



# Standardizing Messaging Technologies for E2E Interoperability

Mobile Messaging Americas  
2 June 2004  
Miami, Florida, USA

Mr. Yaacov Weingarten, Chairman,  
Messaging Working Group,  
Open Mobile Alliance

# Agenda

- What is OMA ?
- OMA Work Process
- Current Messaging Enabler Releases from OMA
- Generating requirements based on use cases
- Defining basic messaging features and protocols
- Interworking of messaging services
- Collaboration with other standardization organizations
- Summary

# What is OMA?

- The OMA is designed to be a center for mobile service specification work, stimulating and contributing to the creation of interoperable services

*“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

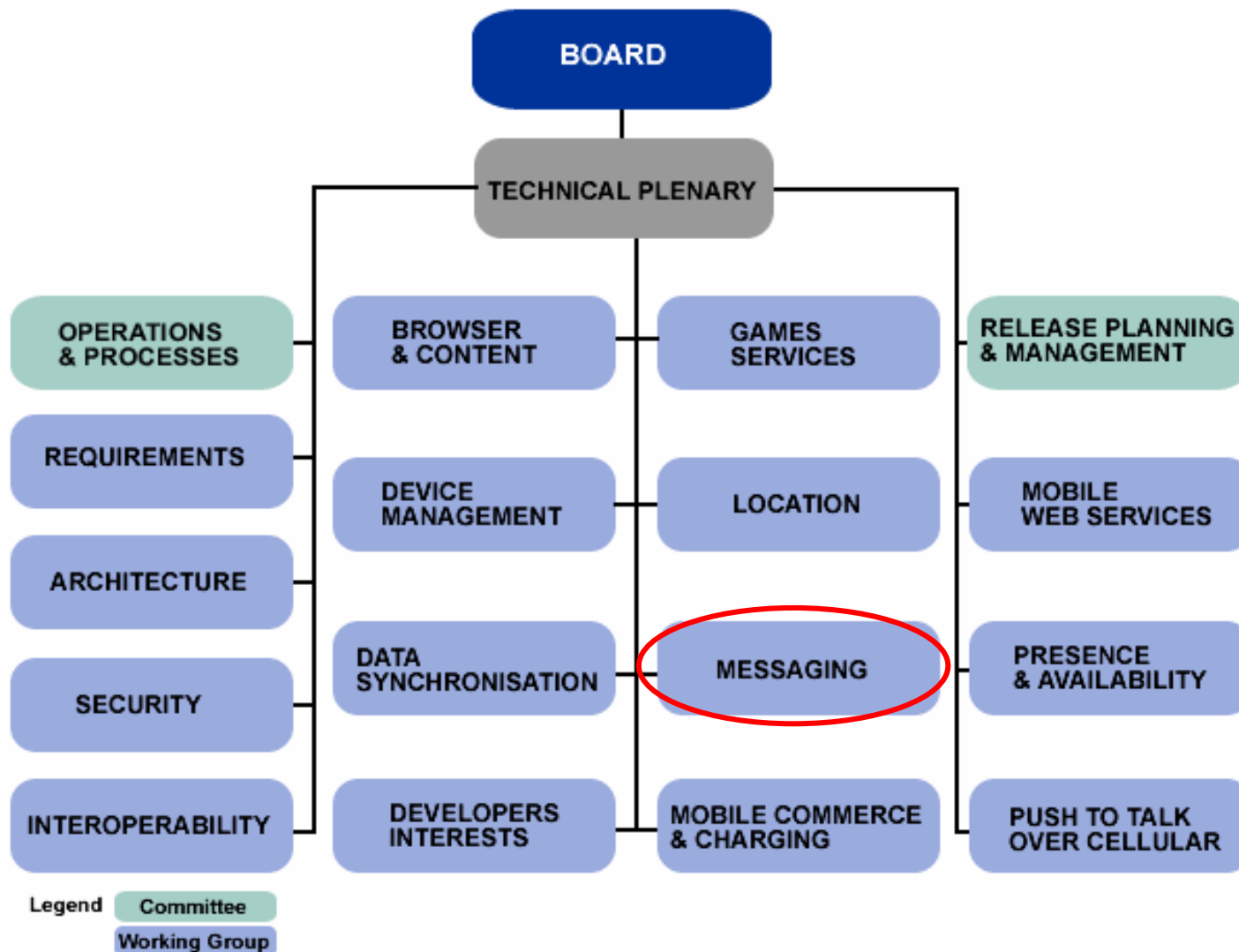
- The mission of the Open Mobile Alliance is to:
  - facilitate global user adoption of mobile data services
  - by specifying market driven mobile service enablers that ensure service interoperability across
    - devices
    - geographies
    - service providers
    - operators
    - networks
  - while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

# Why is OMA strong ?

- OMA has currently over 400 member companies - a global representation
- OMA membership forms the entire mobile service value chain
  - Mobile Operators
  - Wireless Vendors
  - Information Technology Companies
  - Content Providers & Others



