

Worldwide Demand for Identity-based Public Services in the Telecom Sector

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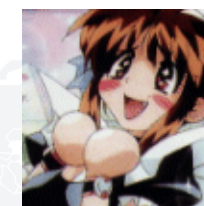
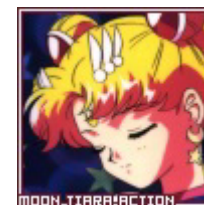
Head of Group R&D, Vodafone Spain

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Going digital: digital lifestyle, business and identity

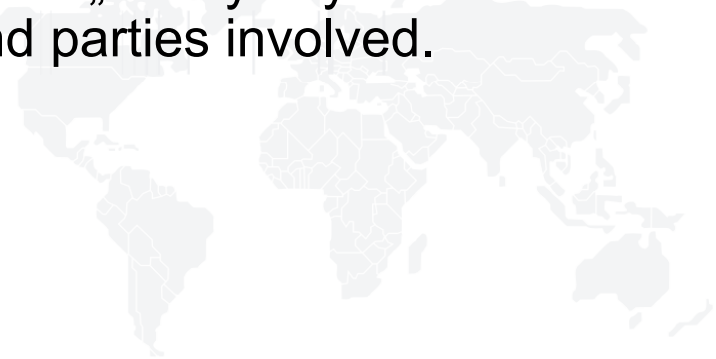
- The world is becoming digital, computing, telecommunications and broadcasting...
- People are spending more time consuming digital media than any other media¹
 - SMS, email, chat, online dating, gaming
- *Digital identity* refers to the online representation of identity
 - the collection of **claims** made about a person, group or an entity
- Proliferation of social network sites has caused the proliferation of multiple *digital identities* for social interaction and the advent of virtual worlds: Avatars
 - One site <http://www.avatarist.com/avatars/Anime/> advertises a collection of 14665 avatars



¹ *digital.life*, ITU Internet Report 2006

Data security and privacy protection have not kept up

- Technology advances are blurring the boundaries between private and public and crossing space and time
- *Identity management* is required to enable online activities while ensuring security, privacy and trust for individuals, enterprises, service providers and governmental agencies
 - _ *Individuals* want to know where their information is and control it
 - _ *Businesses* want to identify and authenticate and share with partners
 - _ *Governments* have specific requirements
- Technologies need to provide the extremes of „anonymity“ to total „identifiability“ depending on the context and parties involved.
- Trend is towards *federated systems*
 - _ No single point of failure
 - _ Information is shared among „trusted“ entities.



