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TME – Symlabs Liberty ID-MM7 Demo

February 2006

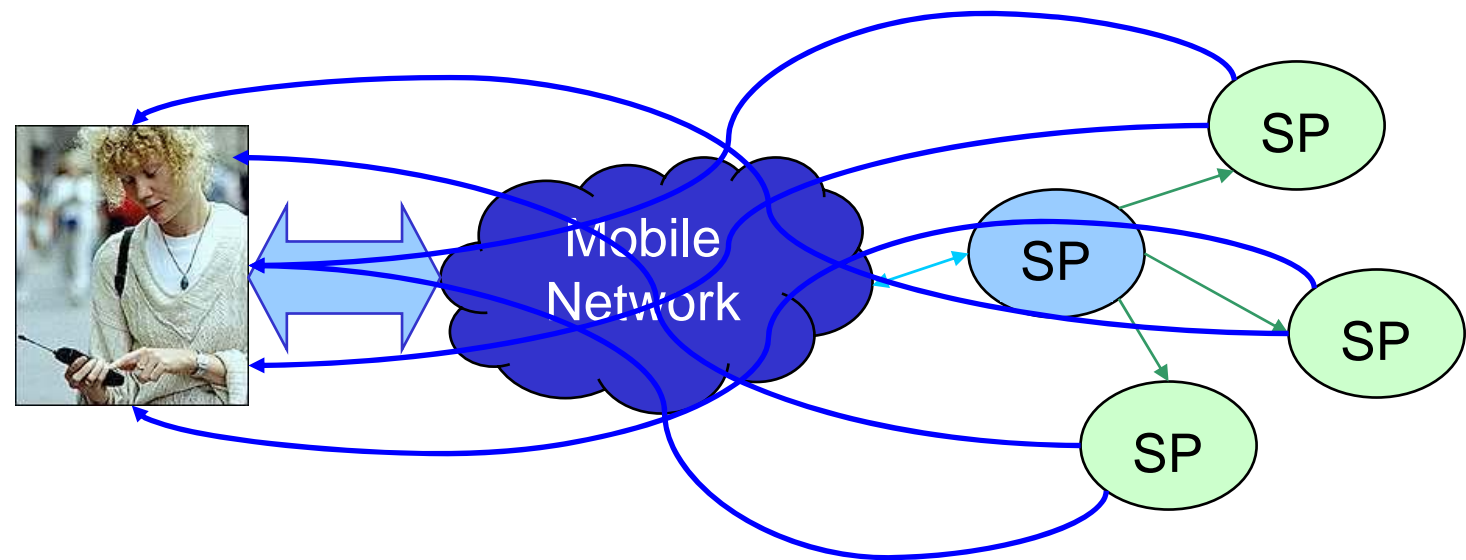


Statement of the Business Problem

Telefónica Móviles España & Symlabs

- No a Ringtone, or a telephone number (MISISDN) to the 3rd Party.

LOSS OF PRIVACY FOR THE USER



- This 3rd Party could give or sell this information to
- E and the MISISDN information could send unwanted messages to the user.

