

**symLABS**



# **TME – Symlabs Liberty ID-MM7 Demo**

**February 2006**

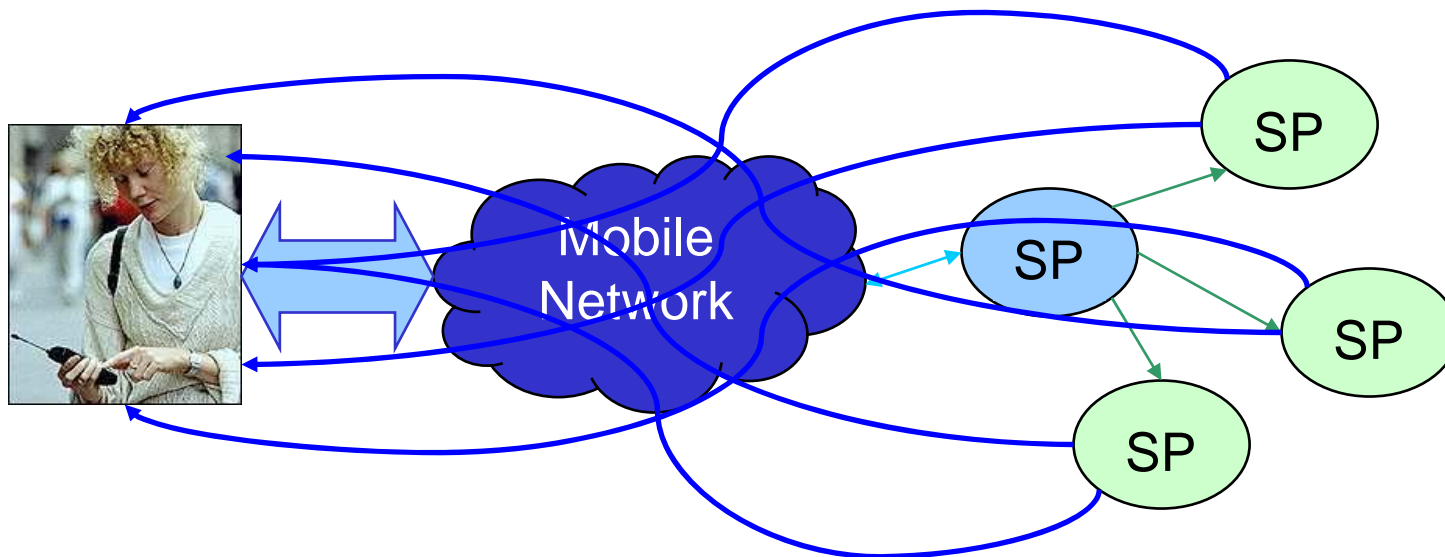


# Statement of the Business Problem

**Telefónica Móviles España & Symlabs**

- N... a Ringtone, or a... ed to give her telephone number (MISISDN) to the 3<sup>rd</sup> Party.

