



A powerful technology platform allowing partners to quickly develop and deploy new revenue streams and Cloud-enabled services, amplifying their market position in the Cloud economy

## **Solutions for Telco and Service Providers**

ZeroDesktop helps Telco's and Service Providers deliver new Cloud-based services more quickly and using far fewer resources. The ZD Cloud Services Platform is a powerful technology service that allows partners to develop and deploy new revenue streams and Cloud-enabled services, amplifying their market position in the Cloud economy.

Cloud Services, including software-as-a-service and other online offerings, have grown up outside the traditional Telco and Service Provider communities. This trend has left these large and established organizations feeling huge pressure to avoid being simply the "dumb pipe." Even with strong user bases and profits, people have more choices than ever as consumers push for new offerings faster than most organizations can respond. And across the industry, save for the largest market-defining services like Facebook and Google, the pressure to move quickly and to deliver enhanced offerings is a nearly daily challenge. Even with some advantages in today's challenging market, Service Providers face compressed development cycles, constant pressure for differentiation, scarce talent, and short-lived profits.

ZeroDesktop was founded to deliver Cloud-capable systems that focus on providing next-generation workspaces for individuals, families, and businesses. With a combination of Android and Cloud technologies, ZeroDesktop and its customers are leapfrogging existing market offerings and bringing new devices and services to market - using far fewer resources and much faster than was previously possible. With ZeroDesktop, partners have a unique opportunity for market success and profitability.

For the Telco and Service Provider of today, the challenge is how to take advantage of existing assets and user bases to advance its market position. The goal must be to offer next-generation services with a high degree of "stickiness" that users will embrace. ZeroDesktop recognized the advantages that Service Providers maintain in the market - ubiquity, customer touch points, and world-class infrastructure and scale - and built a platform designed to deliver and integrate the next-generation of Cloud services. The Cloud Services genie may be out of the bottle, but ZeroDesktop is committed to helping accelerate the development of new services and revenue while providing a world-class experience for the user. The ZeroDesktop Cloud Services Platform puts the user at the center of their own Cloud content and communications while giving a Service Provider the tools and data to maximize the value of that customer relationship in the Cloud economy.

## The ZeroDesktop Cloud Services Platform (CSP) allows Services Providers and Telco's to reassert their market positions, build new revenue streams, Cloud-enable new products, and stave off commoditization while enjoying a more defensible market position in the increasingly competitive Cloud economy

The CSP is a purpose-built technology platform designed to accelerate the development of new Cloud-based services. By deploying the CSP, organizations gain next-generation Cloud services capabilities that leverage existing assets and limited required resources.

- **CSP delivers a next-generation managed Cloud workspace for end-users**

The CSP gives users a single workspace that consolidates all of their online content and communications. "Out of the box," the workspace offers a common interface to a variety of Cloud storage services, aggregates email and communications, and allows search across a given user's content. In short, the CSP provides a "sticky" environment to maintain and grow a customer base.

- **CSP is a mission-critical Cloud OS**

Forming the backbone of the platform offering, the ZD CSP provides the system for deploying a high performance, globally scalable, and highly secure customer-facing offering. At the center of the offering, the ZD Cloud OS (ZDCOS) drives a high quality end-user experience and provides deep analytics and management capabilities on which to build additional services. Available add-on services include a contextual advertising engine, business analytics, and deeper integration with existing service management, customer support, and billing management systems.

- **Offers a turnkey and extensible software stack and Cloud service**

The CSP is built to be "white labeled" and to operate as a stand-alone Cloud offering, hosted either by the Service Provider or by ZeroDesktop. It is fully brandable and supports customizations around look-and-feel, add-on applications, and contextual messaging and advertising. With a full set of unified APIs, partners can easily develop their own integrations and extensions.

## ZD CSP Technology Overview

Technology built for deployment by the Telco and Service Provider communities must be architected and engineered to the highest tolerances. With its world-class talent and existing public use cases, ZeroDesktop deeply understands the requirements and built the CSP specifically to support these high-end Cloud services applications. The ZD CSP allows Service Providers to quickly build and deploy new end-user services with an infrastructure designed for global scale and security.

- **CSP is built to Service Provider standards**

The ZD CSP is built to meet the highest operational requirements demanded by Service Providers and Telco's worldwide. This includes scalability, security, integration, and the ability to customize and brand appropriately to meet business needs. The platform can be hosted internally as an extension of an existing infrastructure or hosted by ZeroDesktop with transparent integrations.

- **Completely modular and extensible solution**

The ZD CSP was designed from the bottom up to add value to an existing SP infrastructure and service offerings. The CSP can extend existing services and amplify market positions without investing large amounts of consulting or integration. The CSP is specifically built to integrate with existing assets, services, subscriber data, and billing systems for quick time-to-market and minimal resource investments.

