Supporting Innovation in an Open ICT Service Environment

ICIN 2011 “From Bits to Data, From Pipes to Cloud”
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What I’ll be Talking About
The Apps Market is big, and becoming bigger

- MarketsAndMarkets expects the global mobile applications market to be worth **$25.0 billion in 2015** [1]

- IDC predicts app revenues will surpass **$35 billion in 2014** [2]

- Canalys expects that app store revenue will reach **$36.7 billion by 2015** [3]

- Gartner: Applications stores are creating a revenue opportunity that will reach **$58 billion in 2014** [4]
  - Compare:
    - Weight-loss and health nutrition are a $60 billion industry
    - Gaming is a $60 billion industry
    - Coffee is a $60 billion industry

- Whatever number you want to use, it’s huge
What about today? Can the market scale up?

- Estimates about the size of the Applications Market in 2010 vary between **$2 billion** and **$4 billion**

- Even if we take the high end ($4 billion), the market would have to double nearly every year to reach **$58 billion** in 2014

- Is the current model **scalable**?

- Can the current model support this **growth**?
THE STANDARDIZATION CHALLENGE
APIs proliferate!

- 128 Location APIs
- 129 SMS APIs
- 53 Payment APIs
- 14 MMS APIs
Today’s Problem

• Each operator can only reach a small set of application developers

• Each application developer can only reach the subscriber base of a few operators

• Does not scale
THE ROLE AND CONTRIBUTION OF OMA
OMA APIs Standardize Access to Unique Resources within Operator Networks
The Value of Standardized APIs

Available to any developer community independent of the development platform

Expose network assets independent of the signaling protocols, network platforms, or access technology

Operators benefit
Developers benefit
Users benefit
Everybody benefits

Reduces development cost and time-to-market for new applications and services

Simplifies and fuels wider deployment of existing applications and services
OMA APIs, a big list and growing

Abstract APIs
- Call Control
- Call Notification
- Call Handling
- Context Entity Discovery
- Context Information
- Generic Data Change Notification
- Generic Data Management
- Identity Management
- Identity Resolution
- Multimedia Conference
- Multimedia List Handling
- Service Discovery
- Service Registration

RESTful APIs
- Address List Management
- Audio Call
- Call Control
- Call Notification
- Device Capabilities
- Multimedia Messaging
- Payment
- Presence
- Service User Profile Management
- Short Messaging
- Terminal Location
- Terminal Status
- Third Party Call

SOAP/WSDL APIs
- Account Management
- Audio Call
- Application Driven QoS
- Call Notification
- Call Handling
- Content Management
- Device Capabilities
- Geocoding
- Multimedia Conference
- Multimedia Messaging
- Multimedia Multicast Session mgt
- Multimedia Streaming Control
- Payment
- Policy
- Presence
- Short Messaging
- Terminal Location
- Terminal Status
- Third Party Call
Conclusion

• OMA APIs Standardize Access to Unique Resources within Operator Networks

• Standardized APIs are necessary to help realize the tremendous growth potential for the Applications Market

• OMA APIs expose the network assets that developers need - no matter what protocols, platforms or other APIs they use

• Core network assets must be made available in order to deploy the wide variety of new applications and services that enter the market every day

• The OMA set of APIs increases the portability of applications and services in order to reach the subscriber base of operators and service providers that deploy OMA APIs

• As the number of APIs that perform the same functionality proliferate, fragmentation occurs. This limits developer access to subscribers, and operator and service providers' choices of development platforms and communities. The OMA API Program, through standardization, solves this problem
REFERENCES AND BACKUP
References


OMA – Overview

More than 150 members from across the mobile value chain
• Founded June 2002
• Operators, terminal and software vendors, content and entertainment providers

Interoperable service enablers across multiple domains
• Architecture, Security, Charging and Network APIs
• Person-to-Person Communications
• Device Capabilities
• Access to Content
• Services Access Interface
• Service Customization

