



oma
Open Mobile Alliance

Standardizing for Interoperability

March 24, 2004

Jari Alvinen
Chairman of the Board

Open Mobile Alliance

- In June 2002, the mobile industry set up a new, global organization called the Open Mobile Alliance (OMA)
- The Open Mobile Architecture initiative and the WAP Forum formed the foundation for the Open Mobile Alliance
- The following organizations have integrated into OMA:
 - Location Interoperability Forum (LIF)
 - SyncML Initiative
 - Multimedia Messaging Interoperability Process (MMS-IOP)
 - Wireless Village
 - Mobile Gaming Interoperability Forum (MGIF)
 - Mobile Wireless Internet Forum (MWIF)
- Other industry forums focusing on interoperability and open standards are welcome to join



OMA's Industry Vision

- Mobile data services interoperable across different devices, geographies, service providers, operators, and networks, that are as easy and seamless to use as voice services today, and that provide value to all players in the mobile value chain.

“No matter what device or operating system you have, no matter what service you have, no matter what carrier you use, you can communicate, access and exchange information.”

OMA's 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.

Why is OMA Strong ?

- OMA currently has over 300 member companies - a global representation
- OMA membership forms the entire mobile service value chain
 - Mobile Operators
 - Wireless Vendors
 - Information Technology Companies
 - Content & Service Provider