**LOSS OF PRIVACY FOR THE USER**



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

**A SIGNIFICANT SOURCE OF SPAM**

## Some Data Points

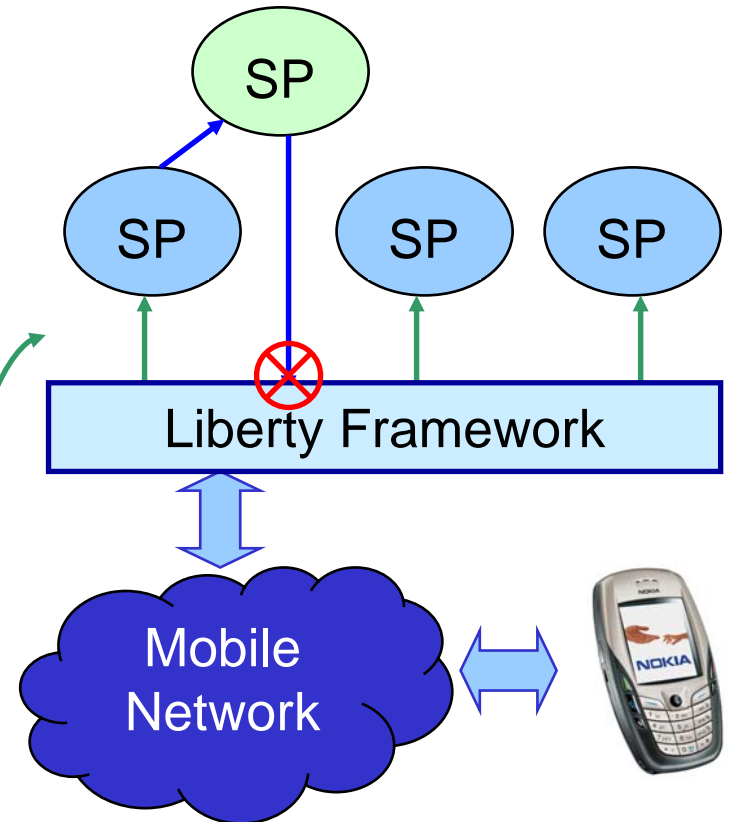


- *“More than 8 in 10 mobile phone users surveyed in a study by Switzerland's University of St.Gallen and mobile services firm bmd wireless have received unsolicited mobile messages.”*
- *“Most complaints about mobile spam are directed toward the mobile operators.(...) Mobile spam generally has a negative 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”.*



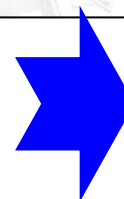
## A Liberty technical solution

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

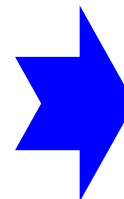


## Significance for Mobile Operators

- Mobile Operators are well placed to be IdPs
- As well, Operators already have existing business agreements with a range of 3<sup>rd</sup> 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 3<sup>rd</sup> Parties: the most important is missing!!



ID-FF



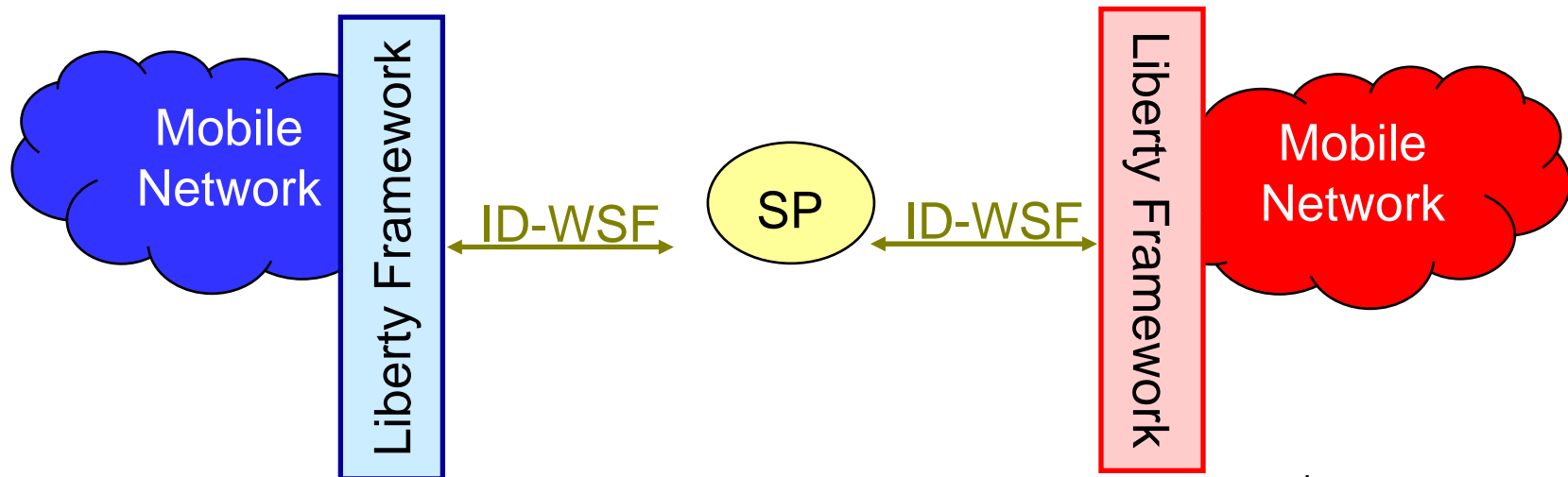
ID-WSF

ID-SIS



## Significance for Mobile 3rd Parties

- Every 3<sup>rd</sup> 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 3<sup>rd</sup> Party from implementing different technologies for every operator.