Example: Using identity to manage SPAM

- **The problem: uncontrolled SPAM in e-mail and SMS.**

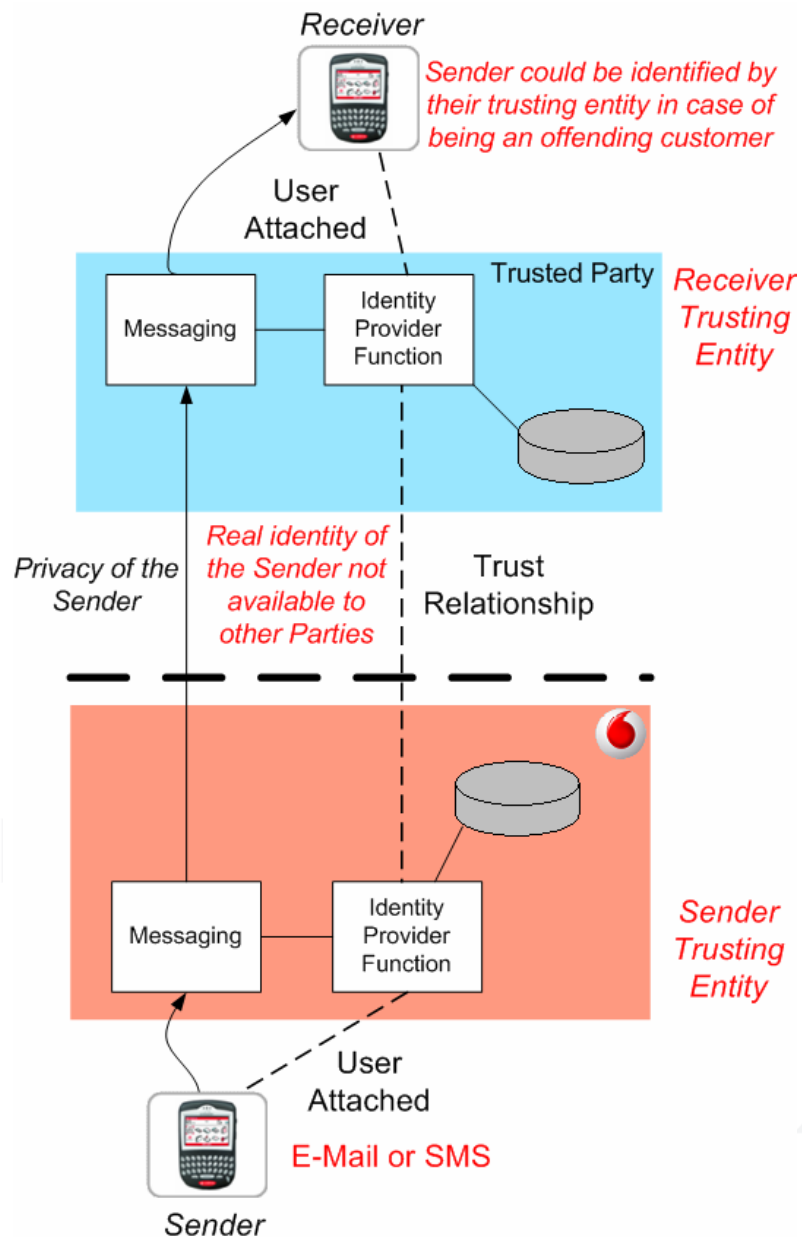
- _ SPAM is perceived as a very annoying problems for users of e-mail.
- _ Could be the same for users of SMS.

- **The solution: Identity Management to prove sender is trusted and hide sender's email address**

- _ The e-mail or messaging providers must trust each other
- _ User identity is protected
- _ Messaging providers can identify through their trusted partners potential offending customers