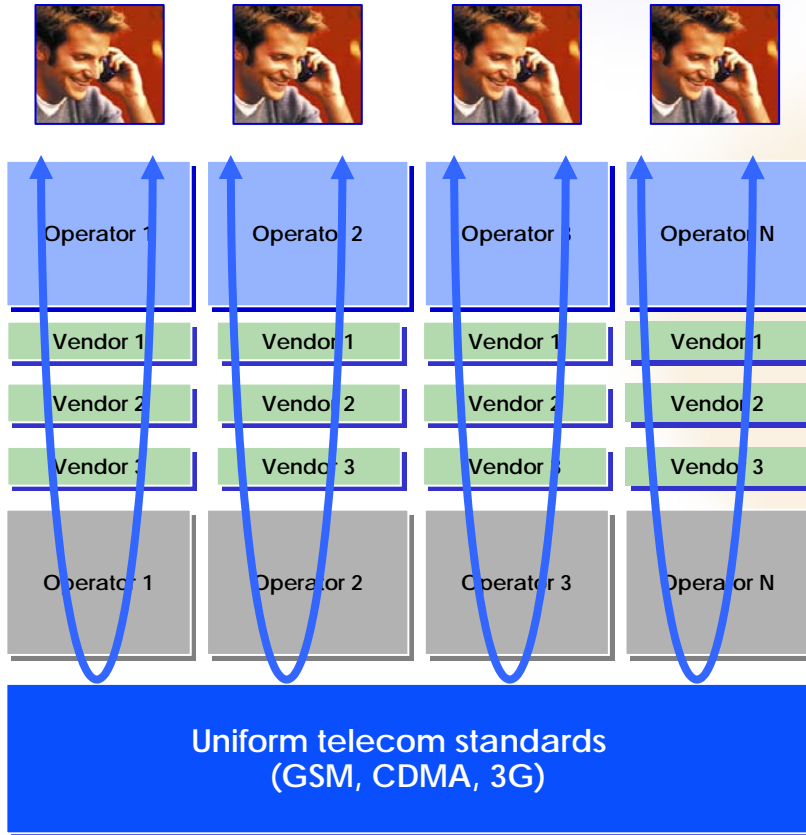


Value for the Industry

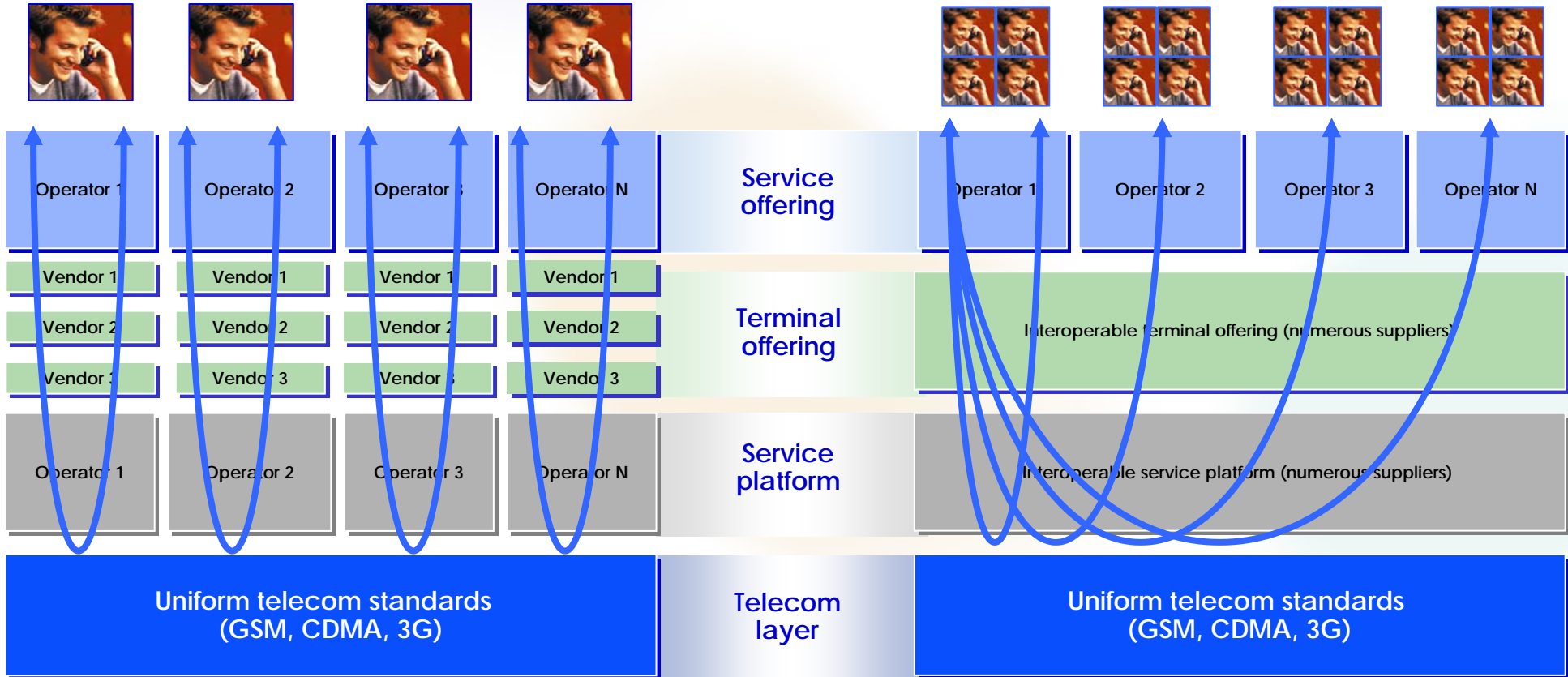
Openness fuels growth
Why OMA is the right solution

Openness Fuels Natural Growth

Fragmentation



Open standards



How the Mobile Industry Benefits from Open Standards ?



- Consumers and business users will receive seamless interoperable services regardless of their device, network type, operator or geographical location
- Content, application and service providers providing users around the world easy access to information and transactions, anywhere, anytime resulting in timely and financial efficiencies
- Wireless Vendors can easily achieve interoperability with other vendors' products, and reduce R&D costs
- IT companies can leverage existing investments to reach mobile users
- Mobile Operators will enjoy increasing data ARPU through increasing use of mobile services

Why OMA is the Right Solution for the Mobile Industry?



