



ITEA 2

INFORMATION TECHNOLOGY FOR EUROPEAN ADVANCEMENT



## LOMS - Local Mobile Services *Creating Smart Services Everywhere*

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# Outline

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- LOMS Innovation Goal
- Market Situation and Target Scenarios
- Roles in LOMS Service Creation
- B2C Scenario: Smart Community Publishing
- Architectural Innovations
- Conclusion - Ongoing Work



# LOMS Innovation Goal

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- Market consideration:
  1. **Network and platform operators** lack appropriate service portfolio
  2. **End users** expect more convenient services for ad-hoc use
  3. **Small businesses** want to offer e-services with targeted exposure
- LOMS idea:
  1. Leverage **multi-device ubiquitous access** towards **subscriber base** or **enterprise staff**
  2. Leverage **smart enablers** in converged networks
  3. Offer **easy service creation** to many non-technical service providers



LOMS aims at demonstrating  
***easy creation of smarter services by non-expert providers***

# Market Situation and Target Scenarios

- **Case studies** of existing service platforms
  - Contextual **local news** and **community** services by regional media
  - Mobile, **moderated** and location-based **tourist** information
  - Business **process** integrated location-aware **fleet** management
  - Device **tracking** in hospital **workflow** organisations
  
- **Creation scenarios** in different markets
  - **Smart Community Publishing:** **Operators** need to leverage horizontal, multi-access network functionality; **Media** need to show information quality in moderating community-supported news; **Consumers** want comfortable community features and news
  - **Smart Tourism:** **Regions** want to address **traveller** information needs with charging transparency and local topic search
  
- **Smart Maintenance Servicing:** **Enterprises** aim at competitive efficiency through better media handling, context information and automatic network selection
- **Smart Hospital:** **Hospitals** envision cost-cutting by automation, contextual assistance and information integration

