



Identity Management and Operator Perspectives

Aude Pichelin, France Telecom

Head of multimedia services standardisation

Aude.pichelin@orange-ftgroup.com

+33 6 74 35 65 54

Identity Management and Operator Perspectives

- **Introduction**
- **The different Identity challenges from an operator perspective**
- **Standardisation as a key of success**
- **Conclusion**

New paradigme-Environment

- Customer is at the heart of his own personal universe
- His personal universe covers:
 - His login/passwords to authenticate,
 - His different identifiers (joinability identifiers...)
 - user data that he wants to share on blogs, like photos, videos
 - User data that are used to benefit from enriched community services (location information, presence information...)
- User data are stored in different places, operator network, service providers
- Hence, Protection of the user sensitive data is key

Identity-
different challenges from an operator perspective

Identity-What does it cover?

- Identification of the user (MSISDN, SIP URI, aliasing...),
- User authentication for the access to a service
 - authentication of the user at different levels (network, service platform...),
 - Single-Sign-On (SSO)
- Sharing of information about the user
 - both network information and service information...,
 - both internally within an operator domain and towards the 3rd parties
- Including privacy management aspects
- **Identity is an end-to-end problematic**
- The identity management is linked and used for self-care, provisioning, charging.

Identity – challenges from an operator perspective

integrated operator vision

■ Identity is end-to-end:

- Need to ensure a end-to-end consistency of the identity management (from the SIM, device, to the network (Home network, access/core networks), to the service platforms, to the service providers).

■ Integrated operator vision

- Ensure the success of the « integrated operator » strategy by enabling synergy between the FT group business units
- Need to simplify access for our customers to all France Telecom services
- Need to have an aggregated view of the FT Customer (of his user data, of his usage of the FT services)
- Consistent data management needs to be ensured

■ Our target: customer satisfaction by breaking the boundaries between the service offers !

Identity-Challenges from an operator perspective offer services through partners

- Have standardised solutions in order to offer services through partners
- Provide a rich catalog of third party services to be available through a central service platform
- Simplify and harmonize the integration of a new service provider
- consolidate existing third party services catalogs accross different countries

Identity-Challenges from an operator perspective user data

- Offer flexible identity management to the user
 - Of his data (location, calendar, address book)
 - Of his identities
 - Of his privacy

- Offer the possibility for the user to expose his data in a privacy, controlled and friendly way

- Ensure a simple/secured use of the user data to offer him enriched services (enhanced by his location information, by his calendar information...)

Identity-
Standardisation as a key of success

Standardisation is key

- Different standards exist on identity management
 - Addressing different parts/aspects of the identity managementConvergence of the standards is key

- The Goal is to:
 - Ensure a end-to-end consistency of the identity management standards (from the SIM, device, to the network (Home network, access/core networks), to the service platforms, to the service providers).
 - Combine the different standards to build a common identity management framework (e.g. combination of 3GPP GBA, IMS, Liberty Alliance standards)

- Taking benefit of the different tools offered in the different standards (use of IMS interesting identity management capabilities...)

Why Liberty as a key standard ?

- Liberty Alliance as a key standard:

- Existing Standard for federation
- Secure and privacy friendly
- Adapted to specific operators requirements (Authentication contexts,...)



- Relies on existing technologies (HTTP / Web services)

- Simple to integrate & cost effective for partners

- Efficient and high quality user experience through SSO

Liberty and standardisation deployment

- Liberty help Orange regarding main challenges on identity management...
- simplifying access for our customers to all France Telecom services

SSO for a central service platform

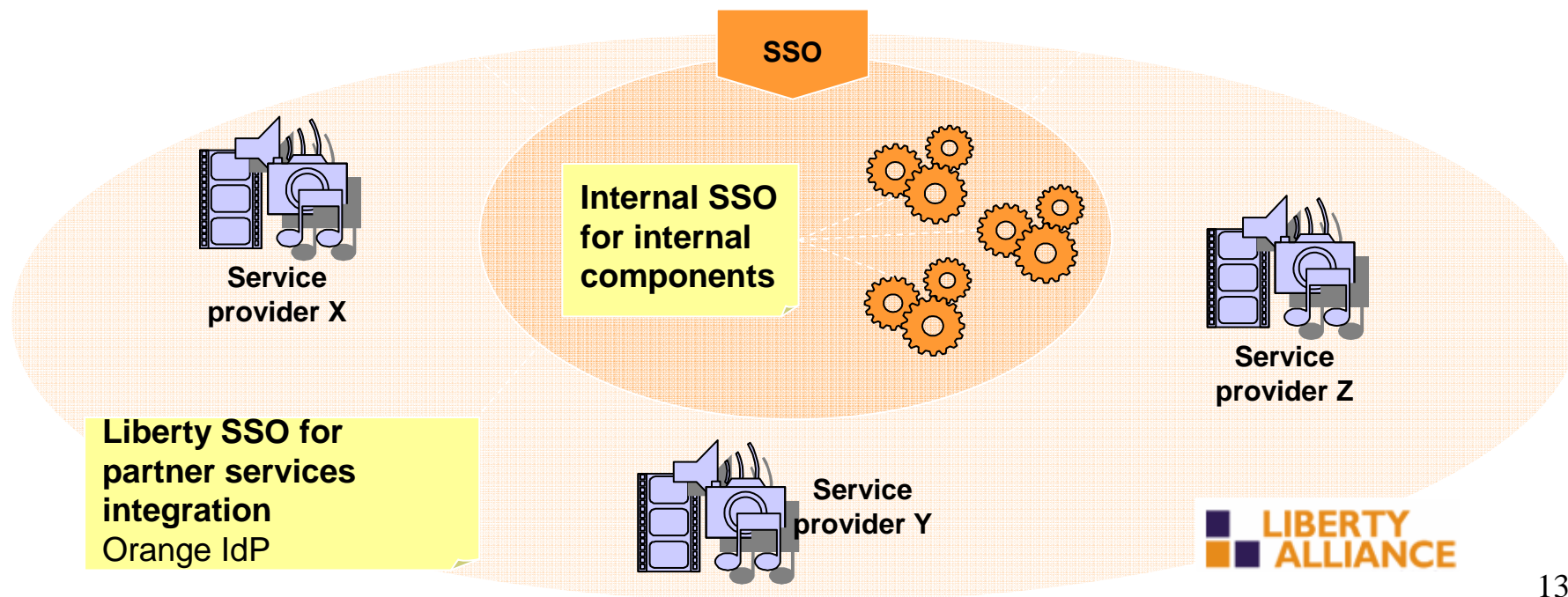
Orange provides a technical framework:

- Content adaptation
- Mobile & web portal
- Access to Orange enablers (SMS, MMS, location, etc.)
- Billing integration



Orange provides some branded services:

- Communication services
- Business services
- ...



Benefits...

■ For France Telecom customers

- Secure & privacy friendly
- Optimised user experience thanks to seamless navigation
- Large number of services integrated with FT network capabilities

■ For France Telecom

- Secure, standard and reliable SSO infrastructure
- Ability to affiliate a large number of service providers through an attractive offer
- To allow SSO and federation accross the FT group

■ For the service providers

- Cost effective integration
- Based upon a standard technology
- Large number of customers through a central deployment

Conclusion

- Need standard adoption and especially on Liberty: We need more operators and service providers to adopt this standard
 - For the end user benefit,
 - But also for SP and operators benefits: new business opportunities

- Consistent identity management across different networks, different service platforms and services is key



Thank you