A SIGNIFICANT SOURCE OF SPAM

Some Data Points

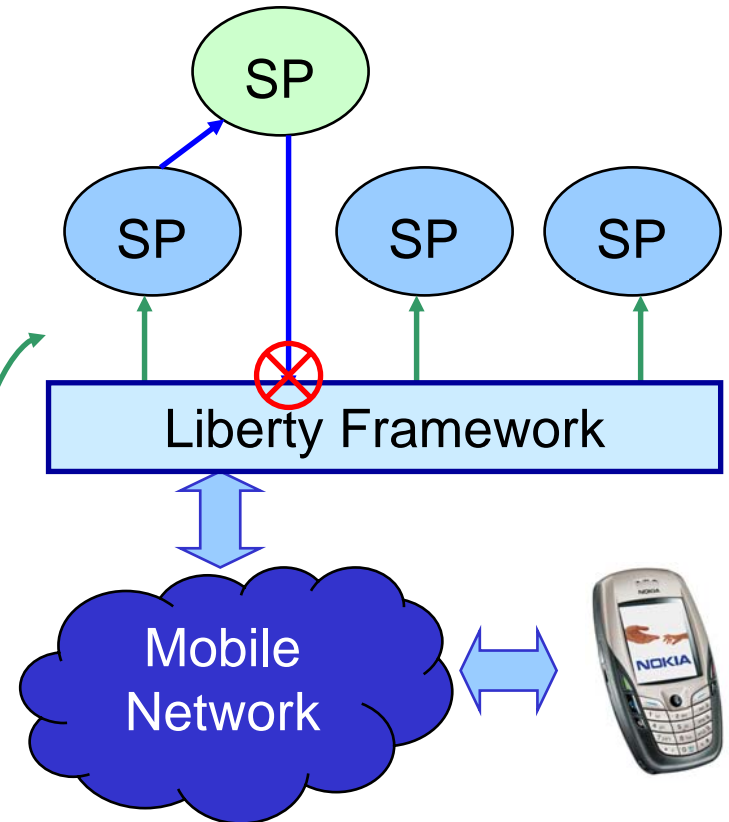


- *“More than 8 in 10 mobile phone users surveyed in a study by Switzerland's University of St.Gallen and mobile services firm bmd wireless have received unsolicited mobile messages.”*
- *“Most complaints about mobile spam are directed toward the mobile operators.(...) Mobile spam generally has a negative impact on the brand of the mobile network operator.”*
- *55% mobile phone users surveyed in Spain claim about unwanted SMS, which invites to participate in a game or a poll, through one (or more) premium message”.*



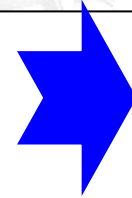
A Liberty technical solution

- Make use of existing identity management techniques
- For instance:
 - Different user identifiers for each 3rd Party, **masking the MSISDN**
 - Updating of these identifiers.
 - User capability to terminate her federation with a 3rd Party.
- Define a proper **interface**, reusing identity management capabilities and fulfilling all business requirements.

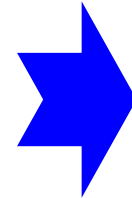


Significance for Mobile Operators

- Mobile Operators are well placed to be IdPs
- As well, Operators already have existing business agreements with a range of 3rd Parties → Great revenue generator!!
- They risk losing customer's trust in their services due to malicious content, unwanted messages and SPAM
- They need to cover all the services offered to 3rd Parties: the most important is missing!!



