

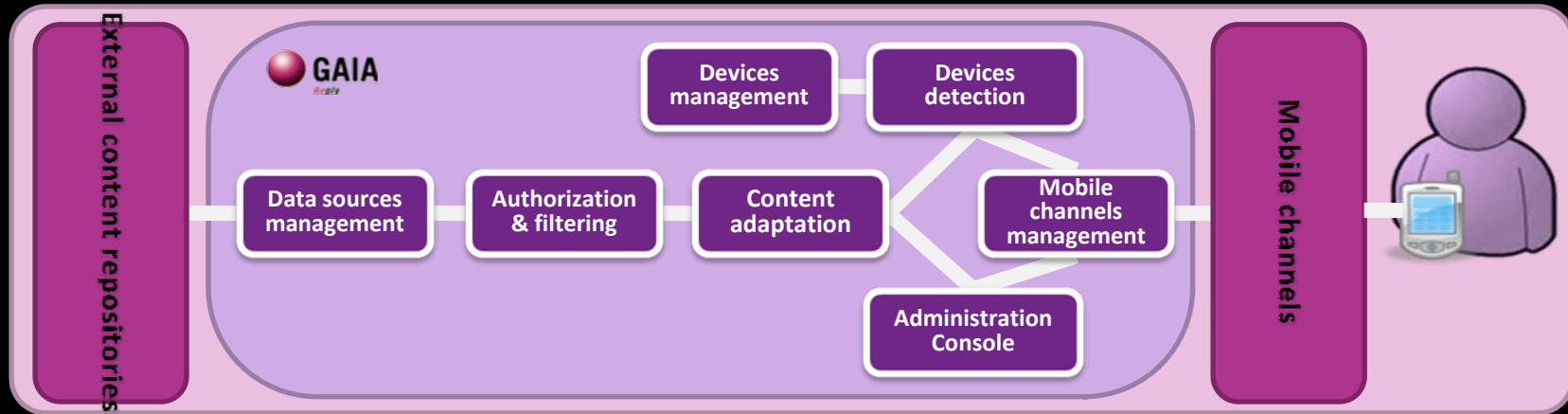
# Gaia Reply™ as a Service

Mobile Living Framework



# GAIA Reply™: Main Features

The flexible, scalable and economical solution to develop and deliver  
**multichannel mobile enterprise services**



## Data Sources Management

GAIA Reply™ makes it possible to extract data from heterogeneous sources (including ADV servers) and to aggregate them according to the logic required by the type of service

## Authorization & Filtering

GAIA Reply™ can implement access control policies and manage content visualization according to user's permissions

## Devices Management

GAIA Reply™ maintains an updated repository of device capabilities and characteristics based on UAProf, WURFL and customized data (over 5,200 mobile phones)

## Content & Service Adaptation

GAIA Reply™ automatically selects and adapts contents and services according to the characteristics of the device that made the request. Further, the framework allows protecting content through the use of DRM functionalities.

