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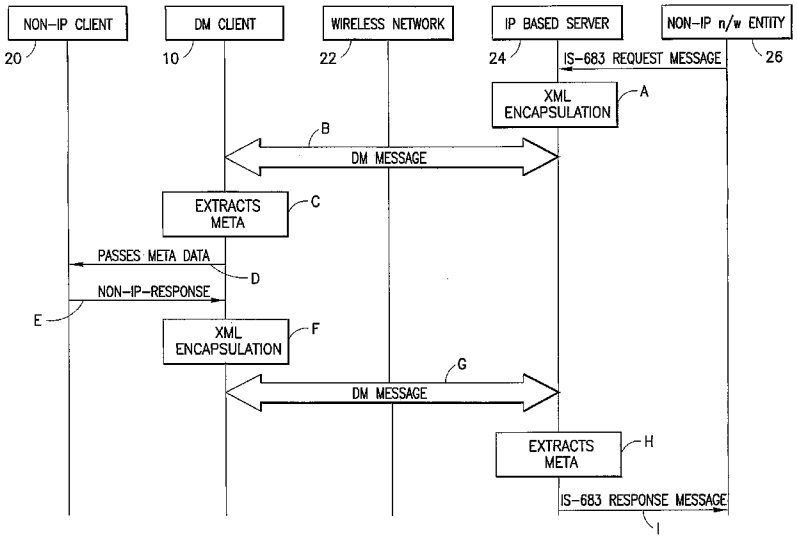
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(54) **Title:** INTEGRATED METHOD AND APPARATUS TO MANAGE MOBILE DEVICES AND SERVICES



(57) **Abstract:** Disclosed herein is a method, a system, a network node and a computer program executable by a data processor or data processors to accommodate a non-IP OTA protocol using an end-to-end IP protocol. The method includes receiving a message from a non-IP entity; using a markup language, such as XML, for message and content representation, where in an XML message non-IP protocol content is identified using an XML 'Meta' element, where the Meta element describes the content type as 'non-IP protocol name' and sending the XML message. The step of using XML preferably includes encapsulating received content in an XML message and using the XML Meta element to enable a receiver of the XML message to extract the content. The message received from the nonIP entity may be an IS-683 message.

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