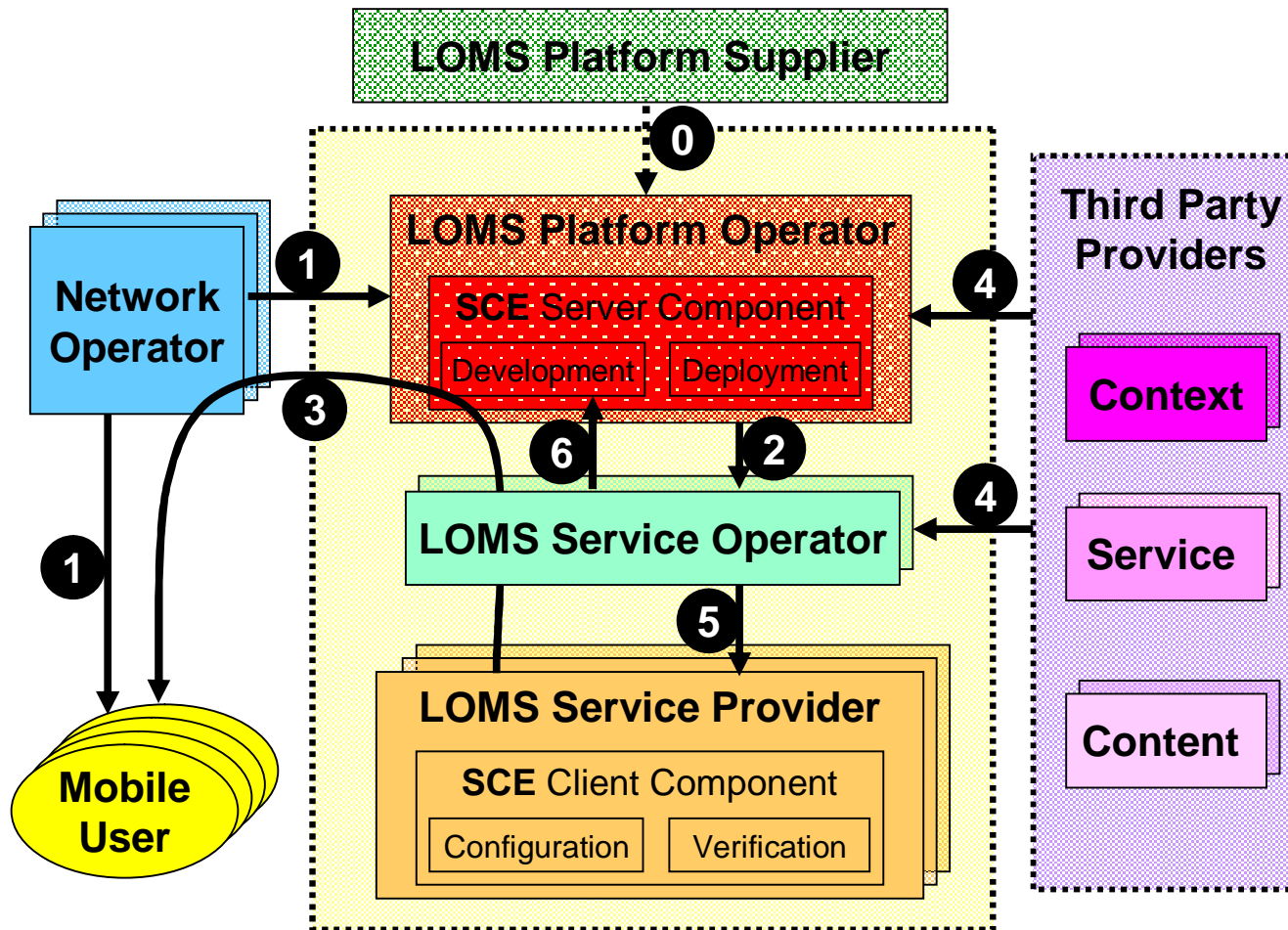
**B2C**  
Scenario  
Focus

**B2B**  
Scenario  
Focus

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- Generic LOMS Requirements:**
- **Low cost operations** needed by **platform operator**
  - Need to **hide complexity** for **service creators**
  - Need to **hide complexity** for **end users**

# Roles in LOMS Service Creation

## Market Players can combine Multiple Roles



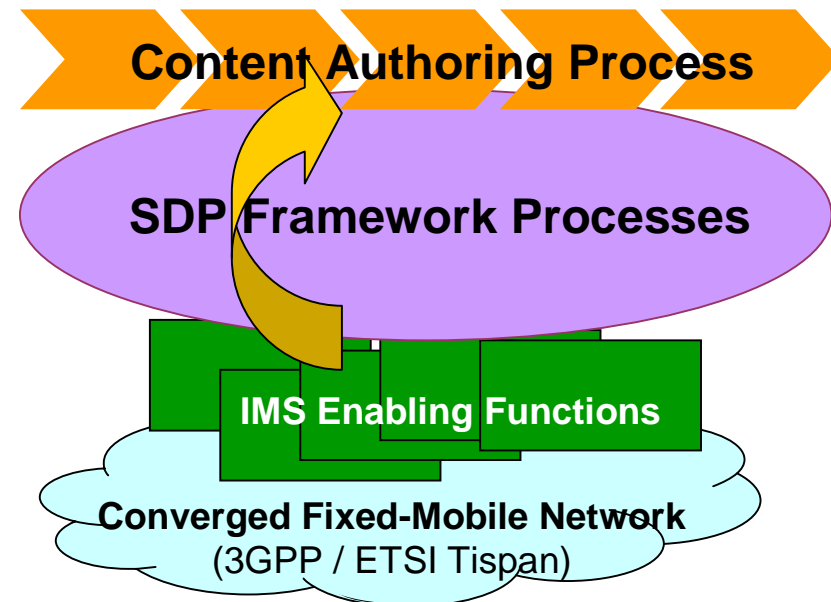
### Roles offering:

- 0 LOMS Solution**
- 1 Basic Services**  
(e.g. voice, SMS, MMS, WAP/Web over GPRS)
- 2 Enabling Services**  
(e.g. authentication, context management, policy enforcement)
- 3 End User Services**
- 4 Third Party Services**  
(context / content / other)
- 5 Domain specific Service Templates**
- 6 Development Domain specific Service Templates**