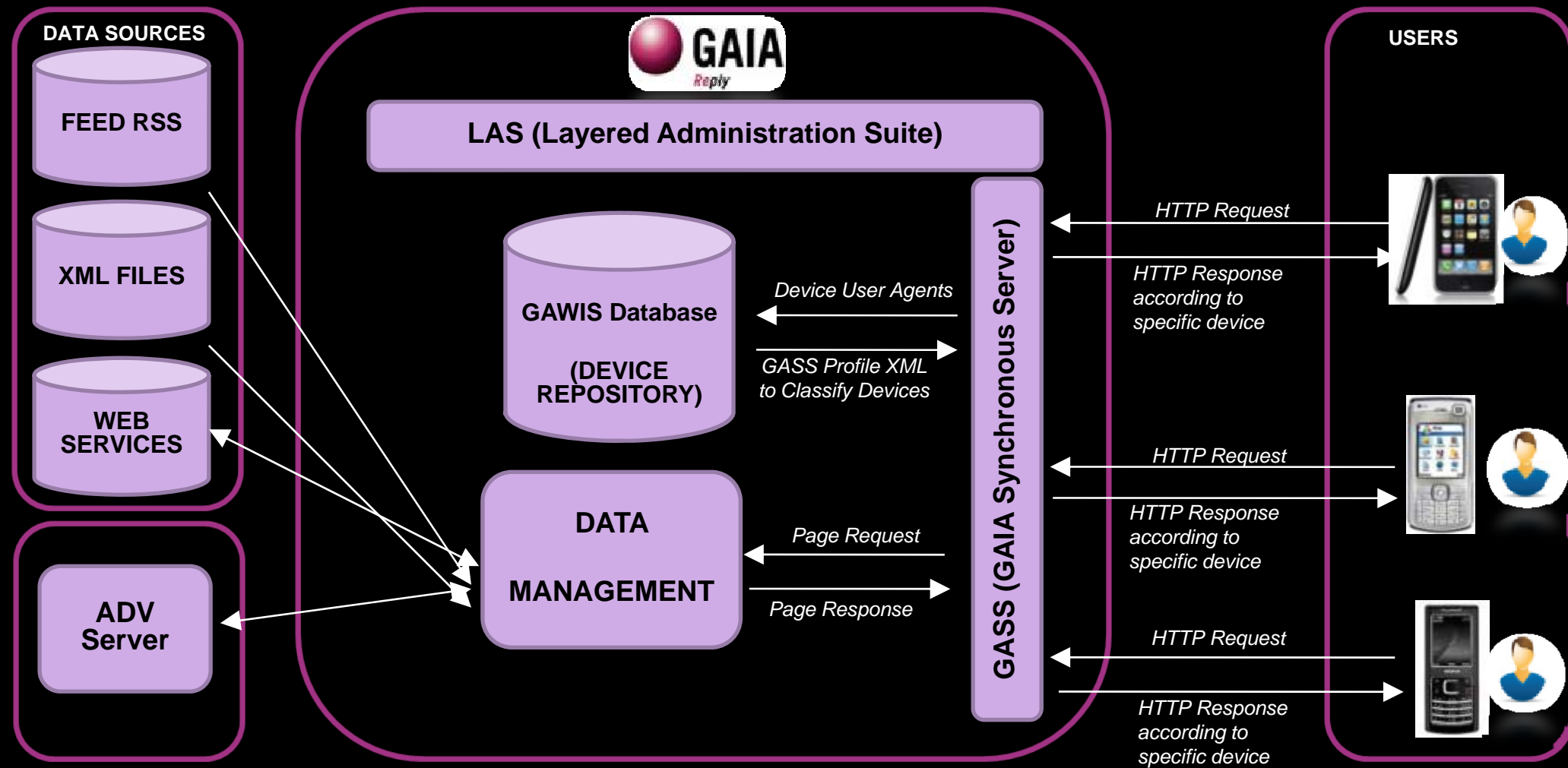
## Administration Console

GAIA Reply™ Administration Console includes a useful feature that allows user to have a real time preview on each phone available in the device repository

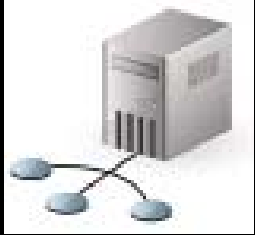
## Mobile Channels Management

The services enabled by GAIA Reply™ are based both on synchronous interactions (WML or XHTML browsers or client applications) and on asynchronous interactions (MMS, SMS or WAP Push)

# How GAIA Works



# GAIA Reply™: SaaS, Online Delivery



If you're looking for a flexible; secure and scalable and investment-free option, you can opt for SaaS (Software as a Service). You will benefit from service upgrades and new features released and a high level of service on a fast, reliable infrastructure (cloud computing architecture)

## Advantages:

- Latest **service distribution model** (cloud computing) through Amazon Web Services.
- Hosted GAIA Reply™, provided across the **Internet**.
- The **Software-as-a-Service** (SaaS) model frees up the IT department to concentrate on mission-critical or revenue-generating projects.
- **Fast deployment** of the solution (immediate access to resources).
- No software license fees & maintenance fees. Just **rent the software on a monthly fee**; the only startup cost left may be related to designing the service for your organization and implementing custom features
- **Automatic GAIA Reply™ upgrade**. Upgrades and fixes take place transparently, so your IT department does not spend hours on maintenance and support.

GAIA Reply™ is available on the Amazon Elastic Compute Cloud (EC2).

GAIA Reply™ on Amazon EC2 offers the most cost-effective and scalable solution requiring no hardware or software investments. The combination of GAIA Reply™ and the on-demand computing power of Amazon EC2 provide instant scalability and high-availability of your Mobile infrastructure.

With GAIA Reply™ on Amazon EC2 you can moreover use GAIA Reply™ in SaaS mode, customize it and integrate your existing business tools.

# GAIA Reply™: SaaS

The provisioning of GAIA|Mobile|Framework as a **SaaS** is subject to the payment of a **monthly fee for usage**, depending on the number of service page-views.

## Services included:



Access to new versions of the platform.



Help Desk 8x5 support (Monday-Friday; 09.00 – 18.00).



5 user accounts for access to the platform



Hardware



Service Storage



Network Traffic



Monitoring

Thanks

[www.gaiareply.eu](http://www.gaiareply.eu)

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