# OMA Structure

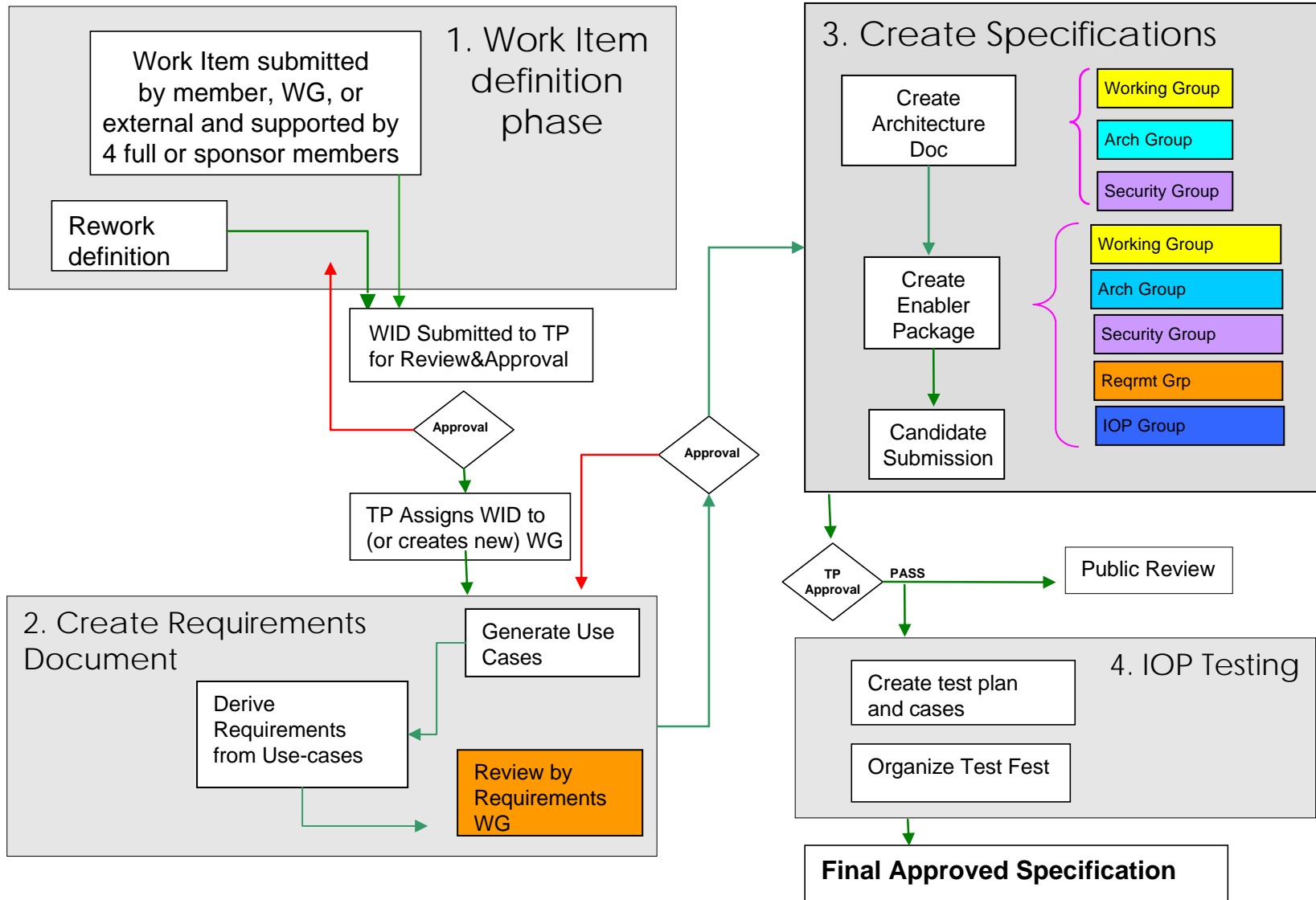


# Current Messaging Enabler Releases from OMA



- OMA MMS v. 1.1 Candidate Enabler Release
- OMA MMS v. 1.2 Candidate Enabler Release
- OMA IMPS v. 1.1 Approved Enabler Release
- OMA IMPS v. 1.2 Candidate Enabler Release
- OMA has held interoperability Test Fests on messaging enabler releases since 2002
- Numerous handset and server products already implement OMA's messaging specifications

# OMA Work Process



# Requirements Document Creation

- Use Case generation –
  - Describe the system behavior from end-user / operator viewpoint
- Requirements derivation
  - Identify the required behavior at different levels
    - System behavior
    - Client component behavior
    - Server component behavior

# Specification of Messaging Protocols



- Based on requirements that are derived from the use-cases
- Each messaging service independently
  - Defines the architecture and the interaction points between servers and clients
  - Defines required information to pass at protocol level
  - Specifies the format of the information