ID-FF



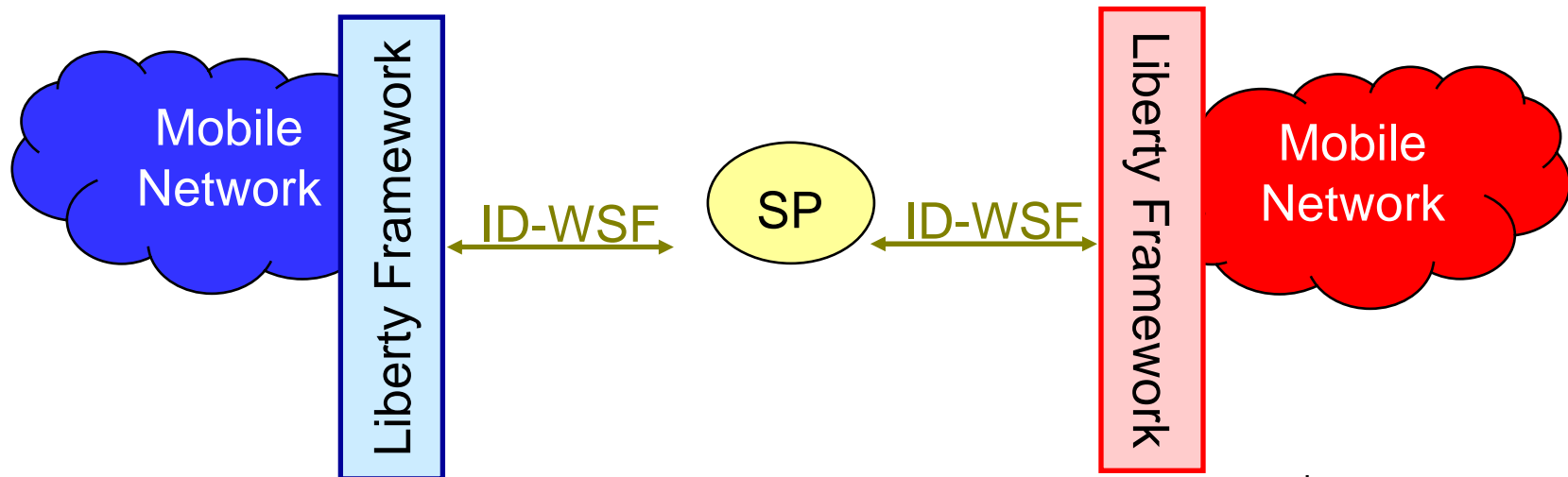
ID-WSF

ID-SIS



Significance for Mobile 3rd Parties

- Every 3rd Party has business agreements with several mobile operators in each country (i.e. Telefonica in Spain).
- They have to implement different solutions for each operator.



- Having all interfaces standardized will prevent a 3rd Party from implementing different technologies for every operator.

What do we need to standarize?

- Web Service Wrapper for SMSC and MMSC
- Interface “B” between 3rd Party and Messaging Service
- Operations :
 - Federation
 - Send, Receive & Notify
- Message content :
 - SMS (text, logo, ringtone, ...).
 - MMS.
 - WAP push.
- Short number placeholder (3rd party numbers).



Why Content SMS & MMS Interface in Liberty?

- Liberty needs Messaging to complete its SIS offer
- MSISDN masking & Spam are privacy and trust issues
- Web Services expertise
- Coherence with previous work in Liberty
- No internal messaging requirements are going to be specified
- Changes to Liberty framework may be required (DST, federation mechanisms, ...)
- Speed in developing standard specification

Geolocation

Contact

Presence

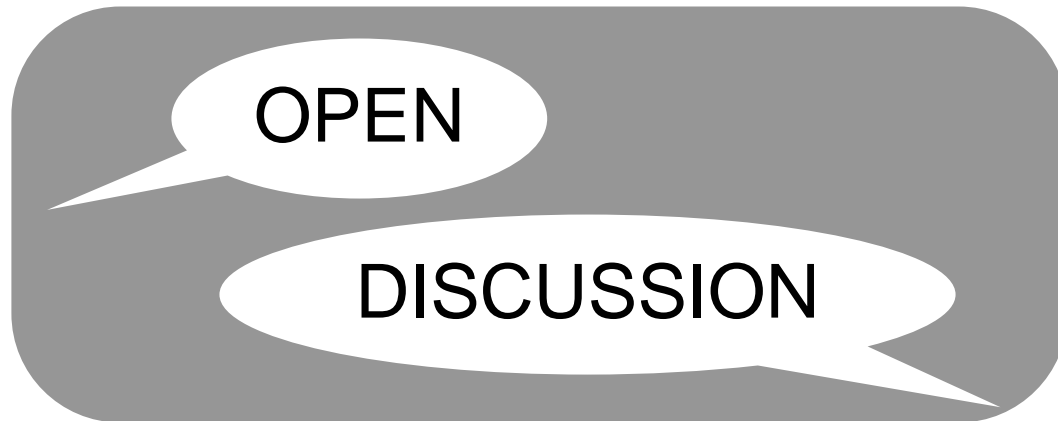
Book

Impact on existing standards

- Based on Liberty specifications (ID-FF, ID-WSF, ID-SIS)
- Changes to Liberty framework may be required (DST, federation mechanisms, ...)
- Could be based on existing messaging specs (i.e. MM7, Parlay X, ...)
- No requirements for OMA are expected
- Another example of wrapping a service with Liberty's WS

Current Situation and Next Steps

- Marketing Requirements defined
- SG – CSM Messaging subteam created
- ID – MM7 v1.0-10 recently released
- Any comment or suggestion is welcome



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**TME – Symlabs
Liberty ID-MM7 Demo
Technical Details
February 2006**