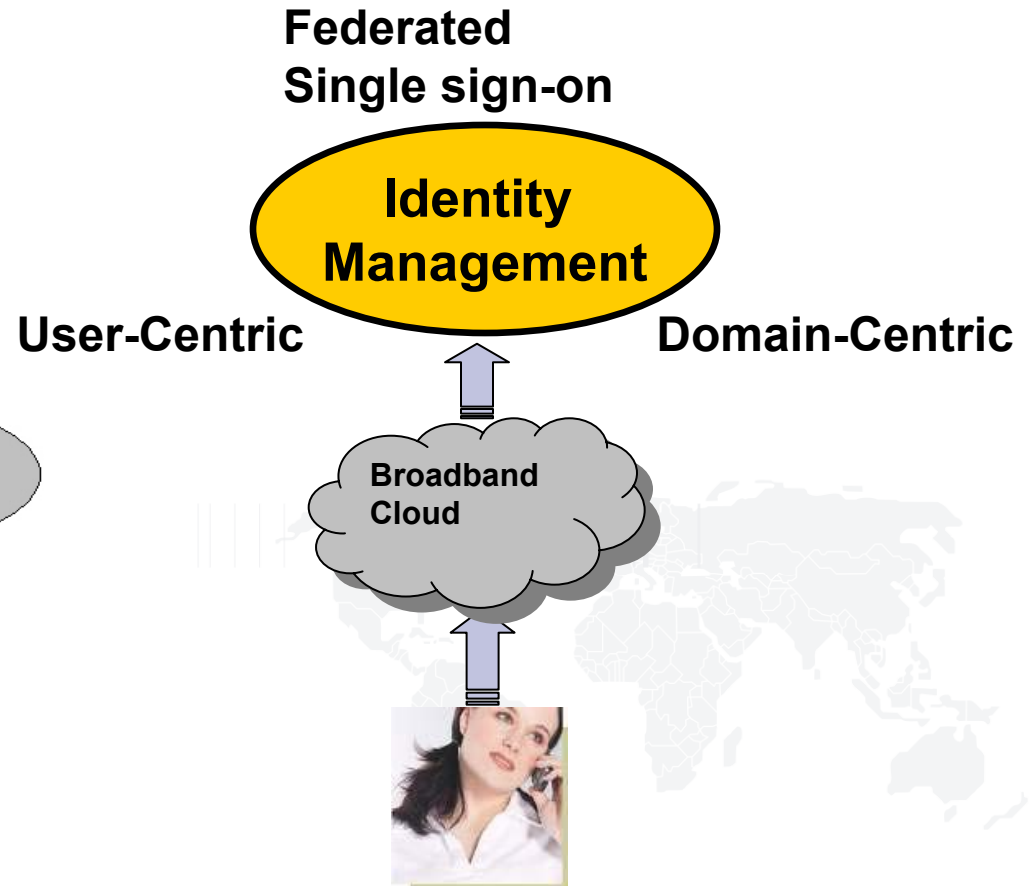
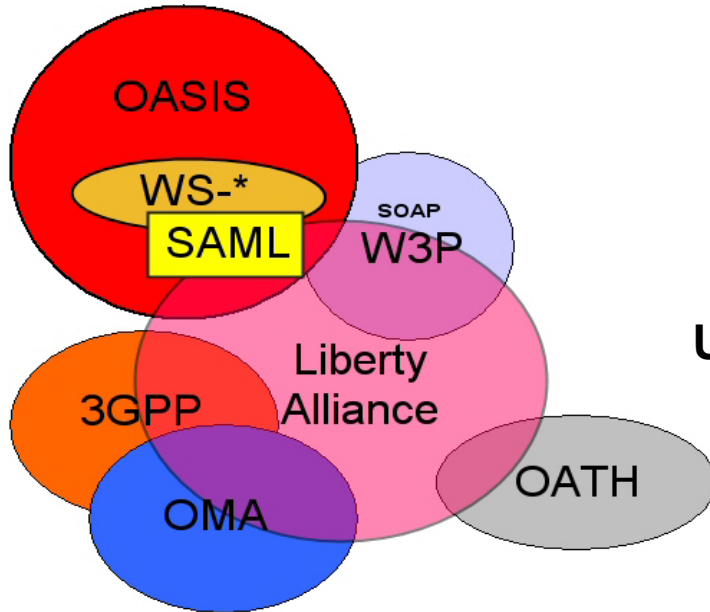
- **Requirement**