- **Variety of defined use cases and reference designs to accelerate revenue and market impact**

ZeroDesktop is committed to supporting the growth and profitability of Service Providers and telco's around the world. By leveraging the basic technology stack, partners are already building new lines of business, leveraging and expanding existing in-house capabilities, and staving off the exodus of users to other providers.

- **CSP Features and Functions**

The ZD CSP incorporates a variety of compelling functionality to drive new services, extend existing offerings, and deliver value to users and subscribers across a chosen user population. Each of these functions is extensible and built for global scale and security.

- **Cloud Workspace**

The CSP provides an consolidated workspace with basic productivity tools like Cloud storage, integrated search and sharing, across all content and content types. The workspace can also deliver lightweight productivity tools and be the basis for a managed virtual desktop infrastructure (VDI) offering.

- **Unified APIs across content sources**

The CSP manages integration with common Cloud storage and content, allowing a user to access their content from a single location transparently. The CSP manages all of the connections, passwords, and indices transparently, dramatically simplifying development and operations for the Service Provider team.

## The ZD Cloud Services Platform puts the customer at the center of their cloud experience and helps a service provider leap forward in the Cloud economy.

- **Content indexed for comprehensive search**

By indexing all content "on the fly," the CSP provides tremendous value for both users and the Service Provider. The breadth of content and the underlying indices can provide the basis for add-on services, billing, advertising and targeted promotions.

- **Full set of mobile clients, including iOS and Android**

With the growth of mobility, users are increasingly accessing their data and content from their phones and tablets rather than from their laptops. ZeroDesktop provides full native mobile apps and mobile web access to the Cloud workspace and all stored content.

- **Full suite of management tools**

The CSP incorporates necessary management and monitoring capabilities required for reliable deployment. Operators can use provided ZeroDesktop tools, integrate the data into existing management systems, or build programmable interfaces to ensure highly available operation and notification.

- **Full integration with existing systems, including service management and billing**

From the ground up, ZeroDesktop assumed that the CSP would run as an add-on to existing services provided by Telco's and Service Providers. Using standard REST APIs, the platform is neutral relative to security and authentication and easy to integrate both with existing services and with supporting service management and billing systems.

- **Built-in commerce engine with analytics**

The CSP includes e-commerce capability, allowing a provider to deploy commerce directly within the end-user workspace. This allows a partner to offer in-house services and gain referral fees from external partners seamlessly. The CSP provides the basis for differential targeting and service offerings and can be extended or customized either in-house or by ZeroDesktop.

The CSP allows Telco's and Service Providers to build and deploy an unlimited set of revenue services. Partners are already building content mash-up services and deploying integrated Cloud workspaces. ZeroDesktop works closely with partners to conceive and release services such as the following:



#### **Cloud Service Broker with Set-top Box Integration**

Blending the power of the cloud with the home entertainment center is the new horizon. ZeroDesktop is already working with leading partners to deliver this type of service. By integrating both the Cloud and mobile applications with a set-top box, customers can easily share images, video, and other content and providers can create unique mash-up services. monitor and keyboard, the multiuser platform enables access to all Android apps and storage either locally or in the cloud.



#### **Managed Cloud Workspace and Commerce Portal with native iOS and Android access**

The CSP provides productivity tools appropriate for end-users or an SMB to do their daily work. An alternative to enterprise-VDI, the lightweight ZD offering also includes a full set of management tools. The CSP includes a powerful commerce engine, allowing a service provider to broker external services or offer their branded services within the workspace itself.



#### **MiiPC Cloud-Based Parental Control: for mobile phones, tablets, all-in-ones and set-top-boxes**

Highly differentiated cloud-based parental control that enables parents to remotely manage, monitor, set time limits and control of their kids' devices (e.g. phones, tablets) from anywhere. Easy to use parental control tools & reports to detect, address and help overcome kids' Internet and app addictiveness. MiiPC software is easily installed on target phones and tablets - no firmware changes are required. The MiiPC software solution includes companion Parental Control mobile apps.



#### **Branded Home or Business Cloud Launchers**

Incorporating a solution from ZeroDesktop built for OEMs, the MiiPC Android Platform Extender allows a Telco or Service Provider to define and deliver a branded fixed or mobile compute device linked directly to an end-user Cloud workspace. Service providers can offer a more complete and fully integrated user experience that leapfrogs existing offerings from other providers.



## Technology to Power the Cloud-enabled Future

ZeroDesktop delivers powerful technology solutions that enable industry players to build next-generation solutions quickly to gain market share and differentiation in the Cloud economy.

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