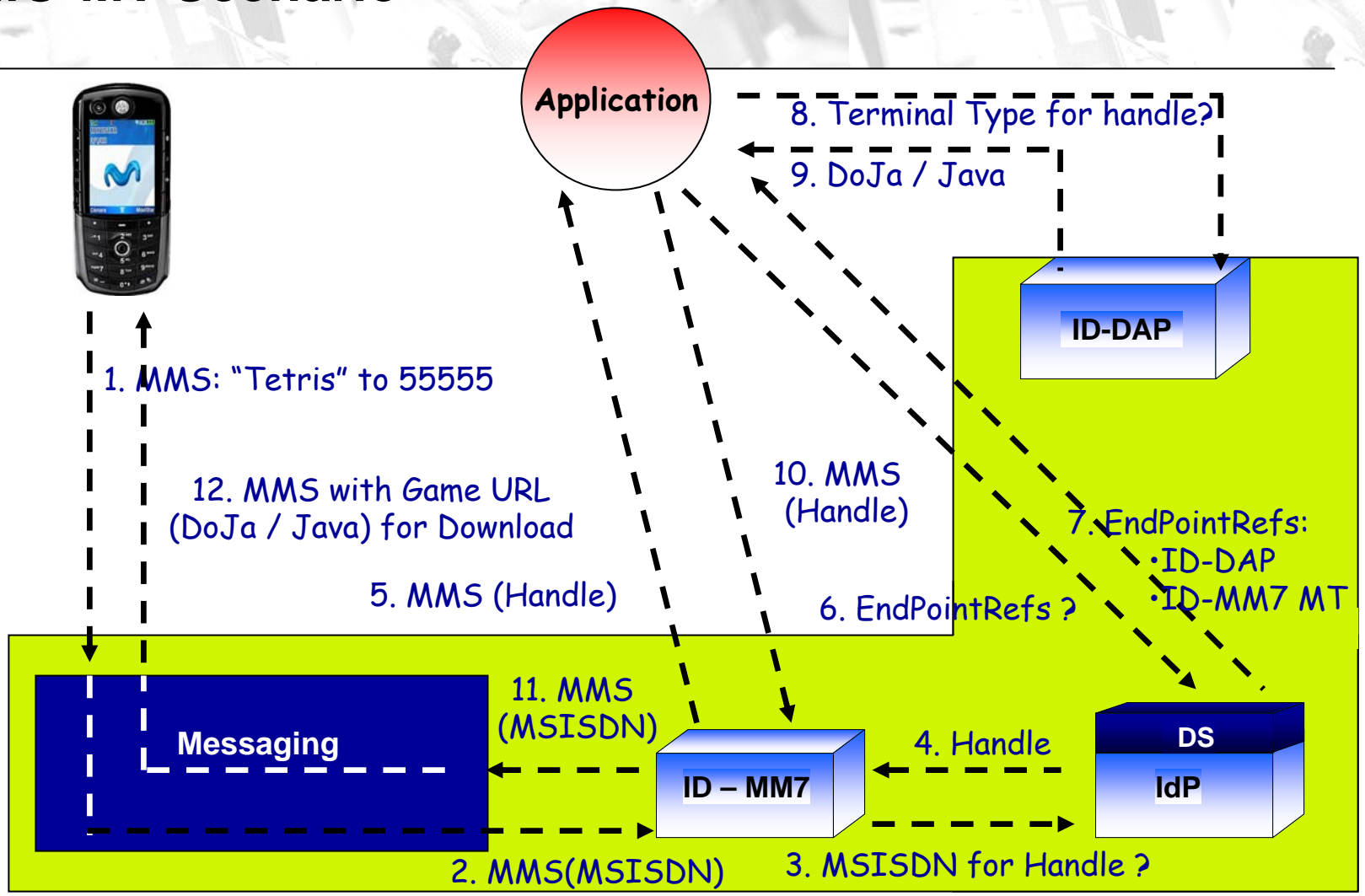
High Level Overview

- The subscriber wants to download a content for its handset from a Third Party
- The subscriber does not want to provide the phone number to the Third Party
- The content depends on the specific capabilities of the handset.

