



## **How Business Model Considerations Impact the Standardization Process**

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# What I'll be Talking About





**IT'S NOT ABOUT TECHNOLOGY**

# If you build it, they will come...

*(Field of Dreams)*



## Really?

Tech wars are missing the point



OpenID vs OAuth vs Facebook Connect  
REST vs SOAP  
XML vs JSON vs url-encoded  
Native vs HTML5

It's not about **Technology**



It's about supporting the **Business**

# The Apps Market is big, and becoming bigger

- MarketsAndMarkets expects the global mobile applications market to be worth **\$25.0 billion in 2015** <sup>[1]</sup>
- IDC predicts app revenues will surpass **\$35 billion in 2014** <sup>[2]</sup>
- Canalys expects that app store revenue will reach **\$36.7 billion by 2015** <sup>[3]</sup>
- Gartner: Applications stores are creating a revenue opportunity that will reach **\$58 billion in 2014** <sup>[4]</sup>
  - Compare:
    - Weight-loss and health nutrition are a \$60 billion industry
    - Gaming is a \$60 billion industry
    - Coffee is a \$60 billion industry

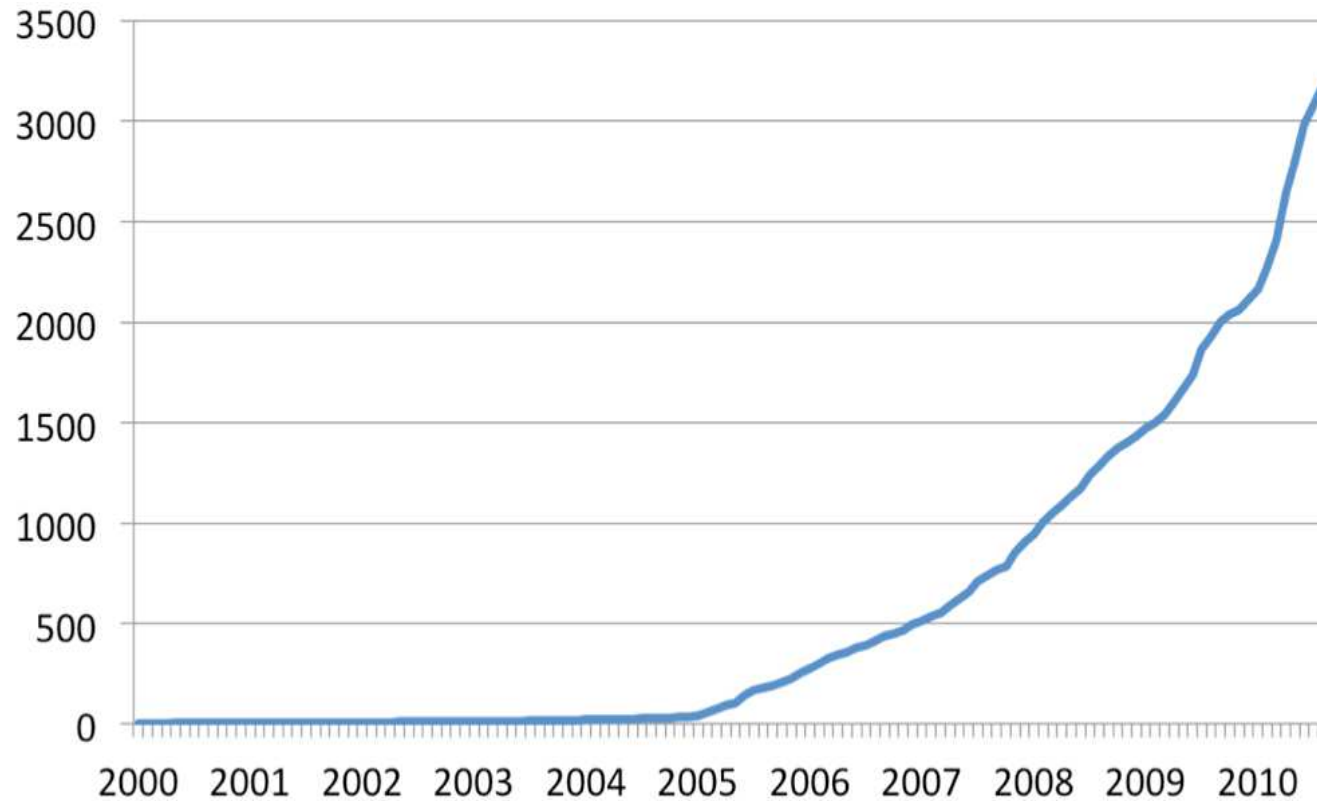
- Whatever number you want to use, it's **huge**





