



# **BREW™ Virtual Marketplace: Application Processing from the Developer and Operator Perspective**

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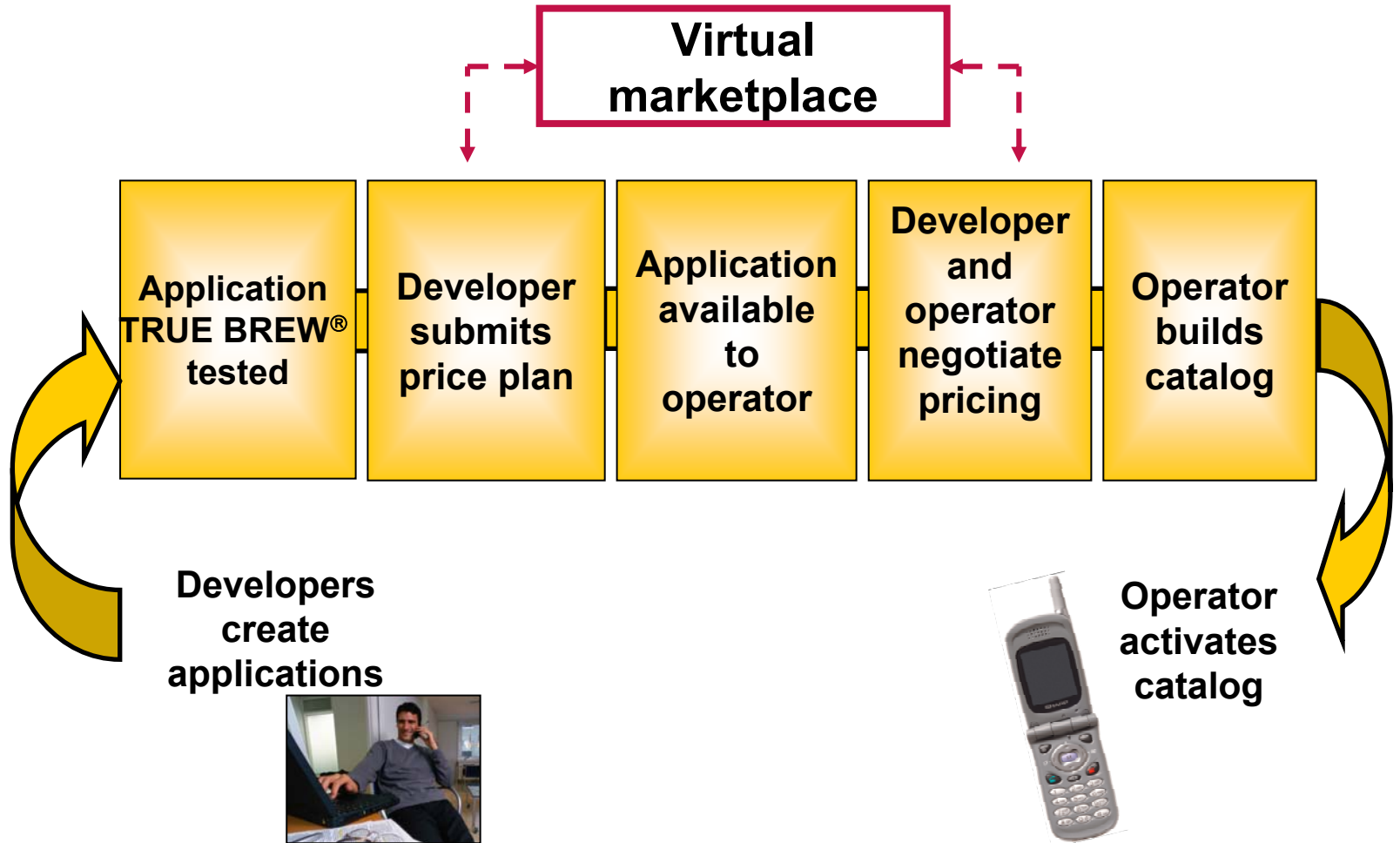