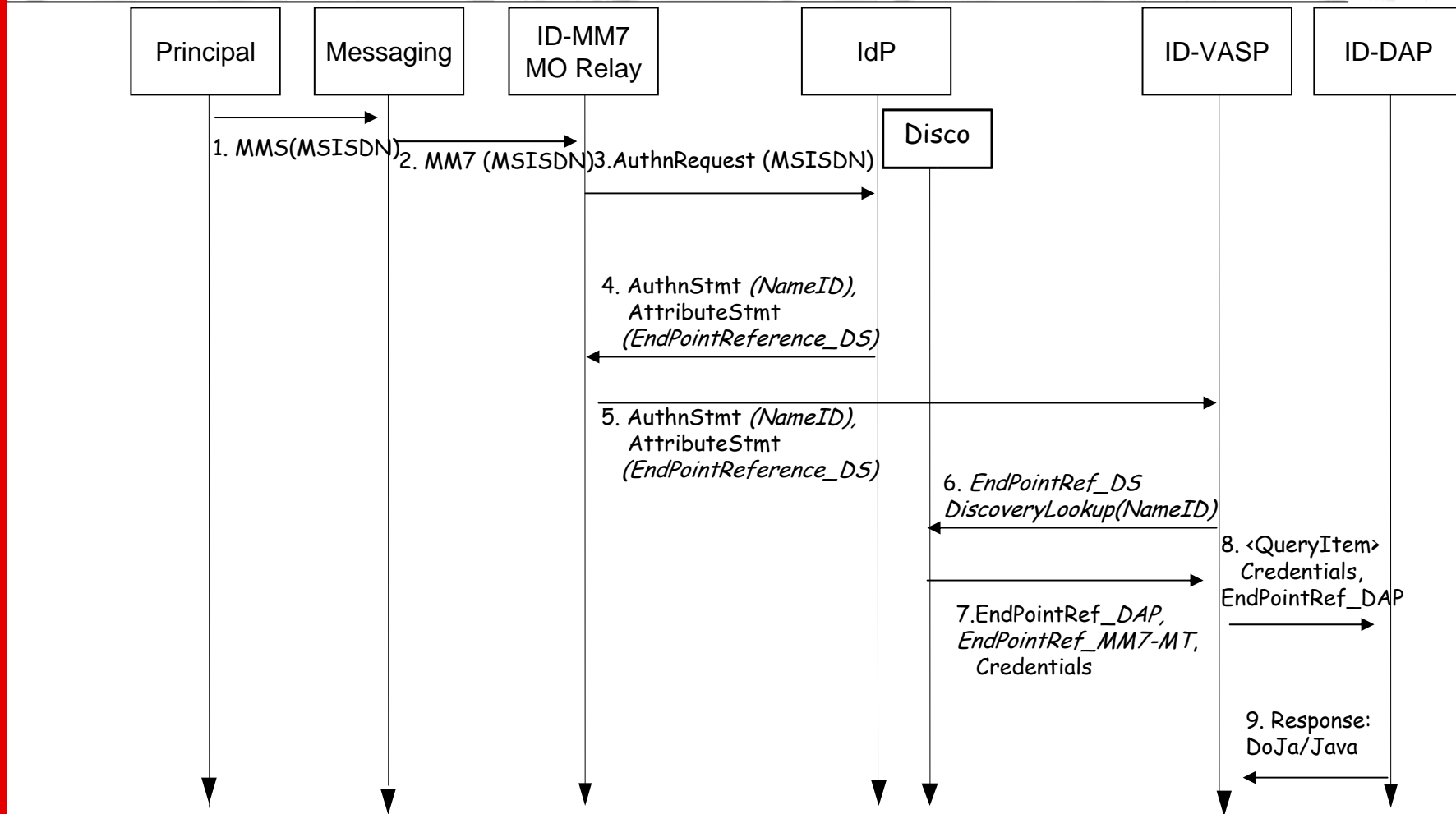
Scenarios Discussed

- MO-MT
 - Mobile Originated, because the subscriber initiates the process by sending an MMS request to the platform
 - Mobile Terminated because the result of the service is delivered via a MMS towards the subscriber handset
- MT
 - Web originated, in which the subscriber initiates the process by accessing the web interface of the third party providing the content
 - Mobile Terminated because the result of the service is delivered via a MMS towards the subscriber handset