- _ A standardised framework for Privacy Protection and Trust among many domains



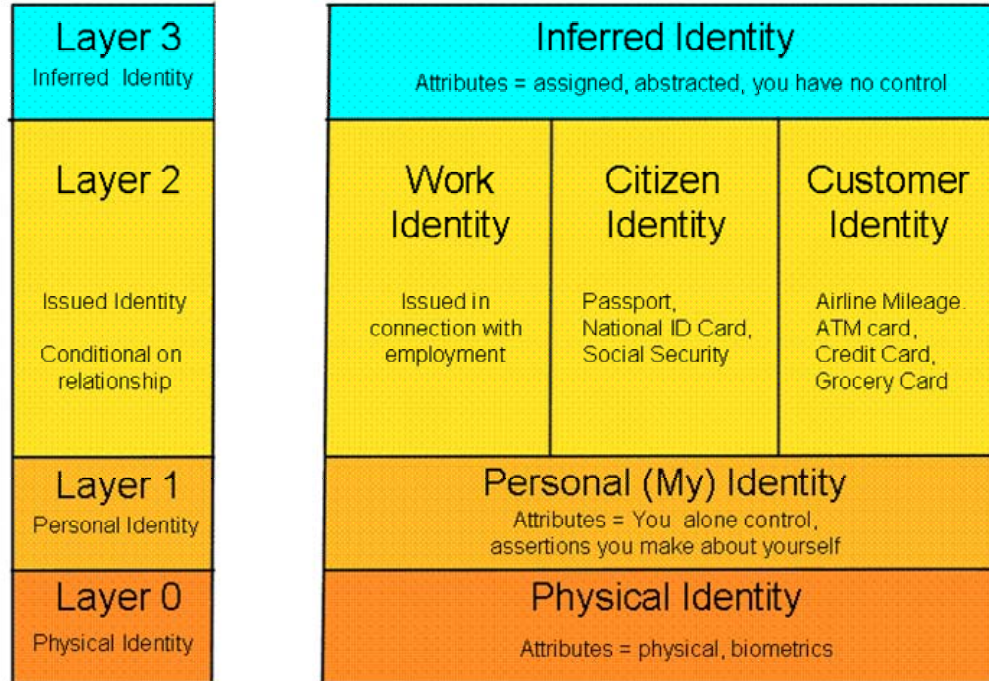
Liberty Alliance

GROUP R&D



Identity Management is a complex system

It will take time to build the right capabilities



Liberty Alliance Solution: specifications + policy guidelines

Solution Deliverables	Redundancy of Information Sources
	No Single Point of Control
	Minimal Disclosure
	Federated Social Networking, Circle of Trust & SSO
	Mutual Authentication
	Security and Privacy Protection
	Robust Services Framework, Strong Authentication Potential
Solution Characteristics	Client Capability, Device Independence, End-to-End solution
	Trusted, Flexible, Business Relationships including Roaming
	Flexible, Adjustable Format Allows Many Business Models
Liberty Alliance Characteristics	Strength and Breadth of Product Portfolio
	Interoperability Checks <i>including</i> Conformance Testing
	Open, Diverse, Large Global Industry Forum ecosystem
	Open Standards, Market Driven Use Cases and Consensus
	Regulation Conscious, Holistic International Perspective



