

## pressrelease

### **Airtel Lanka deploys Gemalto's device management platform to strengthen its promise of 40% faster internet**

**Amsterdam, Mar. 9, 2017** - Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, and Airtel Lanka today announced the deployment of Gemalto's [Device Management](#) platform in Sri Lanka that enables Airtel's subscribers to have instant access to their favorite 4G data services such as email and internet. Gemalto will also provide [powerful marketing tools](#) for targeted promotional campaigns and allows its subscribers to experience 40% faster internet.

Switching to a new mobile device is very common for subscribers in Sri Lanka. With the help of this solution, Airtel Lanka is able to automatically detect and configure its subscribers' devices [over-the-air](#) and avoid any interruptions in their internet services. Gemalto's solution provides the industry's largest knowledge repository of over 175,000 device references from over 2000 manufacturers. This library is constantly updated to include the latest, local, and even non-branded models not recognized by [GSMA](#), allowing Airtel to offer an out-of-the-box experience to its subscribers. The proven Gemalto [Device Management](#) platform already manages more than one billion devices worldwide.

*"Youth are always the early adopters of any trend. It is the same with smart phone devices as well. However, we find that a lot of them experience interruptions in accessing internet services because networks fail to correctly identify the type of device and device settings,"* said Mr. Jinesh Hegde, CEO and Managing Director at Airtel Lanka. *"With Gemalto's solution, we are able to offer uninterrupted services irrespective of the kind of device they use, allowing our subscribers to experience 40% faster internet."*

*"In Sri Lanka, the smartphone vendors are competing to launch low-cost models to capture the local market, increasing device diversity like never before,"* said Sashidhar Thothadri, Senior Vice President, Mobile Services & IoT, South Asia & Japan at Gemalto. *"With our complete solution, Airtel can now not only save up to 40% of customer care costs due to configuration-related issues, but also boost customer intimacy and revenues with accurate analysis of devices and usage patterns."*



## About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the global leader in [digital security](#), with 2016 annual revenues of €3.1 billion and customers in over 180 countries. We bring trust to an increasingly connected world.

Our technologies and services enable businesses and governments to authenticate identities and protect data so they stay safe and enable services in personal devices, connected objects, the cloud and in between.

Gemalto's solutions are at the heart of modern life, from payment to enterprise security and the internet of things. We authenticate people, transactions and objects, encrypt data and create value for software – enabling our clients to deliver secure digital services for billions of individuals and things.

Our 15,000+ employees operate out of 112 offices, 43 personalization and data centers, and 30 research and software development centers located in 48 countries.

For more information visit [www.gemalto.com](http://www.gemalto.com), or follow [@gemalto](https://twitter.com/gemalto) on Twitter.

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