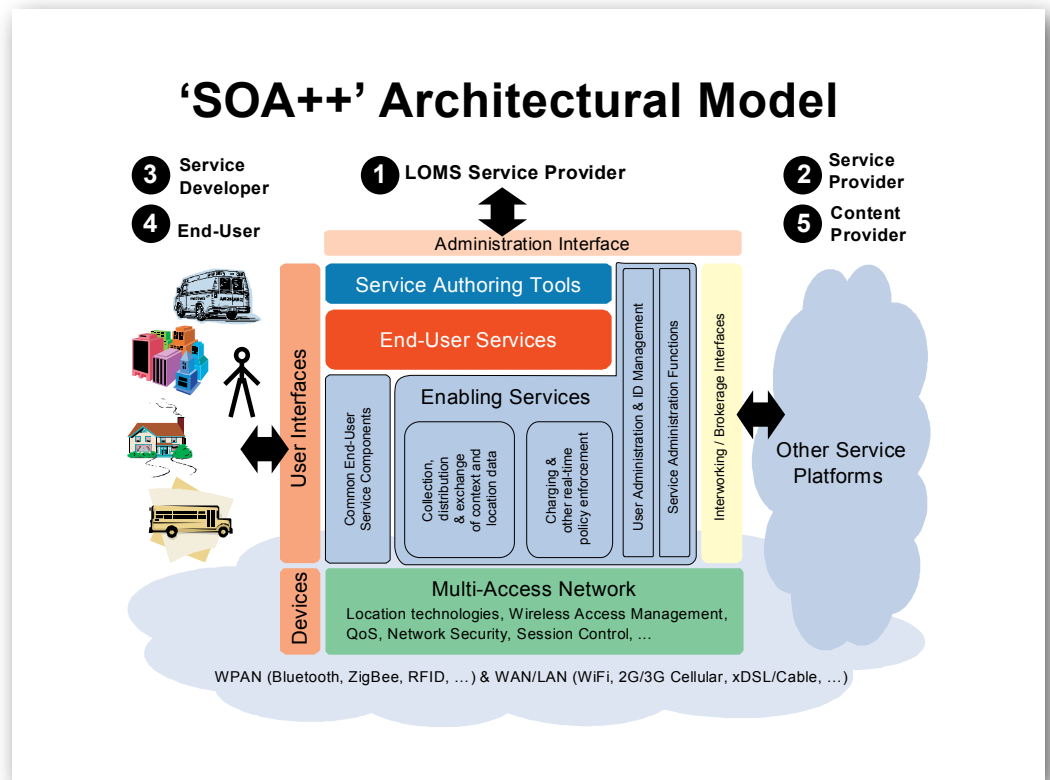
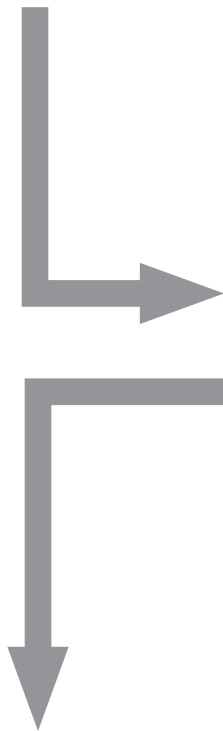




# LOMS: Local Mobile Services Creating Smart Services Everywhere

## Value Creation Needs

- Easy 3<sup>rd</sup> party service composition
- Valuable enabling services & building blocks
- Network-agnostic service access



## Example Services

- Café around?*
- Friends nearby!*
- Shop here!*
- info @ Monument*
- Parking where?*

## Project Steps

1. Business models – value chain – use cases
2. Three software levels:
  - Enabling services
  - Overall governance framework
  - Example end-user services
3. Trails throughout Europe





# LOMS: Local Mobile Services

## Business Situation and Target Scenarios

### Case studies of commercial mobile service platforms

#### Local news and community services by regional media (“MINDS”):

Platform for localised functionalities and operational service providing

#### Business process integrated fleet management (“Webfleet”):

Company specific location and context dependent mobile services

#### Mobile tourist information (“QuickScout”):

Time and location based editorially proven information and suggestions

#### Clinical device tracking and visualisation (“Location Engine”):

Workflow support for operation planning, inventory, visitor guidance, etc.