The open, interoperable specifications implemented by multiple vendors can result in:

- De-facto interoperability between geographies, infrastructure, devices and services
- Enriched user experience across service providers
- Compelling new business opportunities through a global market
- Faster time to market
- Reduced R&D costs



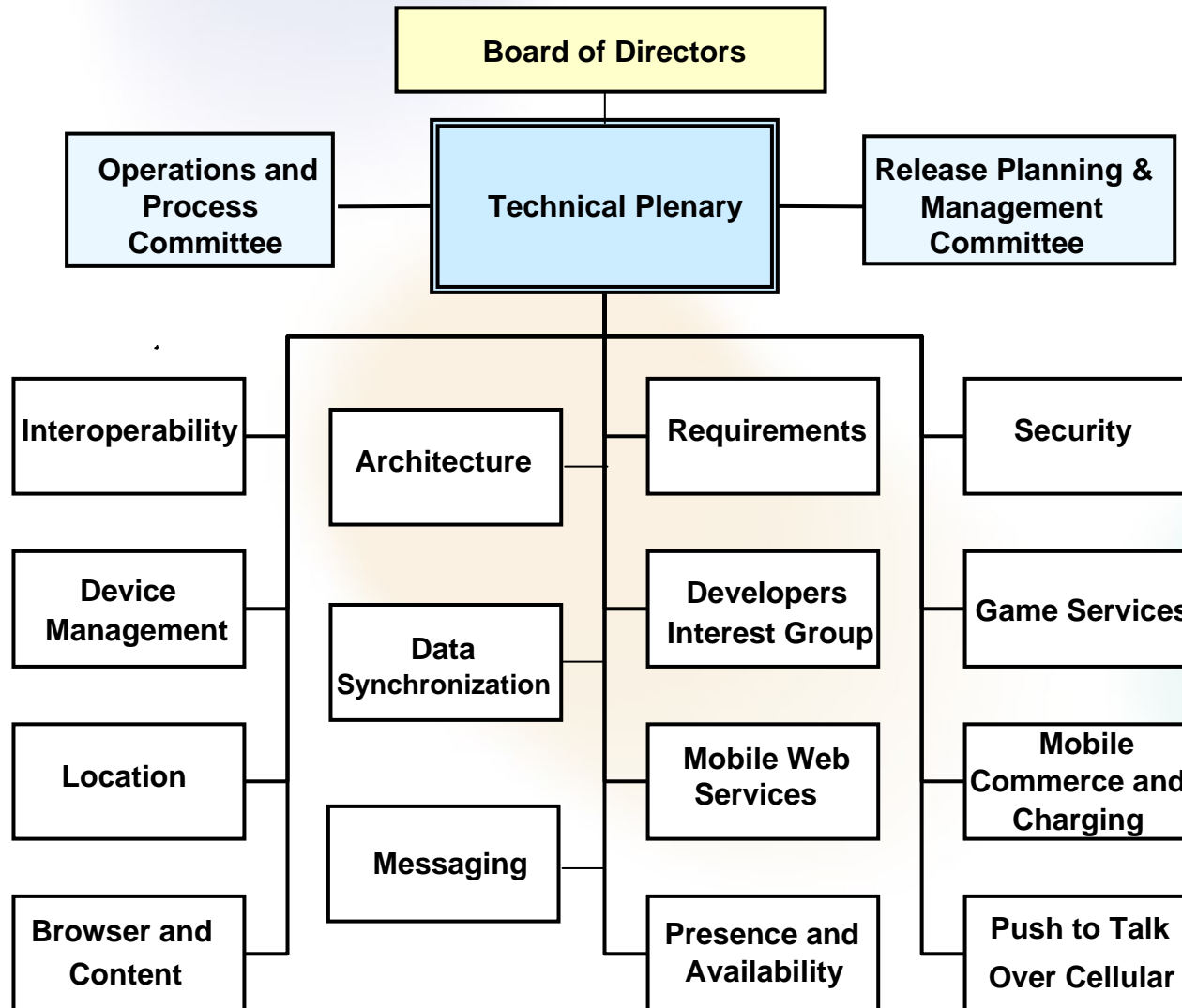
OMA Structure and Scope in the industry

Organization chart

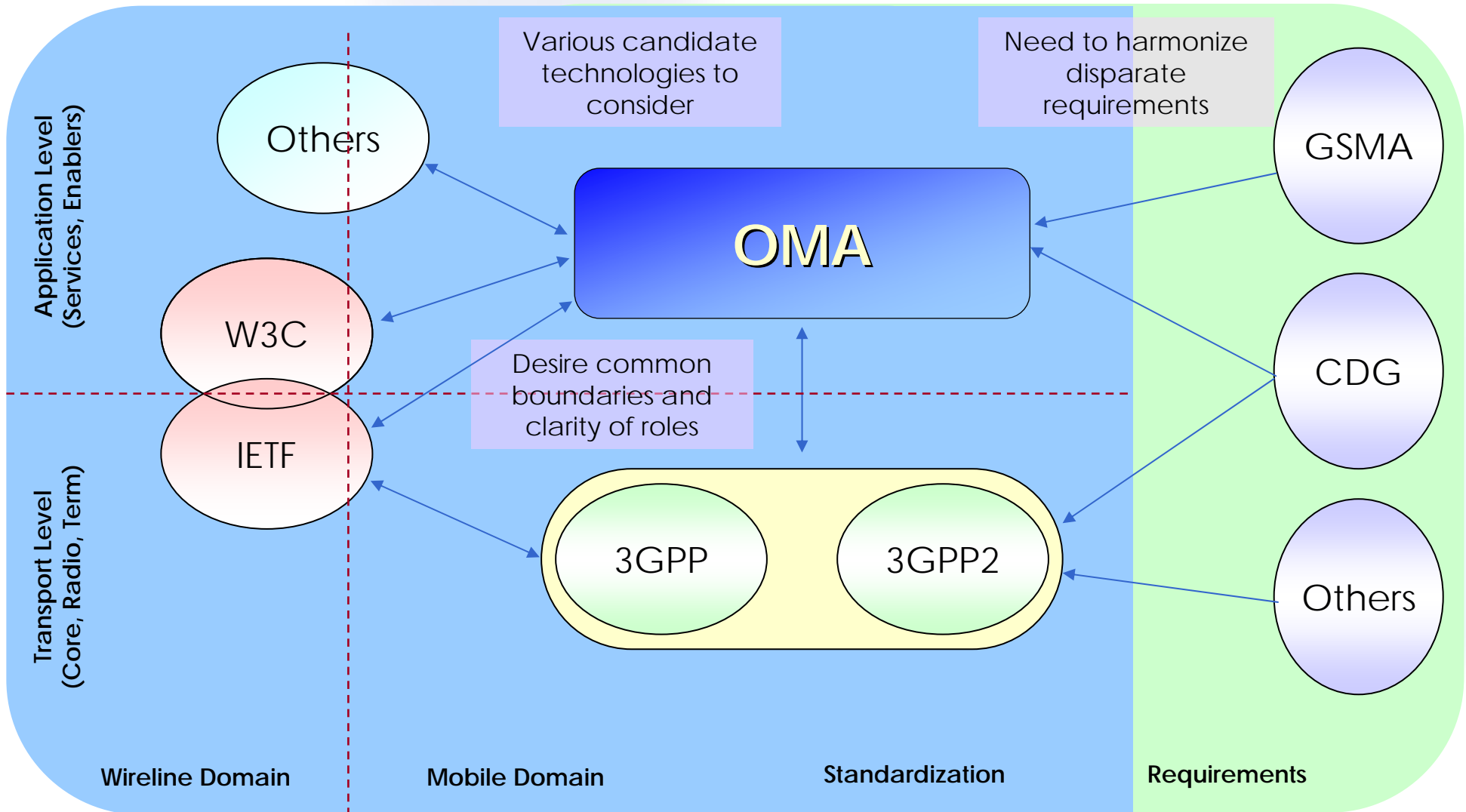
OMA and other industry organizations

Working Groups and Committees

OMA Organization



Positioning OMA in the Industry



OMA Collaborates with Other Organizations



- OMA has a clear focus on specifying mobile service enablers
- OMA collaborates with standardization organizations covering other areas
- OMA provides a high degree of public visibility into its specification activities through its public web site
- To date, OMA has official cooperation agreements or frameworks with the following bodies: 3GPP, 3GPP2, CDG, ETSI, GSMA, IFPI, Liberty Alliance, MOBEY Forum, MPA, MPF, Oasis, Parlay, PayCircle, RIAA, and ITU-T

