Mobile data traffic is projected to grow over 50% CAGR until 2020. By then, over 75% of the data traffic will be video. This dramatic increase means operators need to maximize capacity without sacrificing end-user experience. Congested networks deliver a poor user experience, encourage subscriber churn and impact profitability. Today, with more than 60% of mobile traffic encrypted and Over-The-Top players embracing their own proprietary protocols, problems are magnified further.

**The Solution**
Is built on Openwave Mobility’s Integra all-IP Traffic Management Engine, which enables operators to rapidly adapt to changing traffic demands by means of a QoE-driven powerful service orchestration engine. Beyond brute-force optimization, flexible granular rules can be created by combining multiple contextual conditions that are evaluated at line-rate speeds.

**MDO By Numbers**

- **50%** STALL TIME REDUCTION
- **25%** FASTER RENDERNING
- **25%** HIGHER THROUGHPUT
- **25%** ENCRYPTED VIDEO SAVINGS
- **30%** HTTP SAVINGS

**Why Openwave Mobility?**

- **Encrypted Video User Experience Under the Operator’s Control**
  Act based on real-time QoE metrics that take into account picture and playback quality

- **Manage Google’s QUIC Video**
  Can you imagine mobile video without YouTube?

- **See In the Dark**
  Differentiate web from video encrypted requests for the same site and act differently

- **Encrypted Traffic and Video Analytics**
  Network metrics, QoE indicators, savings, devices, resolutions, domains

- **Faster Networks Through Superior TCP Acceleration Performance**
  A self-learning and auto-tuning engine that scales at line-rate speeds

- **True NFV**
  Live in multiple Tier-1 Mobile Network Operators
Secure Traffic Manager
Encrypted Video Optimization

Extend your traffic management capabilities into the encrypted path with Secure Traffic Manager. By intelligently adjusting HTTPS and QUIC Adaptive Bitrate video, its impact on the RAN is reduced by 25%.

- Detect and categorize encrypted TCP and UDP
  Support for HTTPS and QUIC; built on top of an extensible framework ready to handle HTTP2.0
- Transparent video and device classification
  An upgradeable flow-based heuristics engine differentiates ABR and PD video, as well as containers, codecs, resolutions, bitrates and devices to create individual optimization policies
- Selective delivery optimization
  As opposed to DPI-based throttling, STM video management is selective per flow, allowing the endpoints to negotiate specific qualities and to prevent stalling

Video QoE protection
Optimization is dynamically released or adjusted as needed to preserve playback experience

Video quality driven
Quality of Picture-driven optimization through real-time MOS quality video evaluation

DynaBoost
Next-Generation TCP Acceleration

A dynamic and learning-based engine that reacts to congestion more effectively than static and hybrid TCP optimization, improving mobile users’ QoE through 25%+ higher throughput and faster content loading.

- All TCP Clientless & Transparent Acceleration
  Faster and more efficient transport for all TCP traffic, including HTTP and HTTPS
- Dynamic & Learning-Based
  As opposed to loss or delay-based algorithms, analyzes in real-time and tracks TCP flows
- Auto-Tuning
  Eliminates the need for traditional profile-based TCP optimization and iterative tweaking

DynaMO
Web and Media Optimization

HTTP web, video and audio optimization reduces peak RAN consumption, improving browsing and streaming experience. Saves 30% of HTTP data and eliminates 50% of video stall time in mobile data networks.

- Real-Time & Offline Video and Audio Encoding
- Enhanced HD+ Resolution Adaptation
- Device-Aware Encoding
- Context-Aware Congestion Optimization
- Dynamic Bandwidth Shaping
- Just In Time Video Delivery
- ABR Video Optimization
- Image Optimization
- SW Update Management
- In-Memory Web Cache
- Optimized Video and Large Object Cache

Media Content & Delivery Optimization
Web Optimization
Cache

Openwave Mobility empowers data service providers to manage and monetize encrypted and unencrypted mobile traffic, optimizing available RAN and maximizing the value of user data.