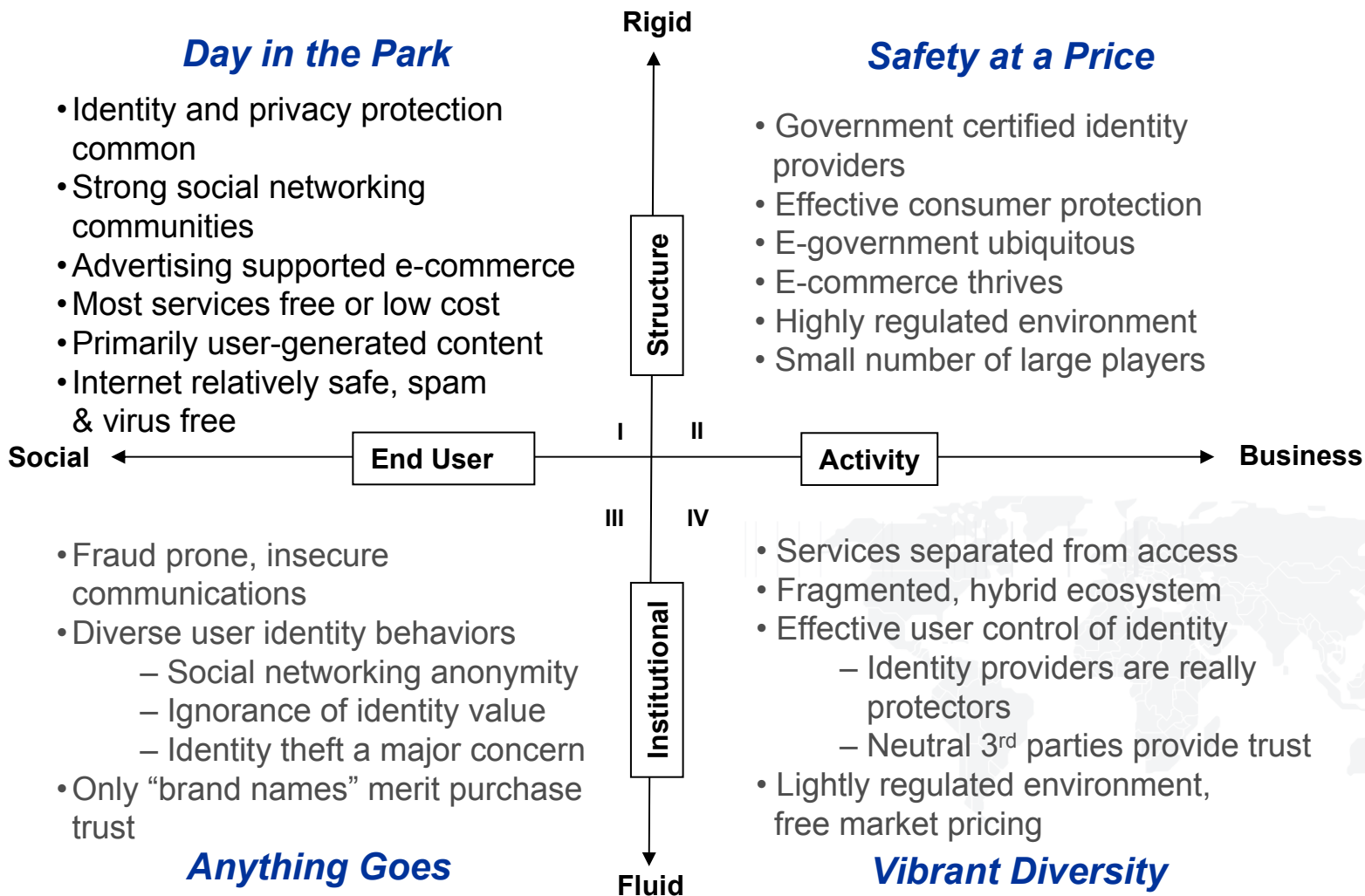
Telecommunications services market

- Adoption of a *standardised identity management* platform is a key enabler for network operator services
 - m-commerce, m-health, community services from the Internet enhanced with location, messaging, personalisation and presence capabilities
- *Identity management and authentication* will allow network operators to position themselves as “service enablers” to service and content providers
- This could provide new business models
- Revenue potential from two sources
 - Increased usage of data services and
 - Advertising revenues/revenue sharing