# APIs DRIVE THE GROWTH

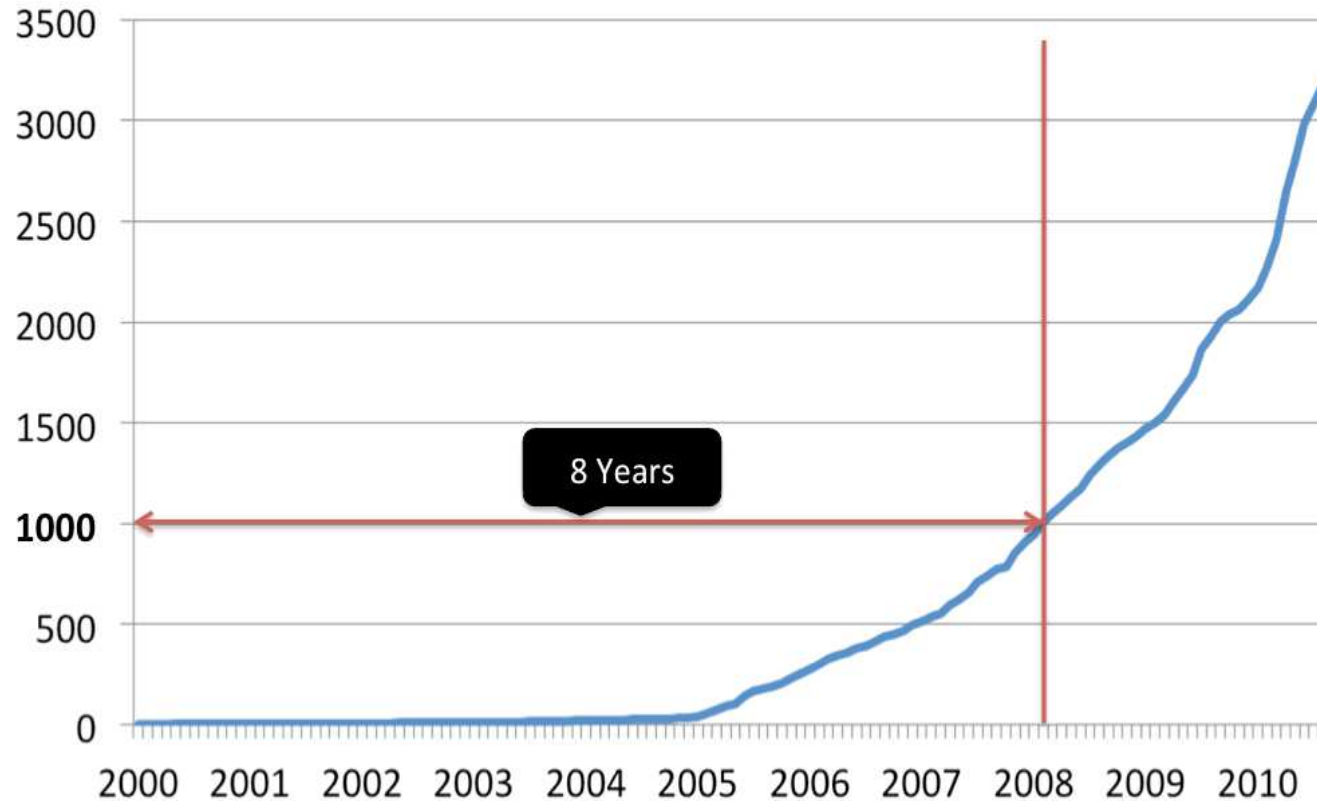
# Open APIs: Growth is accelerating



Total APIs over time



