Orange
Liberty-enabled solution for 50+ million subscribers

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Orange

- 16 countries worldwide

- Orange is the mobile arm of France Telecom

- Biggest mobile operator in France
  - 14 million customers in UK alone

- Over 53 million customers globally
Orange & Liberty

- Liberty helps Orange regarding two main challenges...

- **Challenge n°1:** Creating a community of mobile service partners around a centralised service platform

- **Challenge n°2:** Ensuring the success of the « integrated operator » strategy by enabling synergy between the FT group BU’s
How Liberty helped Orange?
Liberty for 50 millions of mobile subscribers
Services through partners

- Orange wants to provide a rich catalog of third party services to be available through a central multi-device portal.

- Orange has to consolidate existing third party services catalogs across 7 countries.

- We needed a standard...

...we needed Liberty!
Why Liberty?

- **Standard**
  - ID-FF 1.1 / 1.2

- **Proven**
  - Relies on existing technologies (HTTP / Web services)

- **Simple to integrate & cost effective for partners**
  - Non intrusive Liberty kit is being elaborated by Orange

- **One partner: IBM**
  - Tivoli Access Manager / Tivoli Federated Identity Manager
  - Liberty ID FF 1.1/1.2, SAML
SSO for a central service platform

**Orange provides a technical framework:**
- Content adaptation
- Mobile & web portal
- Access to Orange enablers (SMS, MMS, location, etc.)
- Billing integration

**Orange provides some branded services:**
- Communication services
- Business services
- ...

**Internal SSO for internal components**

**Liberty SSO for partner services integration**
MDSP is the Orange IdP!

**Service provider X**

**Service provider Z**

**Service provider Y**

**Liberty Alliance**
Benefits…

- **For Orange customers**
  - Secure & privacy friendly
  - Optimised user experience thanks to seamless navigation paradigm
  - Large number of services integrated with Orange network capabilities

- **For Orange**
  - Secure, standard and reliable SSO infrastructure
  - Ability to affiliate a large number of service providers through an attractive offer

- **For the service providers**
  - Cost effective integration
  - Based upon a standard technology
  - Large number of customers through a central deployment
Integrated operator vision
Liberty for service platforms federation
France Telecom

- Multi national group

Orange
France Telecom fixed line
Wanadoo
Equant

- Our vision: one Broadband Everywhere – seamlessly spanning many different bearer technologies.

- Our target: customer satisfaction by breaking the boundaries between the service offers!
Integration & convergence

- We need to exchange service providers between FT Business Units

- We need to create combined « convergent » offers
  - Synergy between the existing offers
  - Efficient and high quality user experience through SSO

- We need a global & standard identity management infrastructure

- We need a standard…
  …we need Liberty !
Conclusion

- As a founder, France Telecom has been involved in the Liberty Alliance Project since the beginning.

- Orange to be Liberty ID-FF 1.1 compliant (soon 1.2).

- Each FT group business unit to be ID-FF 1.2 compliant. Allowing identity federation in accordance with « anti-trust » laws.

- Investigating the web services federation (ID-WSF).
Thank you.

Questions & Answers