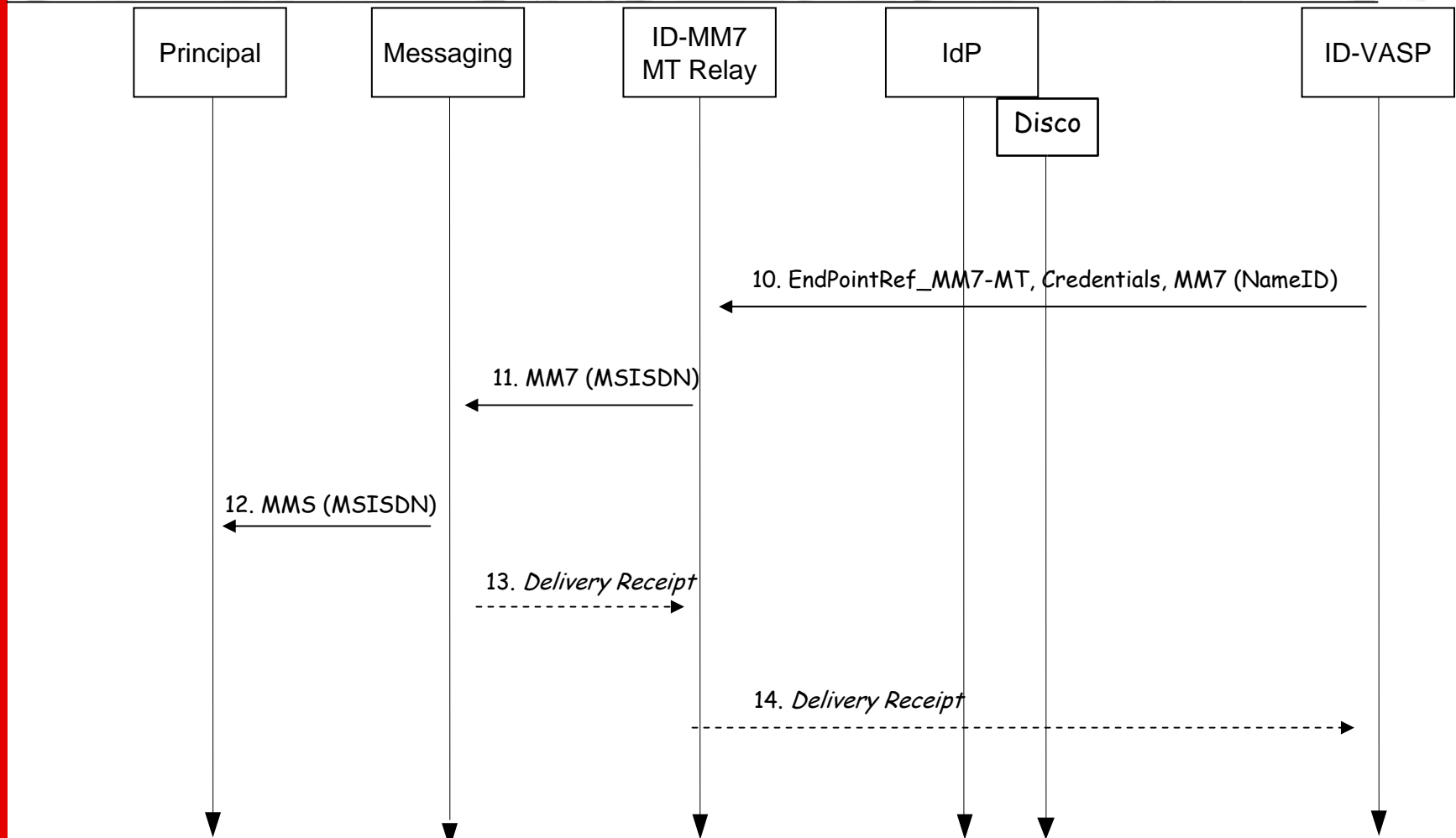
MO-MT Scenario



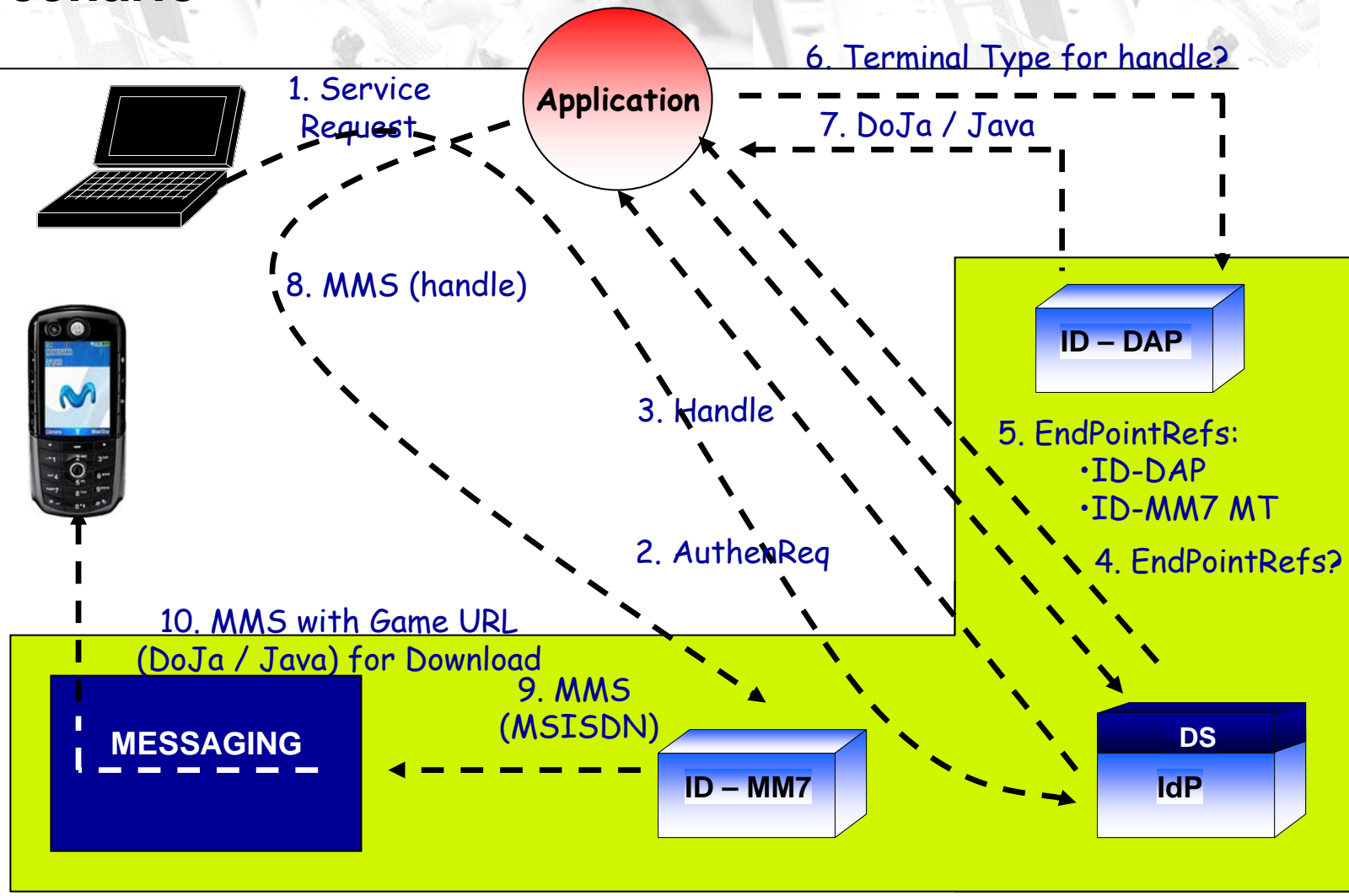
MO – MT Message Flow (1/2)



MO – MT Message Flow (2/2)



MT Scenario



MT Message Flow

