



**Interoperability in a Converged World:**

***Creating new mobility, connectivity and seamless service opportunities***

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# OMA Approaches 5<sup>th</sup> Anniversary

- 1 Open Mobile Alliance**
- 2 Convergence is real**
- 3 OMA: Enabling Enterprise Mobility**



# OMA – The Open Mobile Alliance

## 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.**

**The Open Mobile Alliance is an international organization,  
developing open, market driven interoperable specifications for  
global adoption**

**OMA was created in June 2002 by leading mobile operators,  
device and network suppliers, information technology companies,  
content and service providers**

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# Realities in a Converged World

- Multiple network access methods are becoming reality
  - Harmonization of user experience will happen in the services and applications, independent of the access method
- Full integration of Internet and Mobile services
  - New services should take advantage of existing functionality, capabilities and services
- Consistent user experience becomes key in the services and applications
  - Agnostic of underlying networks
  - Hidden complexity for access methods, such as multi-radio devices
  - Ultimate goal of seamless service access and usability
- Fast paced innovation and development increase demand for interoperability and interworking
  - Equal stake among various elements in end-to-end chain
  - Demand for quality, open specifications enabling interoperable and conformant implementations

# OMA in a Converged World

- Historically, OMA has developed specifications and interoperability within the mobile services area
  - Mobile Location Services, Device Management, Data Synchronization
- OMA's reach has now moved beyond the mobile market
  - IP based networks both fixed and mobile
  - Mobile devices are no longer just terminals, but nodes to further extend the reach of the network
  - OMA enabled services and applications must all function as extensions of networks and devices
- OMA Interoperability Program reuses existing testing contributions and results where applicable
  - Testing experience with fixed Internet is applicable in the mobile world
  - Avoiding duplication, divergence and fragmentation
  - Helping to enable fixed-mobile interoperability
  - Offering trusted zone services for bilateral testing

# New players take interest in OMA

- OMA Members represent the expanding mobile value chain and include
  - Mobile network operators who want to sell content but have to work with multiple vendors and record labels
  - Mobile service providers who want to increase product offerings to meet consumer demand
  - Broadcasters and media companies who want to augment the mobile value chain with high value content for distribution to multiple domains and devices
  - Terminal vendors who must keep pace with the demands of the market and different industry players
  - Network and IT infrastructure vendors who must extend their reliability to accommodate new products, services and traffic requirements

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# OMA Building Blocks for Convergence - Enterprise Mobility

- Convergence is not just a consumer story
- On average, employees spend one third of their time out of the office, and when in the office almost half their time away from their desks - *Simpson Carpenter survey*
- By 2009, there will be more than 878 million mobile workers worldwide – *IDC*
- Workers want to feel as connected to information on the road as they are in the office or at home
  - Any device, over any network, to any information or applications in the office, at home or on the road
- Challenge: Freedom of choice – Device diversity
  - Less control of what type of mobile devices are used
  - Ensuring access to data and applications

# OMA Building Blocks for Convergence - Enterprise Mobility

- OMA Device Management and Synchronization
  - Significant when enterprises mobilize their workforce
  - Widely deployed and implemented open interoperable standards
  - Enabling remote services such as
    - Look and Feel customization
    - Management of device and application parameters
    - Install and upgrade of software
    - Firmware upgrade
    - Mobile e-mail, scheduling and contact management
    - Corporate database information access

# Summary

- Multiple modes of connection are a reality
  - Connect and reconnect, to access corporate data or to move content between users and devices, to make users and networks more accessible or remote workers more productive
- No need to reinvent the wheel
  - Demands of innovation require incorporating what already works to support interoperability with new devices and services
- Mobility is for everyone, everywhere
  - At home, in the office, on the road, consumer and enterprise applications must run over more complex multi-use devices in multiple environments across a variety of networks
- Interoperability is the road to convergence and seamless services