

Orange

Liberty-enabled solution for 71 million subscribers

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Orange, 3GSM Barcelona, February 15, 2006



Orange



- Over 71 million customers globally (including Orange Poland and Amena in Spain)
- 16 countries worldwide
- Orange is the mobile arm of France Telecom
- N°1 in France with more than 21M customers
- N°1 in UK with more than 14M customers
- More than 10 millions customers in Spain
- Almost 10 millions customers in Poland

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New paradigme

- **Customer is at the heart of his own personal universe**
- **Multiple login and passwords difficult to remember for the customer**
- **Key point : Provision of a single login/password across heterogenous applications**

Orange & Liberty

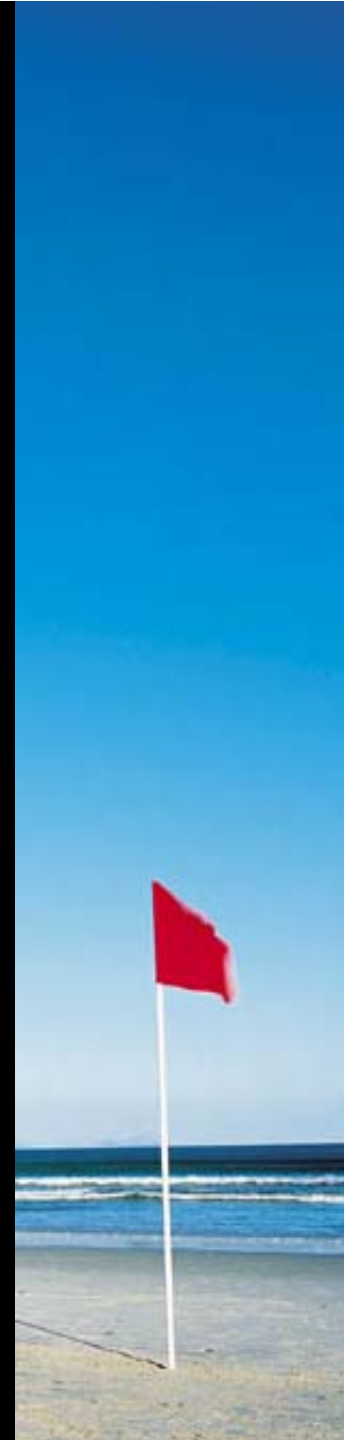
- Liberty help Orange regarding two main challenges on identity management...
- **Challenge n°1:** Creating a community of mobile service partners around a centralised service platform
- **Challenge n°2:** Ensuring the success of the « integrated operator » strategy by enabling synergy between the FT group business units



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How Liberty helped Orange ?

Liberty for 71 millions of mobile subscribers



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 7 countries
- We needed a standard...

...we needed
Liberty !



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Why Liberty ?

- Existing Standard for federation
 - Secure and privacy friendly
- Adapted to specific operators requirements
 - LECP, Authentication contexts,...
- Proven
 - Relies on existing technologies (HTTP / Web services)
 - Existing products with proven interoperability
- Simple to integrate & cost effective for partners
 - Liberty SP kit is being elaborated by Orange to ease integration of new service partners
- One partner for Orange: IBM
 - Tivoli Access Manager / Tivoli Federated Identity Manager
 - Liberty ID FF 1.1/1.2, SAML



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SSO for a central service platform