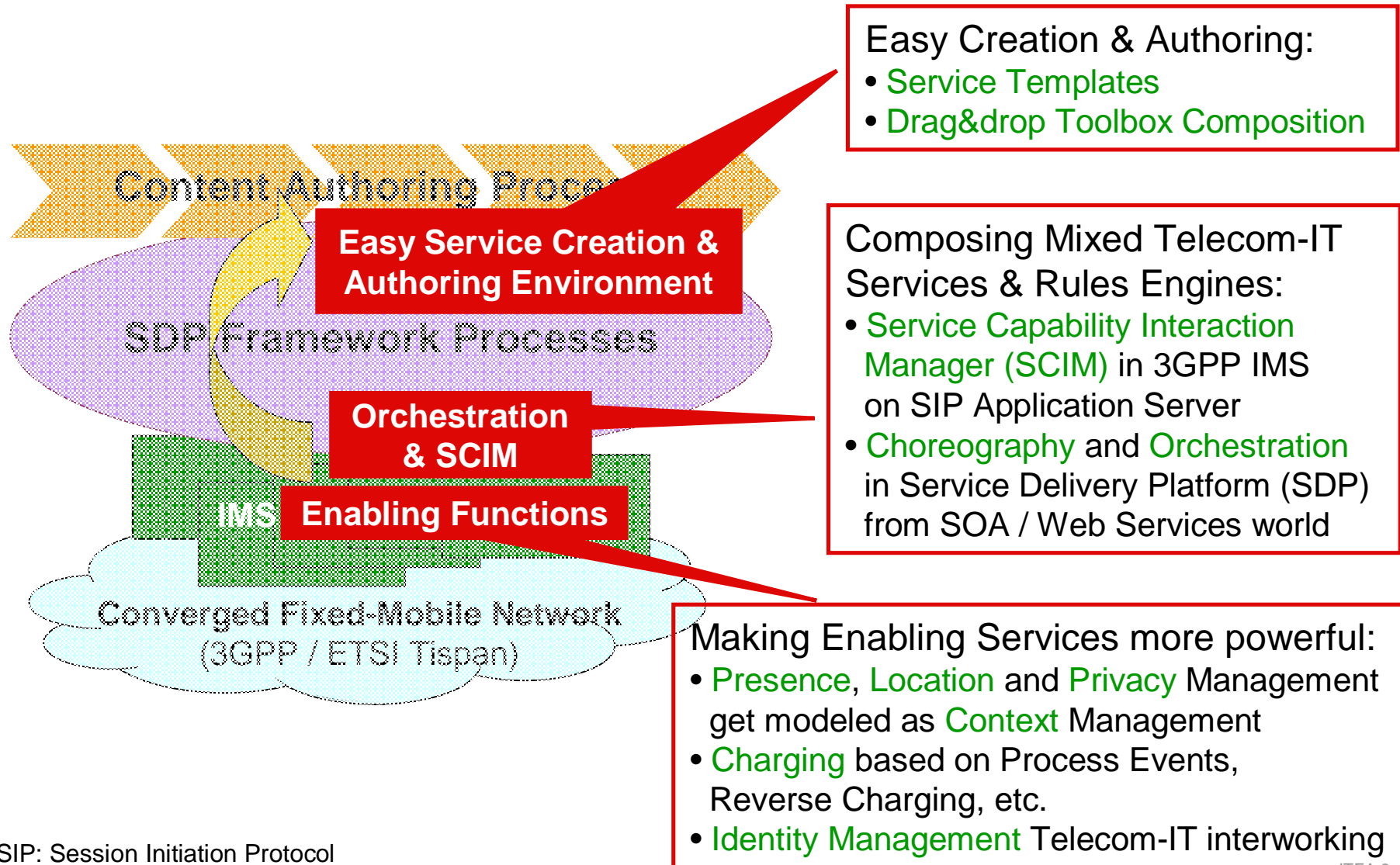
SCE: Service Creation Environment

# Smart Community Publishing Targeted B2C Scenario

- Market Segment:  
Consumer services & content on Mobile Device Types and TV Portal
- Drivers for Public Operators:
  - Avoid churn by offering Content & Services (consumer brand versus commodity bit pipe)
  - Reduce TCO while becoming an enabling partner to media companies
- Media Company's Creation Scenario:
  - Authoring context-aware info-push on mobile devices
  - Authoring smart community portal on TV



# Architectural Innovations for Smart Community Publishing



SIP: Session Initiation Protocol

## Conclusion - Ongoing Work

- **Exploitation outlook** in multiple market segments:
  - Exciting model with endless service scenario creation possibilities, addressing needs of all players in the value chain*
- **Current architectural work** taking into account
  - SOA and Web Services principles
  - IMS as the enabling layer, using SIP and context data, and emerging SDP service governance and execution framework on top
  - Leveraging enhanced Enabling Services, in fields like **Context Management, Flexible Charging, Content Personalization**
  - Business logic and authoring tools are base layer for the easy **Service Creation Environment** and **Multimedia Content Tools**





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Thank you for your attention

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