### Market drivers

#### Community Publishing

Media and operators need to stay in contact with communities



#### Maintenance and service

Competitive advantage due to efficient services in engineering



#### Tourism

Traveller has information needs, regions have push interest



#### Hospitals and labs

Health care needs cost-cutting and process quality improvement



### Scenario services

- Context sensitive media delivery
- Readers’ publishing support
- Community building

- Media files handling
- Maintenance object identification
- Automatic network selection

- Reverse billing
- Advice of charge message
- Local search, keyword search

- Room related device localisation
- Hospital information integration
- Process based filtering



### Requirements of business users

- Ad-hoc service creation and configuration engine for service providers
- Interfaces to integrate local mobile services with business IT systems
- Invisible handling of challenges by mobile devices and networks

#### Contact:

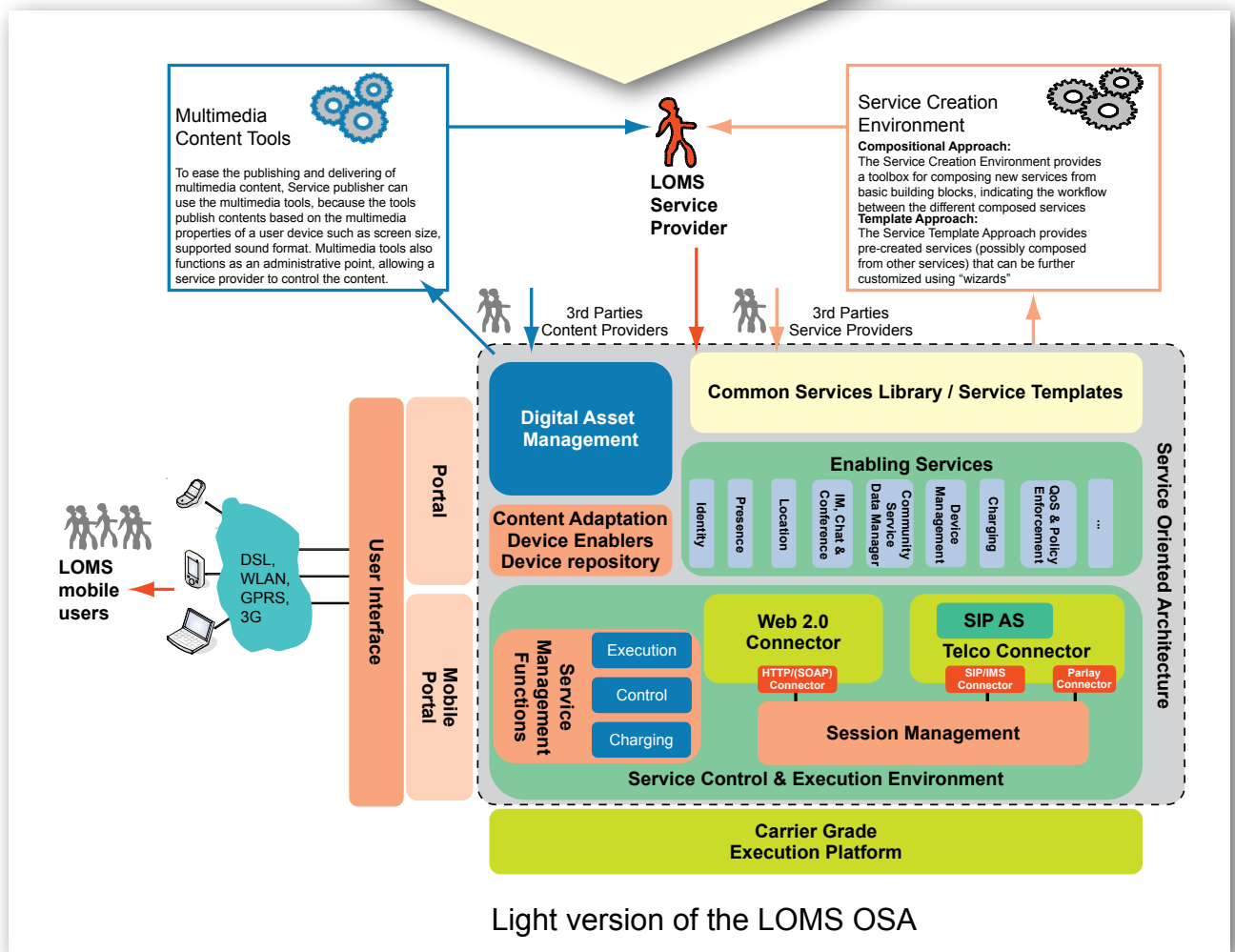
Project Manager: Marc Roelands  
Siemens Networks n.v.  
Atealaan 34, B-2200 Herentals, Belgium  
Tel: +32 1425 3965, Fax: +32 1425 2017  
E-mail: marc.roelands@siemens.com  
Website: www.loms-itea.org





## LOMS: Local Mobile Services Open Service Architecture (OSA) and Tools

- Requirement analysis for the LOMS OSA and tools
- Investigation of the related technologies



Light version of the LOMS OSA

- OSA hides the complexity of the underlying technologies
- Easy to use tools give the service providers access to functionalities of the OSA during development and deployment of services
- SOA paradigm is used for easy integration and adaptation of services

**Contact:**

Project Manager: Marc Roelands  
 Siemens Networks n.v.  
 Atealaan 34, B-2200 Herentals, Belgium  
 Tel: +32 1425 3965, Fax: +32 1425 2017  
 E-mail: marc.roelands@siemens.com  
 Website: www.loms-itea.org