# BREW Distribution System





# Application Distribution



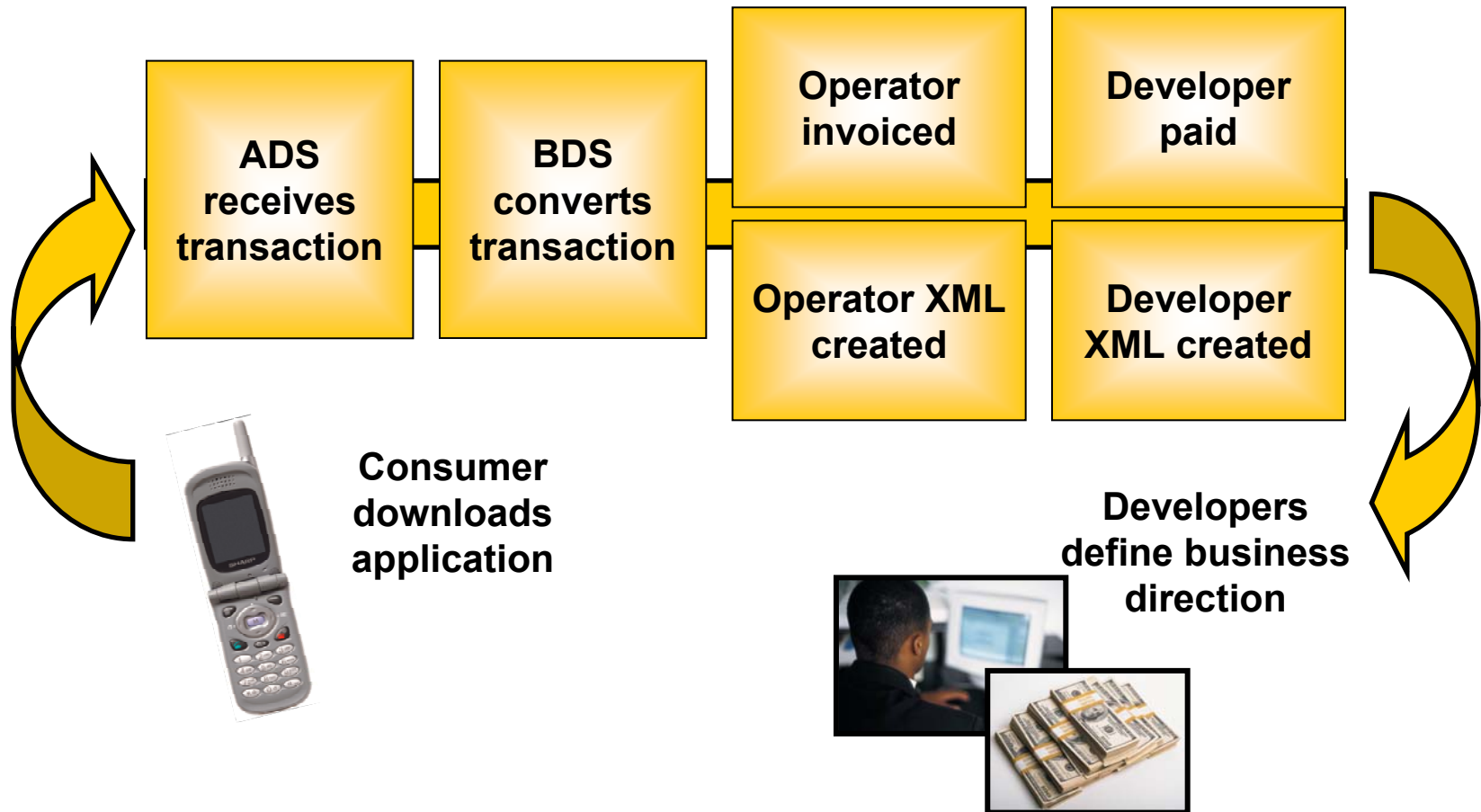


# Demonstrations

- › **This session is a “live” demonstration of the BREW Distribution System (BDS) in action**
- › **Attendees will experience how BREW developers and BREW operators collaborate in delivering compelling applications and services to customers**



# Transaction Processing





# Developer Reports

- › **Application Usage Report**
  - Monthly summary by operator for analysis of device transactions (not intended for invoice reconciliation)
- › **Invoiced Sales Report**
  - Total developer revenue invoiced on behalf of a developer part number, prior to extension split, etc.
- › **Payment Detail Query Report**
  - Payment breakdown by activity (withholding tax, bad debt, etc.)
- › **Application Activity Status Report**
  - Reports which applications are available on a specific operator's production and test systems
- › **Developer Extract XML**
  - Data feed to support business intelligence and financial reconciliation analysis and reporting



# BREW 2004 Resources

- › **Developer Extract XML**
  - Supports business intelligence and financial reconciliation
  - Monthly XML file retrieved from the Developer Extranet
  - Input to developer reporting tools/data warehouse
  - *See B402-Developer Extract XML Best Practices for Business Intelligence and Reconciliation*
  
- › **BREW site: [brew.qualcomm.com](http://brew.qualcomm.com)**
  - Operator guidelines
  - Device details
  - Application and extension testing
  - Tools
  - Application usage and billing reports
  - *See T202 – BREW Tools Overview and Update*
  - *See T601 – Application Commercialization: The Role of TRUE BREW® Testing (TBT)*