OMA Deliverables

Interoperability
Technical Specifications

Interoperability Work



- The vision, mission and goal of OMA embrace interoperability
- OMA regularly hosts Interoperability Test Fests to
 - test its Candidate Enabler Release specifications
 - Provide a framework for members to test their product implementations
- The OMA Interoperability (IOP) Working Group identifies, specifies and maintains the processes, policies and test programs for ensuring interoperability for OMA specified enablers and end-to-end services.
- The OMA IOP group is responsible for providing interoperability of the OMA Enabler Releases, as well as to provide end-to-end interoperability test cases at a service level as defined by OMA.
- OMA IOP process does not currently include certification services

Technologies Tested for IOP

- To date, OMA has tested the following OMA Enabler Releases for interoperability
 - Instant Messaging and Presence Services (IMPS)
 - Device Management (DM)
 - Data Synchronization (DS),
 - Multimedia Messaging (MMS)
 - Download (DL)
 - Digital Rights Management (DRM)

OMA Release Program

- OMA working process is a market driven, continuous program designed to deliver three key milestones:
 - **Phase 1: Candidate Enabler Release**
 - Approved specification for a single OMA Service Enabler
 - **Phase 2: Approved Enabler Release**
 - To ensure products and services supporting a single OMA Service Enabler work together seamlessly “end to end” across different devices and networks
 - **Phase 3: OMA Interoperability Release**
 - The OMA Interoperability Release consists of a number of approved OMA Enabler Releases, which have all proven interoperability on an end-to-end level

OMA Enabler Releases Available for Implementation

Phase 1: Candidate Enabler Releases

- OMA Billing framework version 1.1
- OMA Browsing version 2.1
- OMA Client provisioning version 1.1
- OMA Digital Rights Management (DRM) version 1.0
- OMA Domain Name Server (DNS) version 1.0
- OMA Download version 1.0
- OMA Email Notification version 1.0
- OMA Instant Messaging & Presence Services (IMPS) version 1.2
- OMA Multimedia Messaging (MMS) version 1.1
- OMA Multimedia Messaging (MMS) version 1.2
- Online Certificate Status Protocol Mobile Profile version 1.0
- OMA User Agent Profile version 1.1
- OMA User Agent Profile version 2.0
- OMA Games Services v 1.0

Phase 2: Approved Enabler Releases

- OMA Instant Messaging and Presence Services (IMPS) version 1.1
- OMA Data Synchronization version 1.1.2
- OMA Common SyncML Enablers version 1.0
- OMA Device Management v. 1.1.2

(March 2004)

