



3G World Congress

**Building the Business and Service Case for
Greater Interoperability and Cooperation**

Jari Alvinen

OMA, Chairman of the Board

November, 18, 2004

Open Mobile Alliance

1 Overview

2 Work on Global Interoperability

3 OMA Impact to the Marketplace

4 Summary

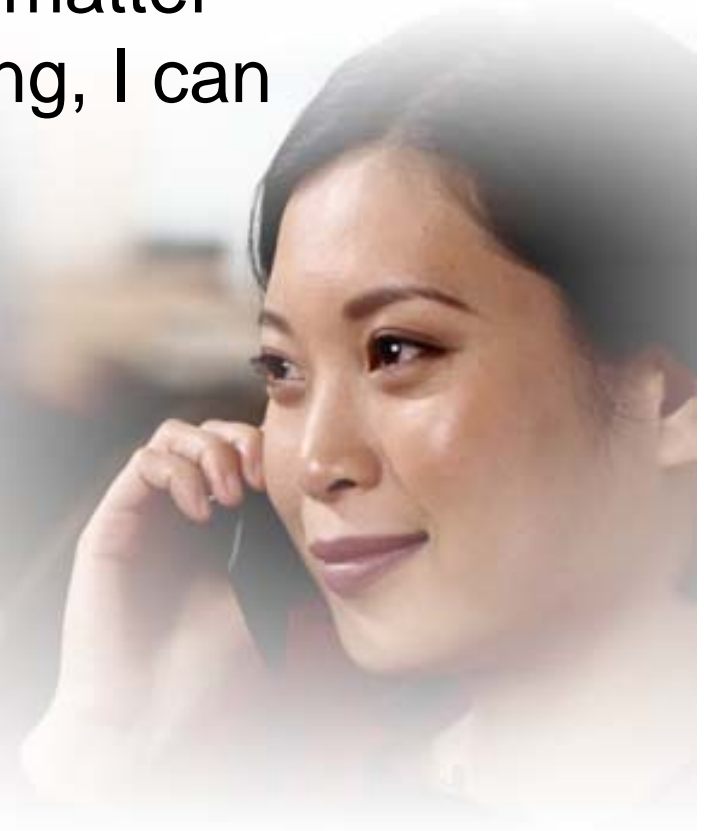
OMA Mission

The mission of the **Open Mobile Alliance** is to facilitate **global** user adoption of **mobile data services** by specifying **market driven mobile service enablers** that ensure service **interoperability** across devices, geographies, service providers, operators, and networks while allowing businesses to compete through **innovation and differentiation.**



OMA Vision

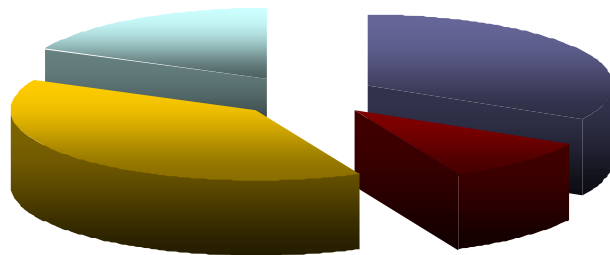
“**No matter what device I have, no matter what service I want, no matter what carrier or network I’m using, I can communicate, access and exchange information.**”



OMA Membership

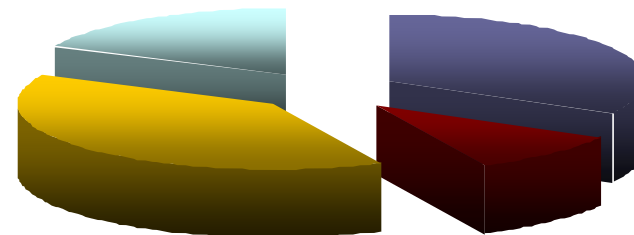
Over 400 OMA member companies represent a truly global organization with members from all regions, which complement the various parts of the end-to-end value chain

