

Reducing Costs and Complexity with WAP Gateway 2.0 Offload

The biggest challenges communications service providers (CSPs) face when supporting their networks continue to be optimizing network architecture and reducing costs. Wireless Access Protocol (WAP) gateways remain essential facets of a CSP's offering, but are costly to maintain and increase the complexity of the network architecture. The F5® WAP 2.0 gateway offload solution offers you the ability to leverage the F5 BIG-IP® system to deliver WAP 2.0 gateway functionality without the additional maintenance and support costs, while opening the door to additional revenue streams.

Increased Costs and Complexity

With the unprecedented growth of social media and mobile phone apps along with continuous appetite for higher bandwidth, a majority of legacy mobile devices continue to access content via WAP, which means that CSPs have to invest in license capacity upgrades as well as expensive support and maintenance contracts to keep those gateways up and running. In addition, WAP gateways take up valuable real estate in data centers and add another layer of complexity to network architectures in the midst of calls for simplification and optimization.

Higher Outlays, Stagnant Revenue

Within the WAP architecture, there are three main components that enable devices to access web content: the WAP device, the WAP proxy/gateway, and the HTTP web server. Service providers are typically charged for the number of session transactions, as well as traffic throughput, that occur between the communication of the web server, proxy, and WAP device. The more transactions and increased traffic volumes, the higher the cost to you. At the same time, revenues from WAP services are declining—and you cannot tap additional streams of revenue with this legacy equipment.

The F5 WAP 2.0 Gateway Offload Solution

Lower Costs

The F5 BIG-IP system provides your network with load-balancing, intelligent traffic steering and policy enforcement capabilities, and also delivers WAP 2.0 gateway functionality without the additional maintenance and support costs. By leveraging F5 technology and offloading traffic from WAP gateways, you can significantly reduce or eliminate the session transaction costs between the WAP components, while ensuring an optimal mobile experience for users.

Key features

- WAP 2.0 Offload—Supports WAP 2.0 protocols, enabling CSPs to either offload part of your traffic or bypass WAP gateways, and handle all WAP 2.0 traffic on the BIG-IP system
- Subscriber Awareness—Correlates subscriber-related information, such as MSISDN or user name with the IP address to provide unique user identification
- Header Enrichment—Adds subscriber information that can be encrypted to HTTP requests to fuel new revenue streams

Key benefits

- Reduce Costs—By offloading WAP transactions to the BIG-IP system, service providers can reduce ongoing maintenance and support costs, as well as usage charges on the WAP gateway
- Optimize Network Architecture— Cutting down the number of WAP gateways and consolidating core functionality onto the BIG-IP system reduces network architecture complexity
- Generate New Revenue—CSPs

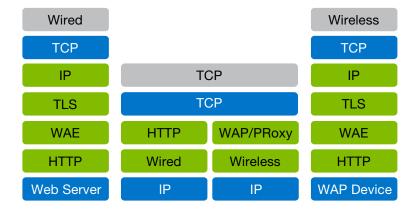
 can monetize their network by using
 subscriber information and header
 enrichment capabilities to offer targeted
 mobile advertising
- Maximize ROI—The F5 WAP 2.0 gateway offload solution provides a fast ROI and pays for itself very quickly

Reduce Complexity

The BIG-IP system supports Internet protocols such as Wireless Profiled HTTP (WP-HTTP), Wireless Profiled TCP (WP-TCP), Transport Layer Security (TLS), and HTTP state management. You get the ability to handle WAP 2.0 transactions natively and eliminate those transactions from their WAP architecture—reducing network complexity as well as support and maintenance costs.

Generate Revenue

At the same time, the BIG-IP system acts as a RADIUS accounting endpoint that can retrieve the subscriber and network access information provided by the GGSN, packet gateway, or network access server, as well as via the Gx interface on BIG-IP® Policy Enforcement Manager™ (PEM). BIG-IP PEM can retrieve subscriber information—such as MSISDN and user name—and correlate it with the user's IP address. When this is combined with header enrichment, CSPs have a powerful tool to add relevant subscriber information to HTTP requests. This enables you to partner with web content providers to offer targeted mobile advertising for additional revenue opportunities.



With support for various Internet protocols WAP 2.0 enables wireless devices to utilize existing technologies.

Learn more

For more information about the F5 BIG-IP system, please see the following resources or use the search function on **f5.com**.

Solution overview pages

BIG-IP Policy Enforcement Manager BIG-IP Local Traffic Manager

White paper

Intelligent Traffic Management with the F5 BIG-IP Platform

Solution profile

Optimize and Monetize the Network with BIG-IP Policy Enforcement Manager

Datasheets

F5 BIG-IP Policy Enforcement Manager
F5 BIG-IP Local Traffic Manager

F5 Networks, Inc. 401 Elliott Avenue West, Seattle, WA 98119 888-882-4447 www.f5.com

F5 Networks, Inc. Corporate Headquarters info@f5.com F5 Networks Asia-Pacific apacinfo@f5.com F5 Networks Ltd. Europe/Middle-East/Africa emeainfo@f5.com F5 Networks Japan K.K. f5j-info@f5.com