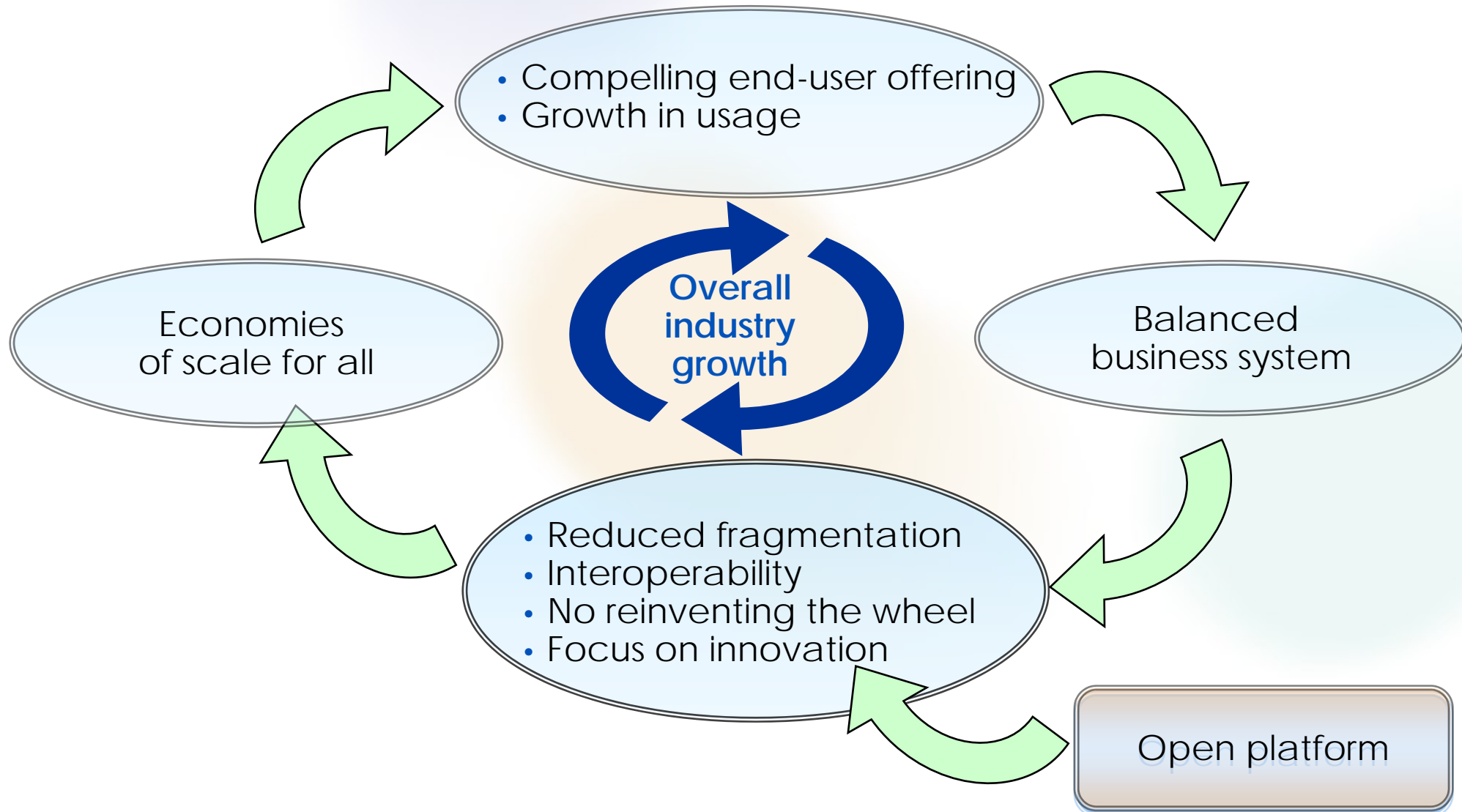
Upcoming Enabler Releases

- **New Enablers**
 - Location
 - Web services
 - DRM Evolution
 - Browser Evolution
 - Messaging Evolution
 - Data Synchronization Evolution



Conclusions

Openness Benefits the Industry



OMA is in a Key Position to Boost the Industry



- Maintaining an open organization is key to OMA's vision for broad industry participation and adoption
- OMA has remarkably strong industry support from the entire value chain
- OMA has maintained a rapid clock speed on open specifications and interoperability work
- OMA specifications are already being implemented in hundreds of products
- OMA collaborates with other standardization forums to establish a holistic, open standardization blanket with no gaps nor overlaps

Overview of Achievements



- Since its launch in June 2002, OMA has:
 - Announced 18 OMA Enabler Releases (sets of specifications), which are all ready to be implemented in products
 - 4 of these have passed complete end-to-end IOP tests
 - 7 IOP Test Fests held, where 114 clients and 85 servers have been tested (Data Synchronization, Device Management, IMPS, MMS, Download, DRM)
 - Grown membership to over 300 companies representing operators, vendors, IT companies and content/service providers
 - Consolidated 6 industry organizations
 - Established cooperation with other major standardization organizations



www.openmobilealliance.org