OMA Value Chain



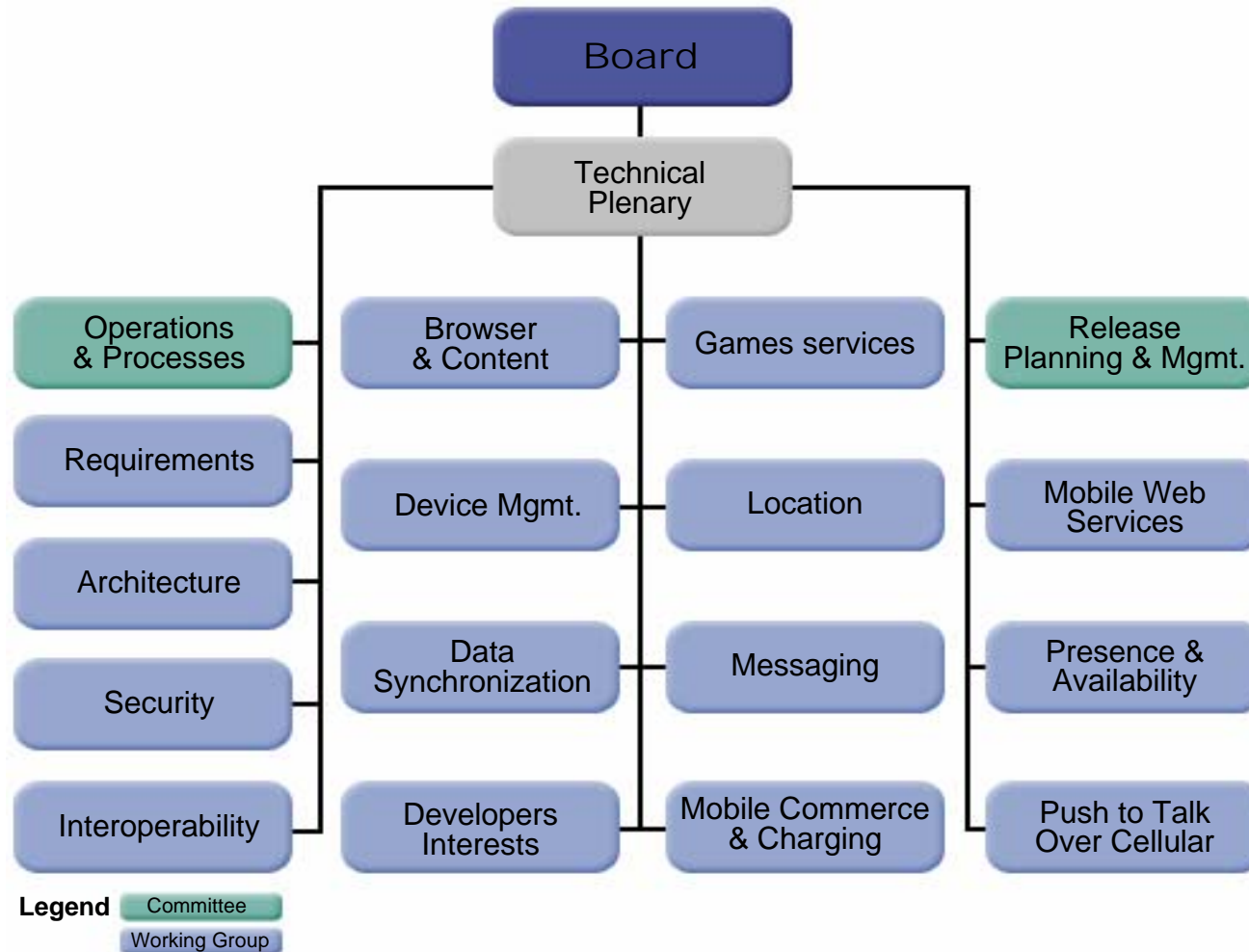
■ IT Company ■ Content/Service Provider ■ Vendor ■ Operator

OMA Membership Level



■ Supporter ■ Associate ■ Full ■ Sponsor

OMA Working Groups



OMA Deliverables

- **OMA Release Programme**
 - Delivers sets of specifications, packaged as “Enabler Releases”
 - Based on market-driven requirements and use cases
- **OMA Interoperability Programme**
 - OMA Test Fests for testing product conformance and interoperability
 - Enabler Test Specifications (ETS) to be used in OMA test fests or other interoperability testing
 - Bilateral testing facilitation with OMA IOP documents and Trusted Zone services
 - Third party Test House facilitation with OMA IOP documents and Trusted Zone* services
- **Others**
 - Reports, analyses, white papers, industry studies etc.

*Trusted Zone – independent environment for compliance checking, test scheduling and reporting, providing commercial confidentiality to TestFest Participants

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OMA Enablers Tested

- Eight OMA TestFests conducted to date
- **322** implementations tested

IMPS	53 clients / 46 servers
Data Synchronization	46 clients / 22 servers
MMS	40 clients / 27 servers
DRM	24 clients / 16 servers
Device Management	17 clients / 17 servers
Download	6 clients / 2 servers
Client Provisioning	4 clients / 2 servers

The OMA Interoperability Strategy

- OMA was founded to achieve global interoperability between mobile services
- Interoperability is embedded throughout the OMA specification development process
- Converting appropriate Candidate Enabler Releases to Approved Enabler Release via OMA interoperability testing
- Companies implementing OMA specifications have an opportunity and venue to check interoperability with other products during the development cycle

Why IOP is Important to OMA Members

- The quality of OMA specifications is improved by contributions from members to the IOP Program
 - Better quality specifications reduce development costs
- Participation in the IOP Program helps members identify and resolve technical issues early, reducing development time and costs for their new products
 - The earlier you find the bugs the better
- Products and services that implement OMA specifications that interoperate well will expand market opportunities
 - Services that work well create more demand for products – you sell more

The IOP Program Deliverables

- Document Development
 - Enabler Test Requirements (ETR)
 - Enabler Test Specifications (ETS)*
 - Enabler Test Plan (ETP)
 - Enabler Implementation Conformance Statement (EICS)*
- Conducting IOP Test Fest events
- Problem identification and specification errata
- Test Tool development and procurement
- Building relationships with other organisations
 - E.g. Certification bodies and the test tools industry

*For use of OMA as well as individual companies

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OMA Impact to the Marketplace

- Operational specification process with many deliverables
- An IOP process that engages with real products
- A schedule of TesFests with increasing scope and support
- Approved Enablers with IOP quality added
- Products using OMA specifications in the marketplace
- Test specifications for use by certification bodies and test industry

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Summary

- Cooperation amongst OMA's membership across the value chain reflects market driven requirements and commitment to interoperability
- OMA IOP Program plays a critical role to ensure quality of OMA specifications and provides value towards commercial implementations
- OMA network agnostic approach supports implementations based on various network technologies



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