

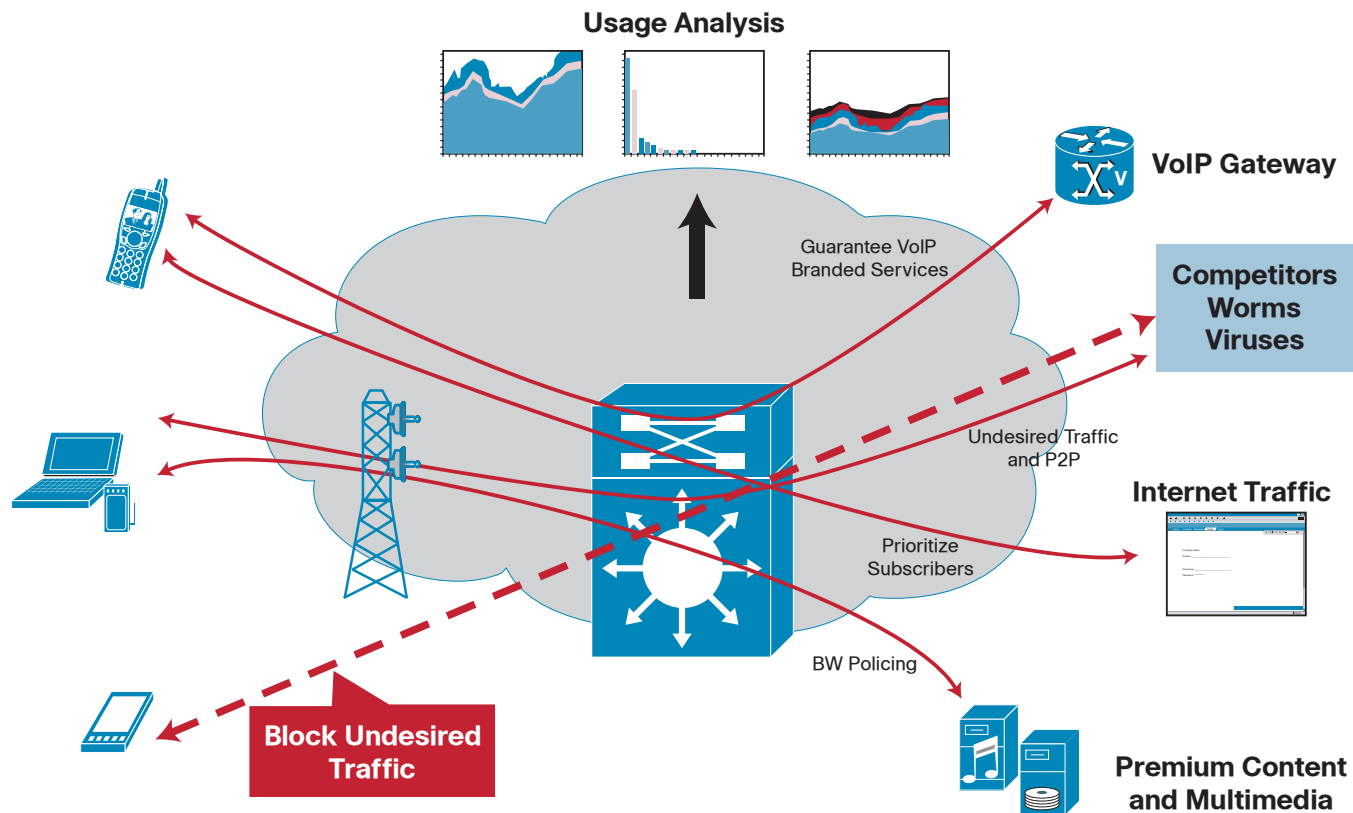


Cisco mobile Service Exchange Framework

www.cisco.com/go/mobile

Cisco® mobile Service Exchange Framework (mSEF) helps mobile operators move toward a converged IP-based next-generation network.

- As the global community becomes more mobile, staying connected while on the move is no longer a luxury—it is a business necessity. This surge in mobile technology has created unprecedented opportunity for mobile operators.



Business Benefits:

- Identify and classify applications and protocols
- Optimize application-specific traffic while adding mobility, presence, and a complete set of subscriber-aware capabilities
- Provide more granular usage analysis on an individual subscriber and application basis
- Track and bill transactions by content type, device type, or subscriber
- "Shape" traffic to guarantee service performance and support business model
- Rapidly create and deliver a variety of unique application and content-based services