide, everyone does some sort of device lifecycle management. What holds operators back from making this truly omnichannel but digital first is both buyer and vendor fragmentation across customer journeys and channels. This is exacerbated by evaluating solutions based on functional performance attributes vs business cases considering NPS, revenue and margin effects with payback hurdles. Some operators have already appointed cross-functional journey owners, which may already have some allocated IT investment authority, which makes change easier.</p>	<p>Robert Hackl, MCE Systems</p>
<p>What tips can you give operators, who already have a digital transformation program underway?</p>	<p>Don't go through a digital transformation without a proven expert on device-related solutions. MCE knows the technology and integration challenges our customers face to make digital transformation a reality. In addition, we know what good looks like for each device-related journey (e.g., digital-first conversion rate, NPS, solution rates, margin impact). Our significant R&D investment has helped us develop a cloud-native platform business architecture that can be implemented quickly and have an immediate impact. Our platform solution is flexible, as you either engage in an E2E digital transformation project on device-related commercial journeys or just start with a high-value one such as seamless self-care, digital retail, or a digital-first trade-in solution, which has between 6 - 9 months payback times.</p>	<p>Robert Hackl, MCE Systems</p>

<p>Can MCE's platform integrate its device diagnostic data seamlessly with Prolog's Modem and augmented data by standard API's?</p>	<p>MCE has been enjoying a partnership with Prolog and has an API to access the enriched IMEI information, which has helped us improve fraud checks and enable network compatibility checks for BYOD onboarding. We are in the process of further integrating Prolog's modem database.</p>	<p>Robert Hackl, MCE Systems</p>
<p>Can MCE customize its software to diagnose, data transfer and wipe but not provide a Trade-in value?</p>	<p>Yes. The MCE DLM platform is fully customisable as per the operator's preference. For example, our functional diagnostics microservice library contains over 160 individual tests to create a customised approach such as a seamless self-help app, a repair need evaluation app or a health check leading to an upgrade with a trade-in as a contextual offer. In addition, all microservices can be configured through a management console, e.g., a trade-in app, you can choose eligibility and price for a promo in real-time without a change request to IT.</p>	<p>Robert Hackl, MCE Systems</p>
<p>What are the major challenges or pitfalls in trying to deliver just-in-time service on mobile devices?</p>	<p>There are huge challenges associated with Just-in-Time services, but it starts with knowing what you're dealing with: the device, the challenge the consumer is facing, where the customer is located, which service channel they're accessing and, importantly, how you can resolve the issue to the individuals' utmost satisfaction & ease. If we don't understand all the above with a good degree of certainty, it impacts the effectiveness of the solutions we provide. Therefore, the biggest challenge we see is getting the right technology in place that takes away subjectivity and which gives us a real-time view of the situation in a remote environment. Our Wizeview platform & integrations with partners such as GSMA, ProLog, Phonecheck, MCE and others; enables us to do this, and consequently, we delight the consumers we serve.</p>	<p>Josh Beasley, Likewize</p>
<p>What data does Likewize use from GSMA?</p>	<p>Likewize uses GSMA for validating a device' FMIP lock and loss/theft status. This is an integral part of our value prop as if FMIP lock is active, a device cannot be processed, and if the customer fails to remove the lock, it must be securely recycled, diminishing its value. On an even more serious note, if a device has been declared lost or stolen, we want to make every endeavour to ensure that the device cannot be sold back into the mobile ecosystem (with the hope that it is returned to its rightful owner).</p>	<p>Josh Beasley, Likewize</p>
<p>How much does device data cost? How do you make a business decision as to how much to spend on verifying devices?</p>	<p>It's sort of a la carte. People have different questions about the devices. There is a sequential use of the data. You can stack tests on top of one another. So, you can do something basic or 7 or 8 quite sequential checks. Data typically costs \$0.15 to \$0.25, maybe as much as \$0.50 a phone. If you're really de-risking it. If you're into a phone for \$0.15 or white papers indicate that you're going to make another \$13.00 on that phone, but it is entirely at the pace of the customer meeting them where they are in their current operations and understanding of data.</p>	<p>Seth Heine, Prolog Mobile</p>
<p>What extra value can you provide that is not already available if</p>	<p>The main value we bring again is helping people develop synthetic data. A great example of this is the modem carrier tool, we take GSMA baseline data and then adding synthetic data where the customer</p>	<p>Seth Heine, Prolog Mobile</p>

<p>working with OEMs directly on buyback programs?</p>	<p>provides their unique data. We blend that together; we standardise that and then you have unique new data. That is the most powerful form of data there is because it is yours. Data the way you want it and need it queued up for you to be able to improve your decisioning.</p>	
<p>How is Phonecheck working with eBay (and other platforms) to provide trust in these online platforms, some of which in the have been vulnerable to questionable transactions?</p>	<p>We have a partnership with eBay partnership with the Back Market partnership with Swappa, and the major marketplaces, and they have a live connection to our data that a customer can turn on or off. They use that connection to verify the condition of the device automatically. At the time of sale, based on the IMEI and then we're working on essentially adding a way to deliver images from the robotic solution directly to them to prove the cosmetic condition of a device as well. So have an objective cosmetic grade along with the actual photos of the device available for them. If any consumers have a complaint about how the device or the condition the device arrives in.</p>	<p>Patrick Schneider, Phonecheck</p>