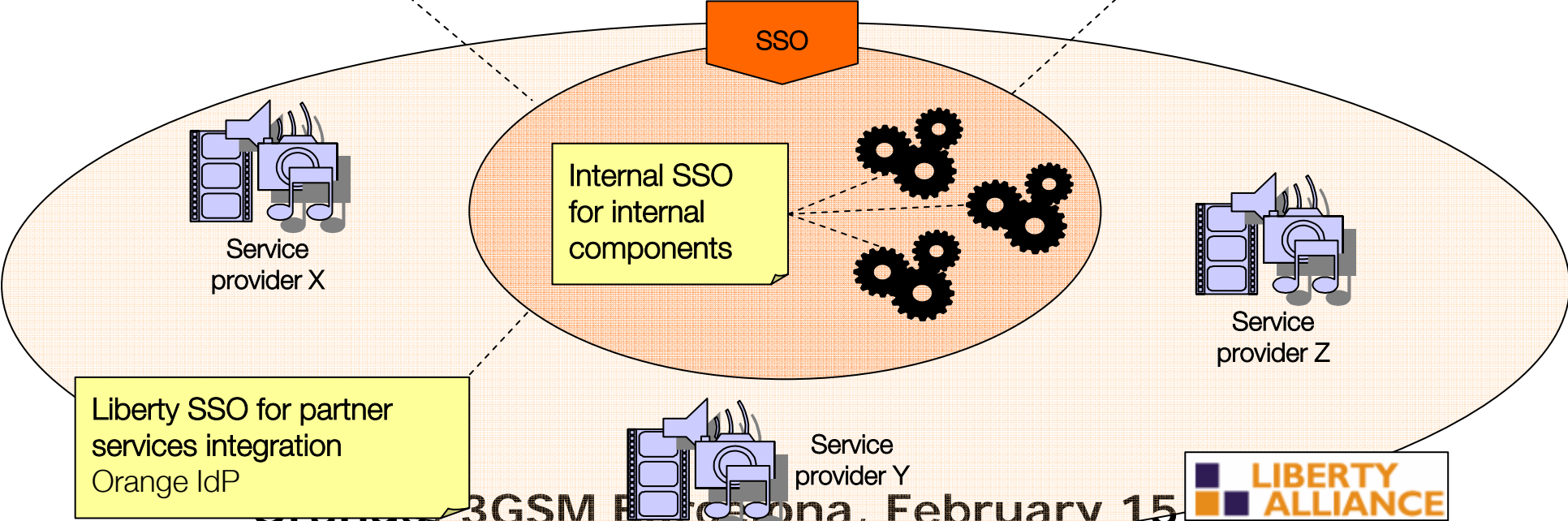
Orange provides a technical framework:

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



Orange provides some branded services:

- Communication services
- Business services
- ...



Benefits...



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

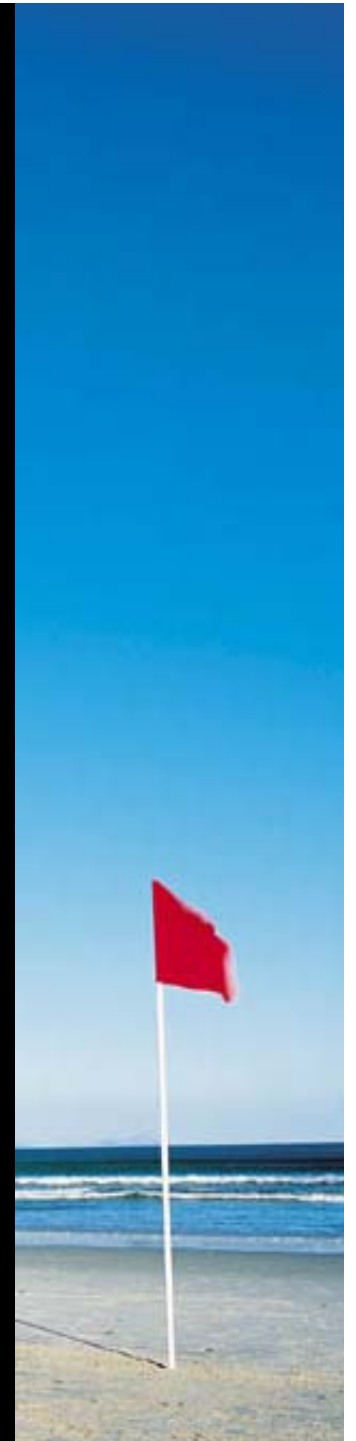
- For Orange
 - Secure, standard and reliable SSO infrastructure
 - Ability to affiliate a large number of service providers through an attractive offer

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

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Integrated operator vision

Liberty for service platforms federation



France Telecom

- Multi national group
 - Orange
 - France Telecom fixed line
 - Wanadoo
- Need to simplify access for our customers to all France Telecom services
- Our vision: one Broadband Everywhere – seamlessly spanning many different bearer technologies.
- Our target: customer satisfaction by breaking the boundaries between the service offers !

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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
- IDP to IDP federation is the solution
- We need a standard...

...we need
Liberty !



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Conclusion (1/2)

- As a founder, France Telecom has been involved in the Liberty Alliance Project since the beginning
- Liberty is at the center of France Telecom's strategy on identity management:
 - Secure, privacy friendly, better user experience for our customers
 - Standard infrastructure, ability to affiliate a large number of service providers
 - Attractive for the service providers: standard and hence simple access to a large number of customers
- France Telecom and Liberty FF deployment
 - 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 across the FT group
- Investigating the web services framework (ID-WSF) of the Liberty
 - For what kind of enablers and services?



Conclusion (2/2)

- **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

- **The more we embrace Liberty, the more we do business together...**

- **Open standards help the operator business**



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Thank you!

The future's bright, the future's Orange

