Service Overview

The CanvasM ODP solution provides an appealing and consistent service-centric User Experience on the device, and provides the missing link in the service delivery value chain – extending the delivery solution all the way to the subscriber’s device, and leveraging the content and infrastructure already put in place by the operator.

CanvasM’s offering includes a new generation of products which deliver content on the mobile phone through the use of a software client application that:

- Leverages the handset’s capabilities to deliver a more compelling user experience
- Increase service awareness
- Operates efficiently on available network bandwidth and,
- Streamlines content purchasing

Service Architecture

The ODP client population is centrally managed by the ODP Server, which supports the efficient and cost-effective dynamic updating of the ODP, including highly personalized content, user interface layouts and software updates. The Server also supports the integration of multiple content sources to enable seamless service discovery of the operator’s complete range of data services.
Service Architecture

Key Advantages/ Benefits

CanvasM Offers

- A proven, ready to run, off-the-shelf ODP solution.
- A world leading ODP vendor.
- A comprehensive end-2-end ODP client / ODP server solution.
- Ability to deliver excellent UEs.
- Maximum device reach.
- A server with open interfaces for easy & light integration with OPERATOR’s infra-structure.
- A platform upon which to build ODP, Rich Media and general client-server solutions.
- Local support

Benefits to Operators

- Lowest risk for OPERATORS. Shortest time to market.
- CanvasM will bring world class ODP expertise to OPERATORS.
- Best of breed Symbian, WM and Java clients and server from a single vendor.
- A great UE increases usage which increases revenue.
- Maximum subscriber penetration, maximum revenue generation.
- Time-to-market. Lower cost of ownership.
- Flexibility. Future proof.
- CanvasM will provide specialized local support to enable the successful deployment of the ODP solution