## What do we need to standarize?

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

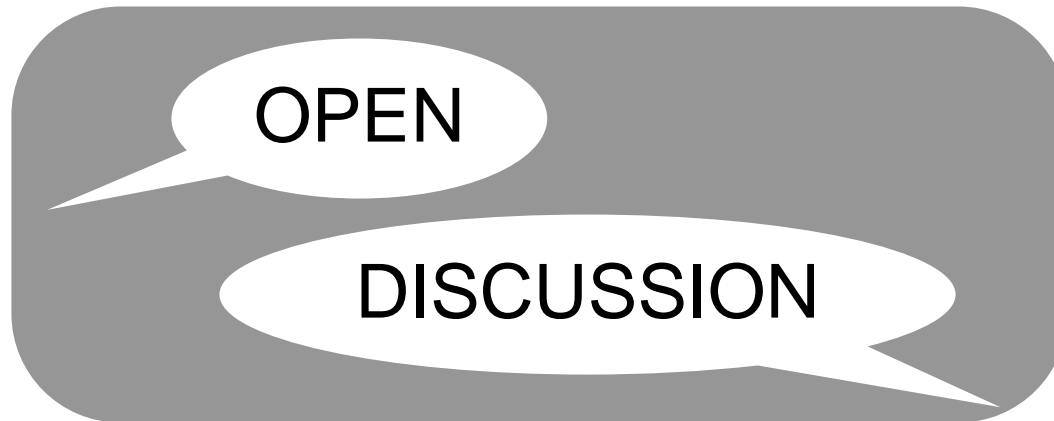
Book

## 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**

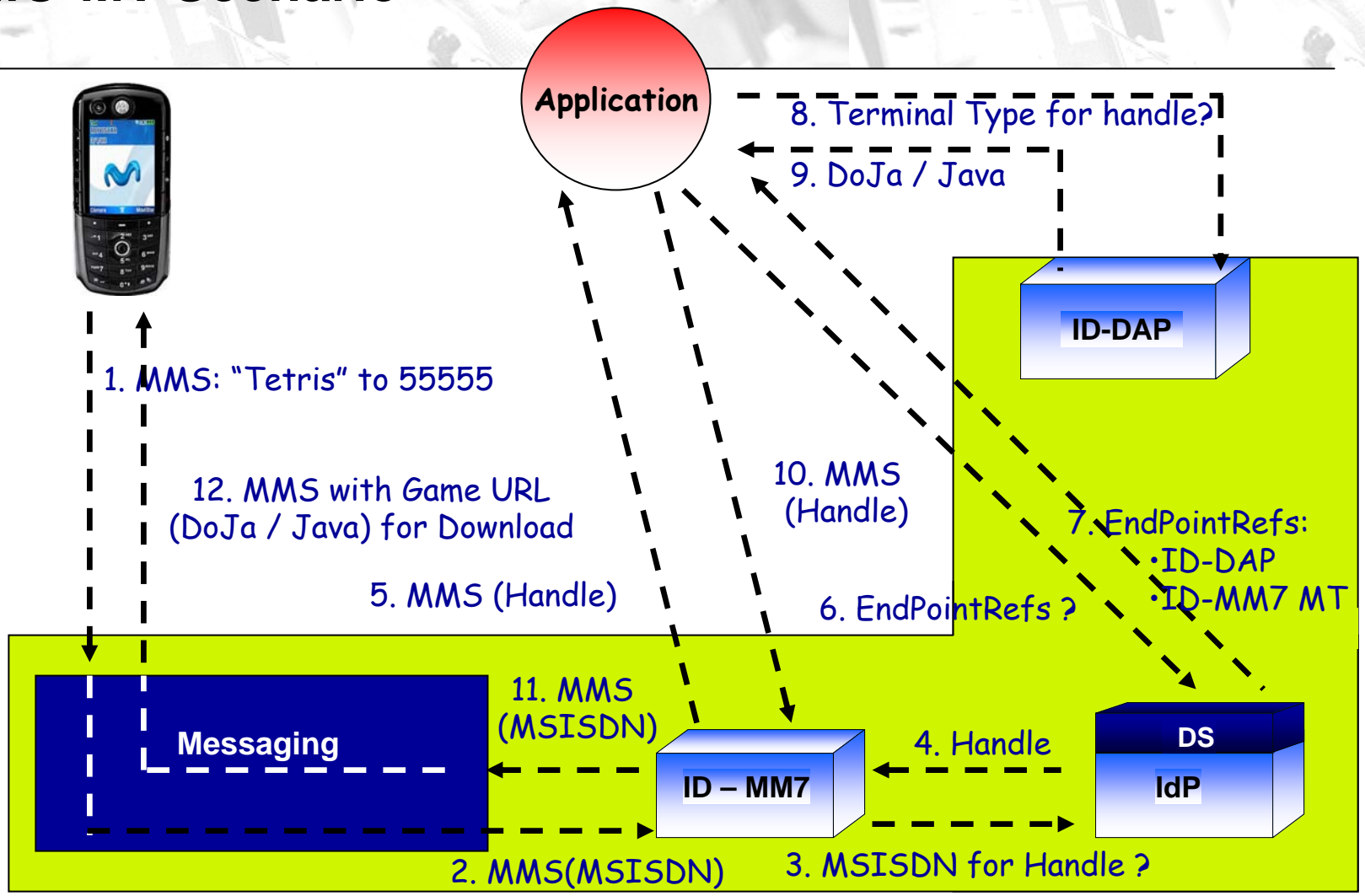
## High Level Overview

- 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.

