# Orange

## Liberty-enabled solution for 50+ million subscribers

**Pierre-Yves CLOUX**
Orange Group
Mobile Product House
Architecture Team
Pierre-Yves.Cloux@orange.ch

MPH/Architecture team, 3GSM, Wednesday, February 16, 2005

# 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 accross 7 countries**

- **We needed a standard…**

**…we needed Liberty !**
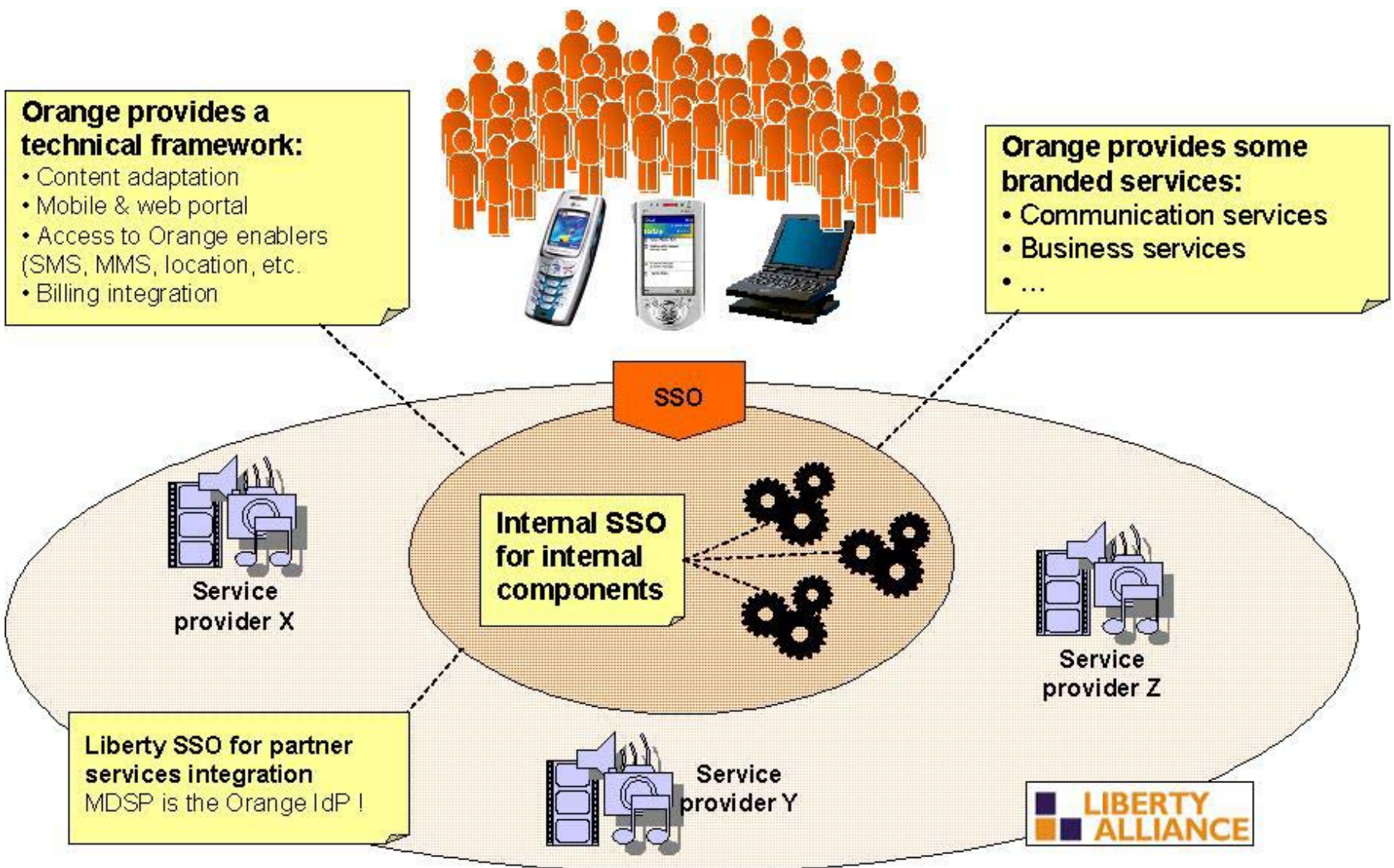
# Why Liberty ?

- **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
- ...

SSO

Internal SSO for internal components

Service provider X

Service provider Z

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

Service provider Y

LIBERTY ALLIANCE

orange

# 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)**