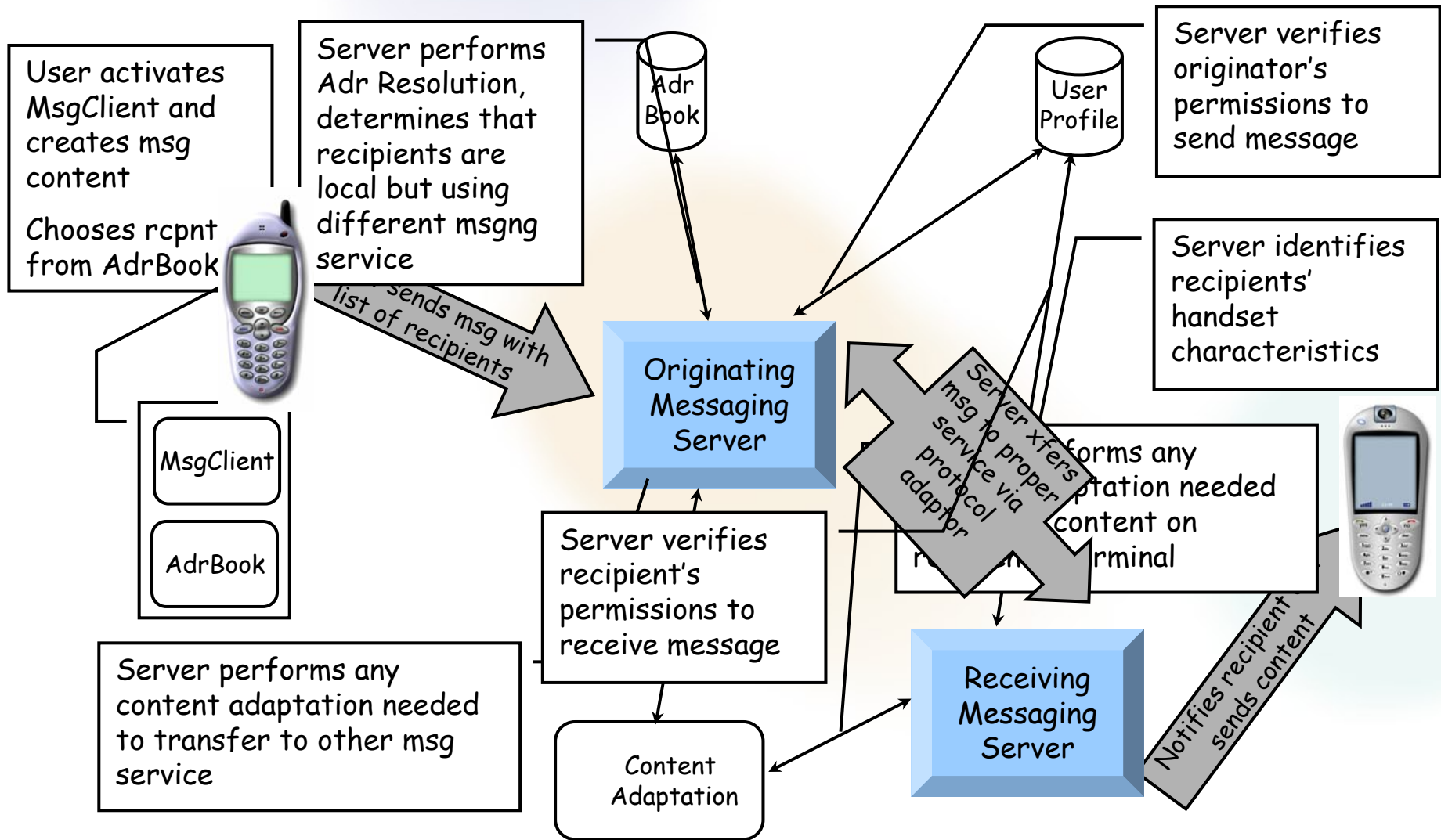
# Interworking of Messaging Services

- Concept – study the synergy between different messaging services with the following expected results
  - Identify common “enablers” for all messaging services
  - Illustrate the possible use of a “messaging relay” that will support transfer of messages between different services
- Method – propose different “use-cases” and analyze them

# Why is it good for the operators **oma** Open Mobile Alliance

- Savings in network overhead
  - Identifying the common enablers allow to reuse network entities for several services
- Increase in messaging volume
  - Allow legacy users and new messaging service users to communicate
  - Encourage take-up of new messaging services
- Increase revenues
  - Less loss of revenue from uncompleted messaging submissions
- Satisfied customers
  - Able to contact more people
  - Receive all the different message types

# Generic Messaging Interworking **oma** Open Mobile Alliance



# Collaboration with other organizations



- OMA is actively working with other industry organizations in order to ensure the necessary market requirements and technical interfaces to be taken into account when specifying MMS service enablers, e.g.
  - 3GPP and 3GPP2
  - GSMA and CDG

# Summary

- OMA has strong industry support from the whole value chain
- OMA is the center of excellence for innovative messaging service enabler specification work
- Ongoing cooperative activities created with key standardization fora
- Existing OMA messaging specifications are already being implemented in products



[www.openmobilealliance.org](http://www.openmobilealliance.org)