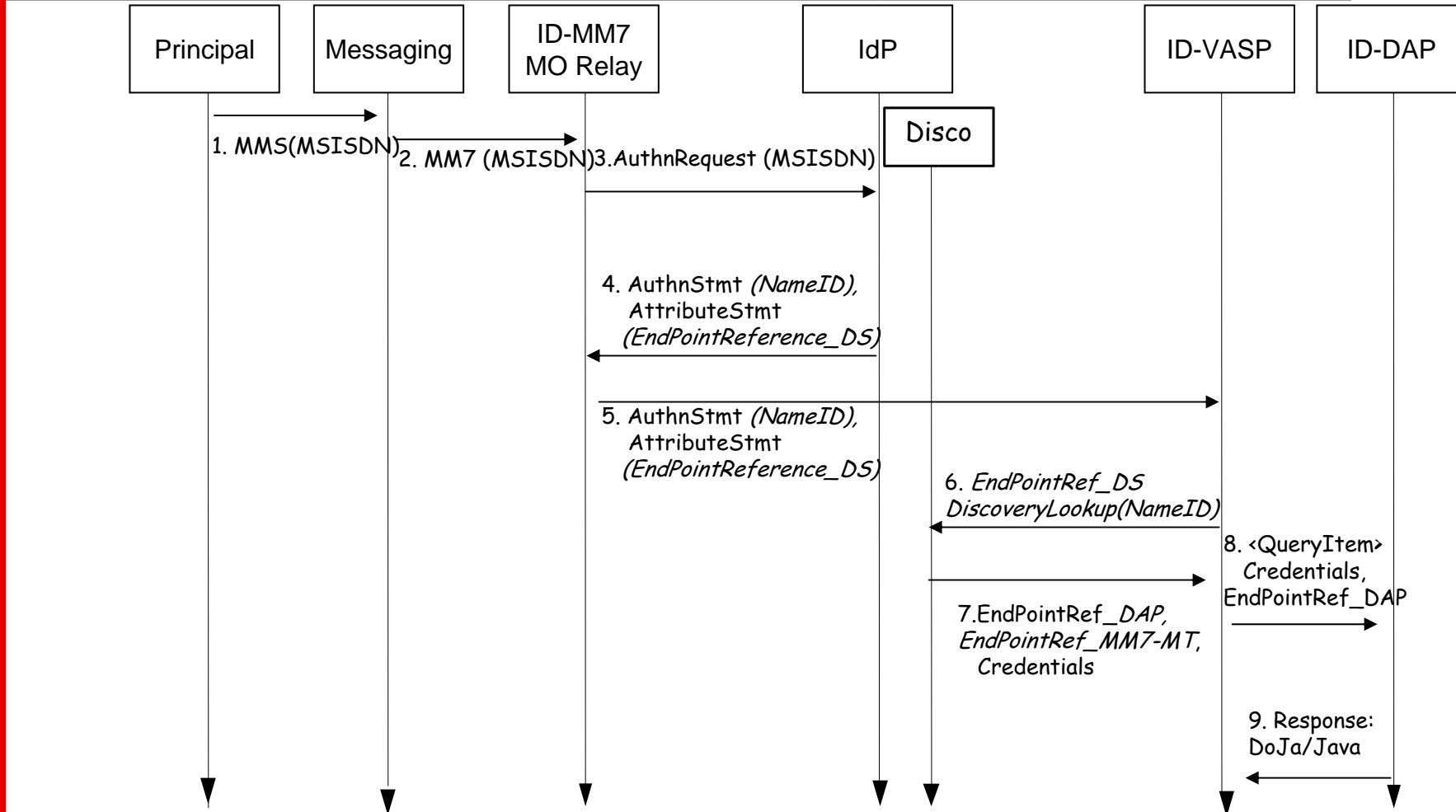
## Scenarios Discussed

- 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