Current and Ongoing Technical Deliverables – more detail in presentation
• 44 service enablers delivered in 2010 with 80 planned for 2011
• Ongoing refinement of interoperability testing program with Test on Demand in Q3 2011
• API Framework—building on success of GSMA OneAPI and Parlay affiliation
• M2M Communications—enabling terminals as gateways and converged personal networks

New and improved organizational structures and efficiencies
• Fast track process for omitting or combining steps and deliverables in OMA Process
• Min Max procedure for an alternative path to traditional testing of every OMA enabler

Collaboration with other bodies—including WAC, GSMA, W3C & ETSI
• Reduce duplication and fragmentation
• New strategic program of liaisons with appointed Board level champions to other bodies
• OMA maintains formal cooperation agreements or frameworks with nearly 50 industry bodies
OMA – Organizational Structure

Board

- Board Finance
  - Release Planning and Management
  - Requirements
  - Architecture
  - Interoperability

- Technical Plenary
  - Broadcast
  - Content Distribution
  - Device Management

- Board Strategic Planning
  - Digital Rights Management
  - Location
  - Communications

- Board External Liaison

Legend:
- Committee
- Horizontal Working Group
- Working Group
Highlights of OMA Service Enablers

Over 50 Candidate and Approved Enablers Published in the Last 18 Months

Candidate Enabler Releases
- OMA Device Management Smart Card V1_0
- OMA Lock and Wipe Management Object V1_0
- OMA Converged Address Book V1_0
- OMA XML Document Management V2_1
- OMA Secure Content Identification Mechanism V1_0
- OMA SIP Push V1_0
- OMA Location in SIP/IP Core V1_0
- OMA Secure User Plane Location V2_0
- OMA Mobile Search Framework V1_0
- OMA Mobile Codes V1_0
- OMA Mobile Advertising V1_0
- OMA Mobile Spam Reporting V1_0
- OMA Customized Multimedia Ringing 1.0
- OMA Presence Access Layer V 1.0
- OMA Mobile Spam Reporting V1.0
- OMA Application Layer Security Common Functions V1.1
- OMA Next Generation Service Interfaces V1.0
- OMA Digital Rights Management V2.2
- OAM Key Performance Indicators in OMA V1.0
- OMA Smart Card Web Server V1_2
- OMA Mobile SMIL V 1.0 (Reference Release)

A Candidate Enabler Release (CER) delivers an approved set of open technical specifications that can be implemented in products and solutions, and then tested for interoperability.

An Approved Enabler Release (AER) represents Candidate Enabler Releases that have gone through the Interoperability Program (IOP) of OMA. The IOP tests interoperability between different member company’s implementations—either within the OMA or through other means.
Highlights of OMA Service Enablers

Approved Enabler Releases

- OMA EFI V1.1
- OMA Browser Protocol Stack V1.2
- OMA Push V2.1
- OMA User Agent Profile V1.1
- OMA Rich-media Environment V1.0
- OMA Games Services Client/Server Interface V1.0
- OMA DownLoad Over The Air V2.0
- OMA Browsing V2.4 (enhancements ph 2)
- OMA Look and Feel Customization
- OMA On Board key Generation / Wireless Public Key Infrastructure V1.0
- OMA Device Management V1_2
- OMA Smart Card Web Server V1_1
- OMA Presence SIMPLE V1_1
- OMA Global Service Architecture V1_0 (Reference Release)
- OMA IMPS Implementation Guidelines V1_3 (Reference Release)

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OMA receives market requirements from their industry partners

Referencing OMA API specifications

Re-using OMA Network APIs

OMA Network APIs

Rich Communication APIs

GSMA:
- Developer outreach
- Go-to-market
- Business models

OMA:
- Technical Specifications
- Standards publication

GSMA:
- Requirements

OMA:
- Technical Specifications
- Standards publication

ICIN 2011, Musa Unmehopa
More Information

• OMA Communications Contact
  Bobby Fraher, External Communications Manager
  bobby@agilis-communications.com

• 2011 Q2 OMA Quarterly Newsletter

• Full list of OMA Mobile Service Enablers

• Interested in joining the OMA
  http://www.openmobilealliance.org/Membership/default.aspx