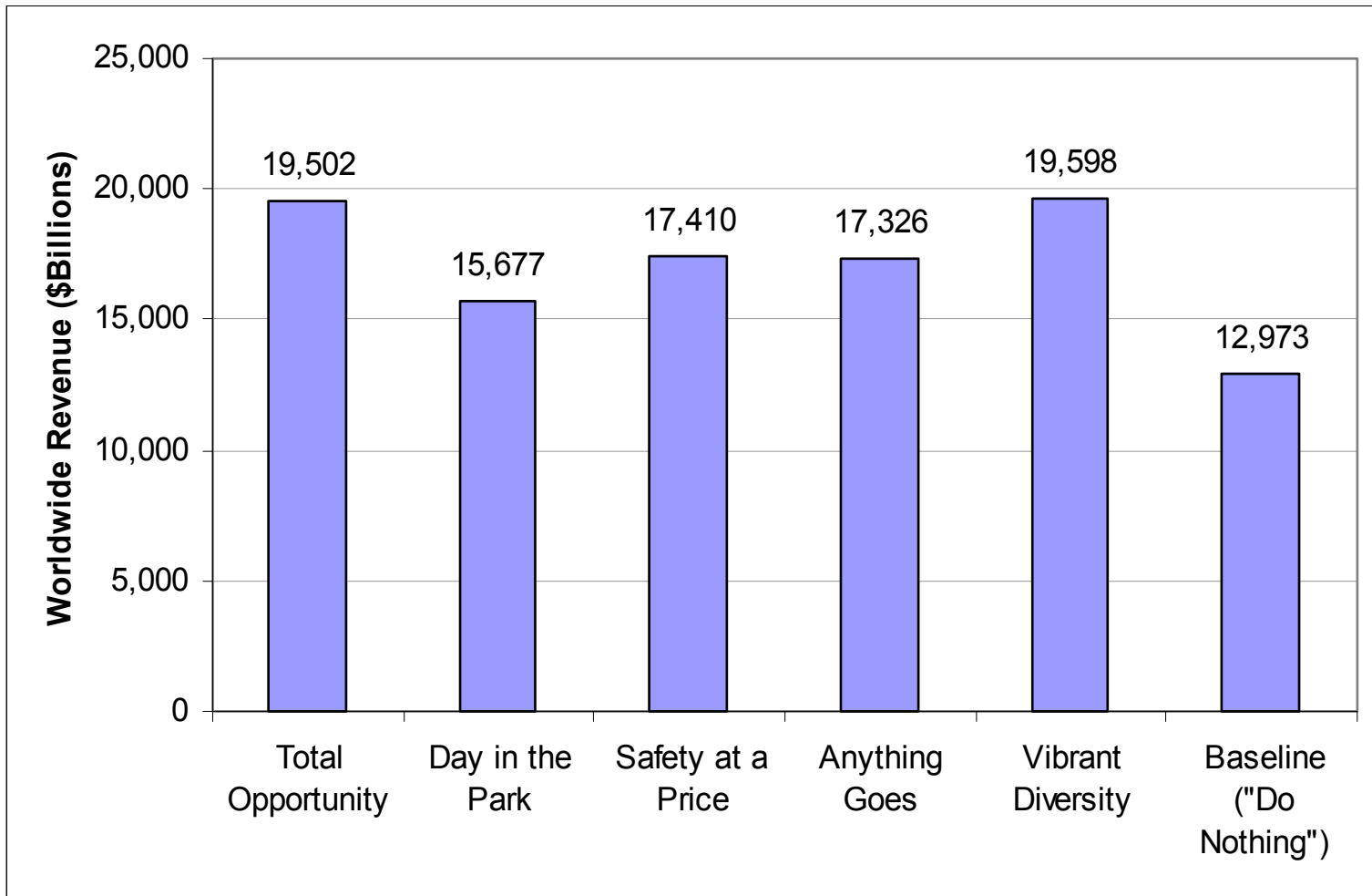


Worldwide demand for identity management: scenario analysis

Source: Telecompetition Group, 2006 for Liberty Alliance



Potential cumulative revenue variations for network operators (2007-2015)

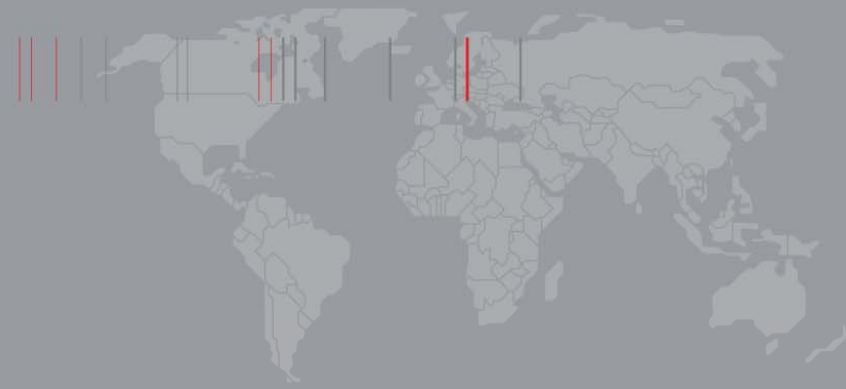


Source: Telecompetition Group, 2006 for Liberty Alliance



Conclusions

- The digitization of the world and the advent of new players in the communications market make it critical that network operators include identity management in their services platform
 - _ Network operators can still provide a higher quality, more stable and trusted communications environment
- *Identity management* is a complex proposition, including
 - _ Deploying infrastructure
 - _ Strengthening customer perception of trust
 - _ Building business relations and federations
- However, network operators have a window of opportunity to retain customers and increase revenues through services enabled by identity management
 - _ It is not too early to start now!



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