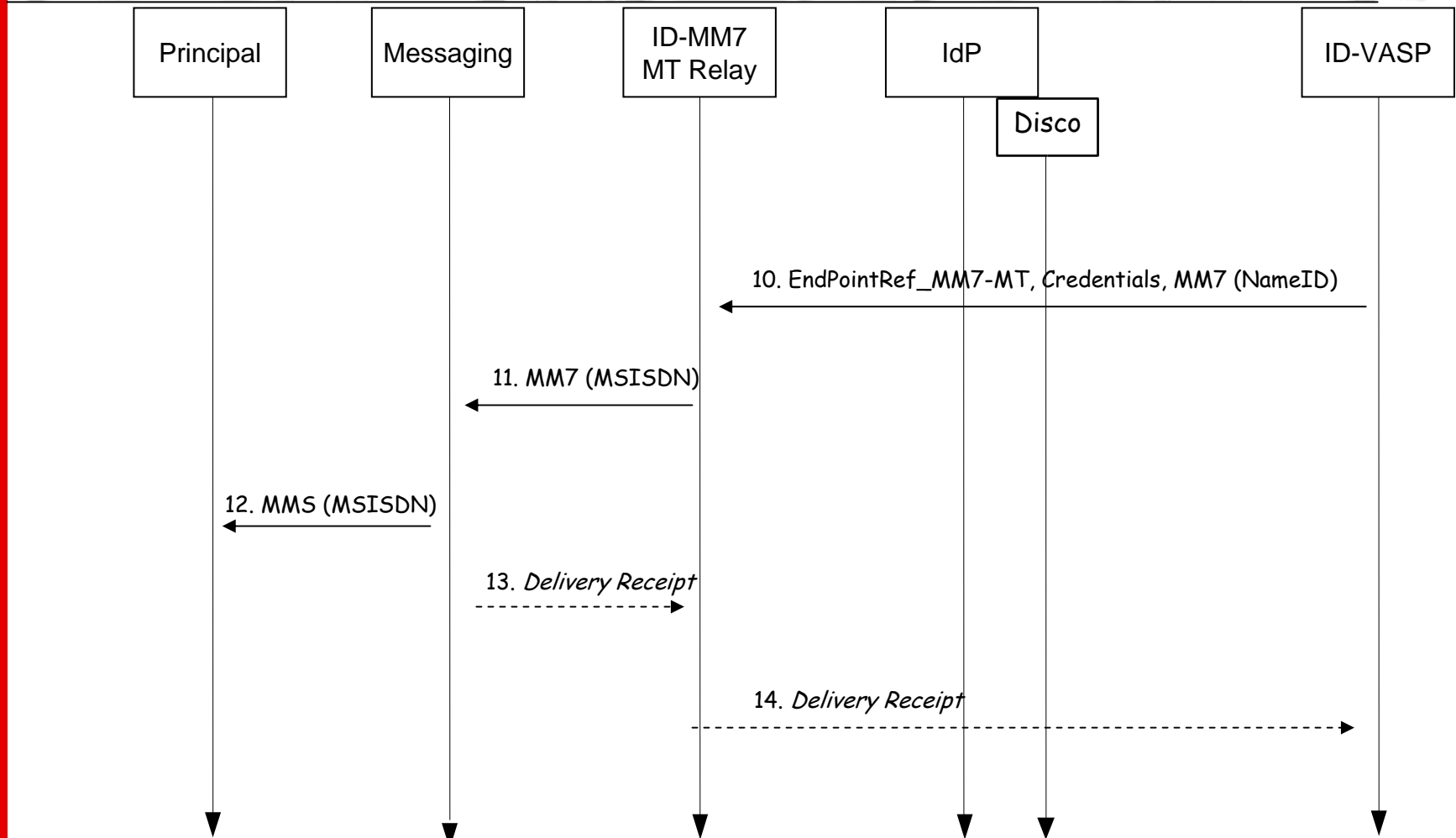


## MO – MT Message Flow (1/2)

