

Online Backup System for Mobile Phones

Create service for mobile phone content online backup: registered customers will have their mobile device content backed up on provider's server and any time can restore data in service center (also planned self restoring).

Registration

Customer registers for service, with following steps (done by service provider):

- Install special software on device;
- Create account on service provider's server;
- Set backup time interval (from – to when start sending data);
- Setup software on device – select following for backup:
 - Folders (full content including video, pictures);
 - Contacts;
 - Calendar

Payment

- Fee per month; 100M space + communication cost.
- Communication cost - Package selection:
 - Always send (agreement with mobile operator);
 - Send only with 3G and WiFi (agreement with operator)
 - Send only with WiFi

Client Software

- Create (extend SyncML) special API for data sync:
 - Examples:
 - Hashtable getSettingParam(String paramname)
 - Boolean syncNow(void)
 - Long[] getParamAddressRange(String paramname)
 - ...
- Create software for each mobile device brand/model;

Algorithm

- Scheduled task starts;
- Read configuration settings:
 - Account and server info;
 - Folders to backup;
 - Sync contacts?
 - Sync calendar?
- For synchronization Use SyncML technology
(One way sync from client only)

Server

- Create application server based on open source SyncML server (ex.: funambol - www.forge.funambol.org):
 - Extend user registration and database schema for customer registration/management interface;
 - Extend database to record each sync session parameters (including calculations for communication fees based on account package)
 - Extend database to record each customer's visit to service center for data restore (keep full history of customer)

Server - continued

- Extend server functionality to communicate with existing “Mobile Phone Integrated Sales Management System” for:
 - Automatic registration of customers;
 - Getting service/repair history for each sold phone;
 - Getting insurance information for each sold phone;

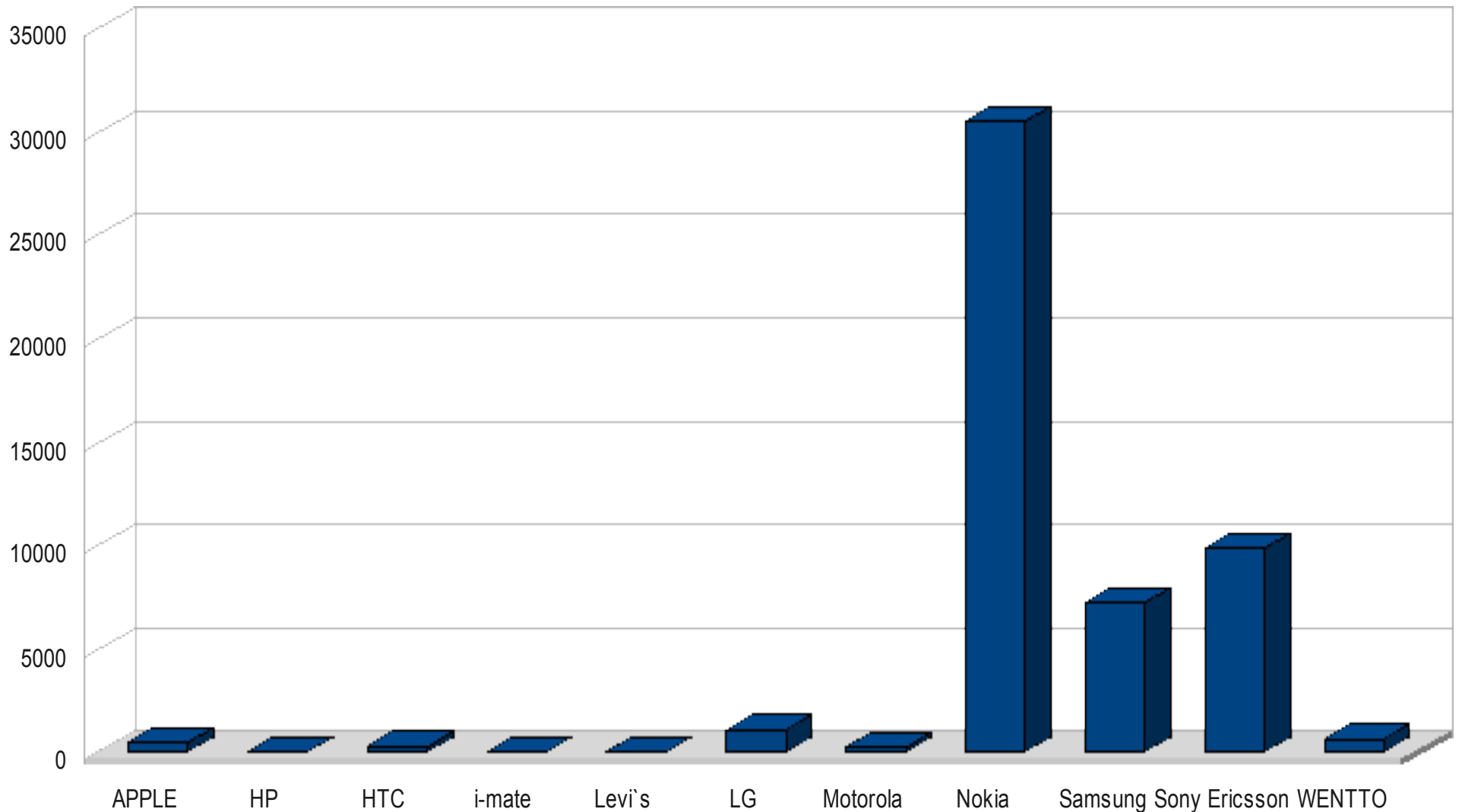
What we have

- Several tests done with SyncML server;
- Started development of client software for symbian;
- Agreements with local mobile operator for special gprs/3G low cost packages;
- Existing “Mobile Phone Integrated Sales Management System”'s copy for pilot project;
- Partner is local mobile shop chain “Mobi” (www.mobi.ge) - backup service provider.
- Marketing research – interviewed about 600 potential customers – and 90% are ready to pay 2-3 EUR per month for service.

Plans

- Hard work to be done for client software creating (each brand/model – at list for most popular phones);
- Pilot project will start in December (planned)
- Final client software planned to be in March 2010;
- Final server software planned to be in February 2010
- Estimated number of customers for summer 2010
~ 5,000

Sales Statistics by Brands (from 2007)



Questions?

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