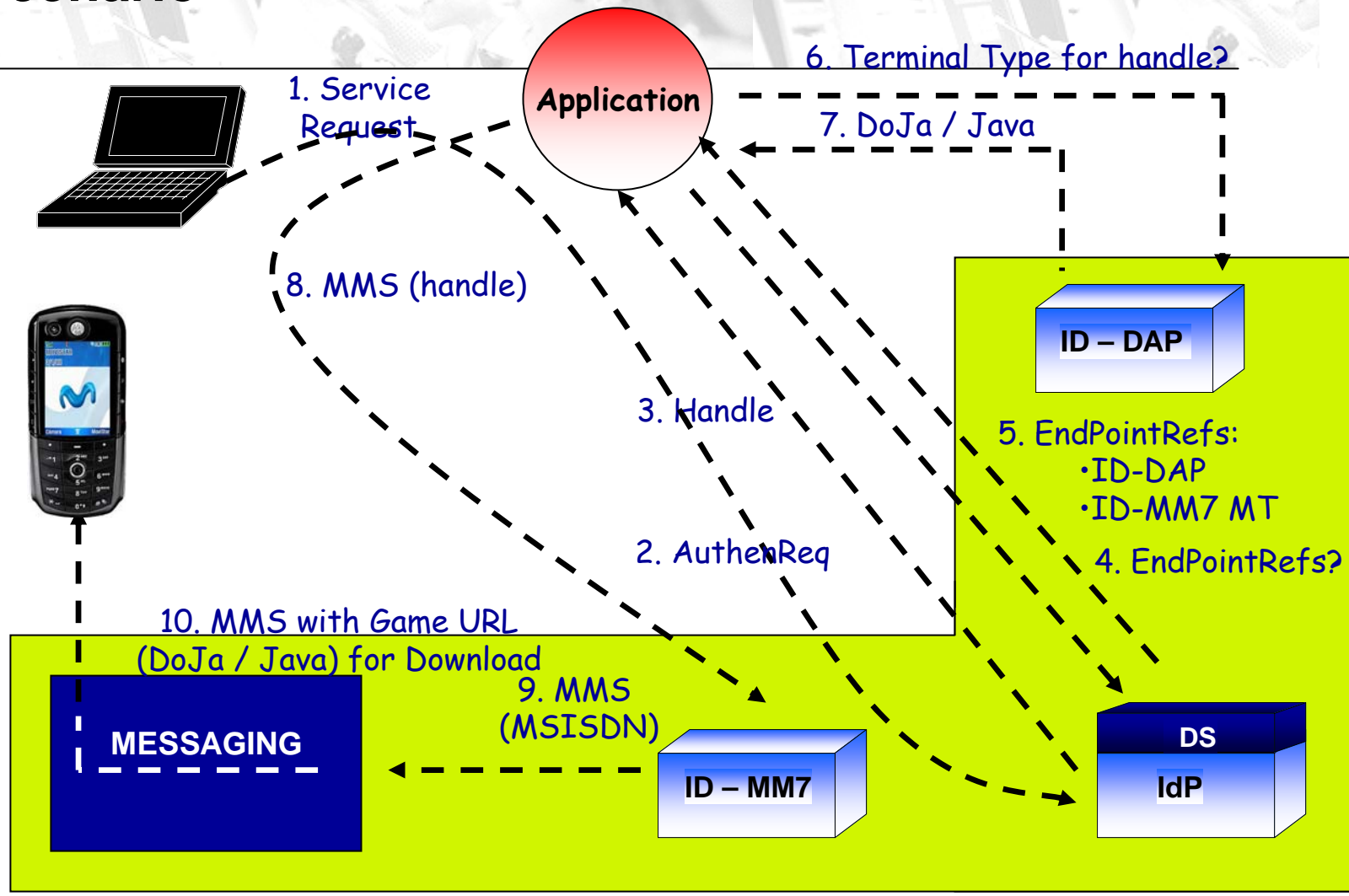




## MO – MT Message Flow (2/2)



## MT Scenario



## MT Message Flow