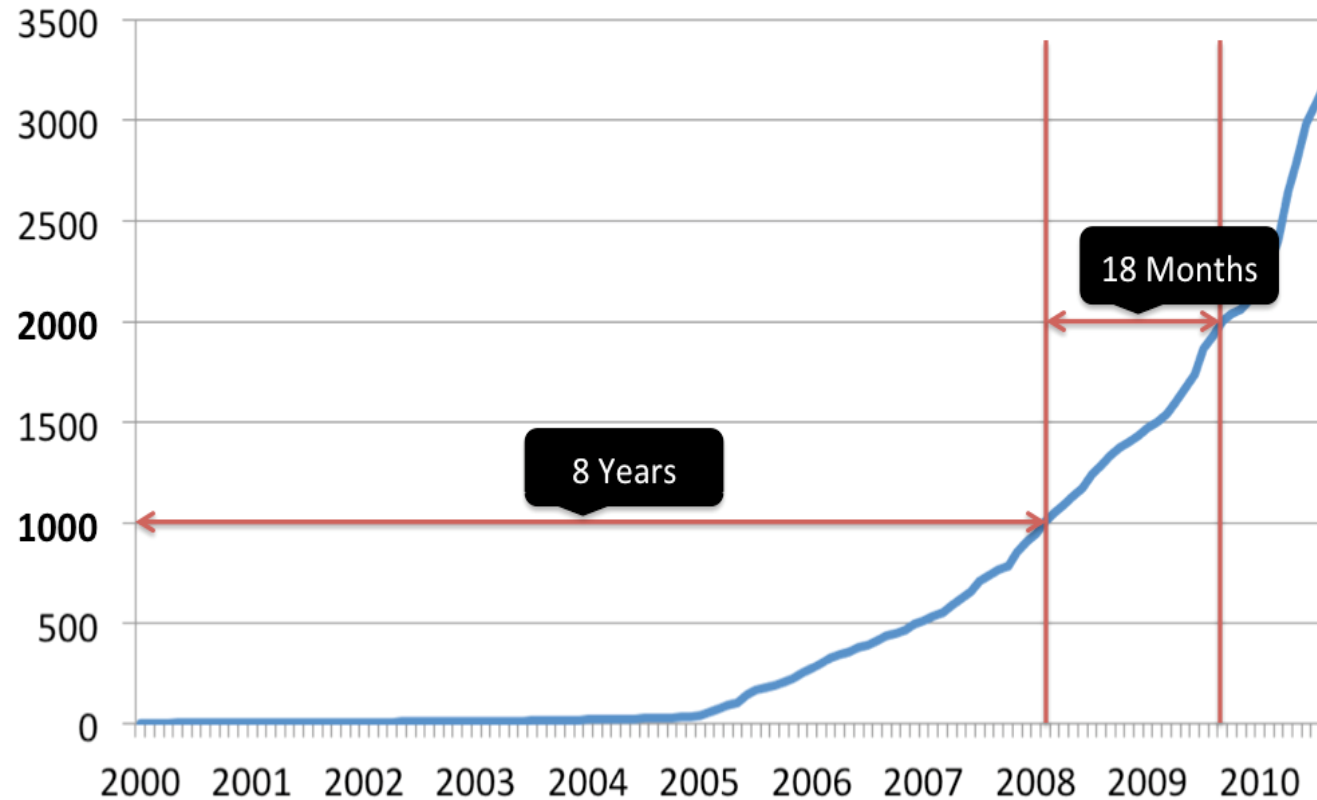
# Open APIs: Growth is accelerating



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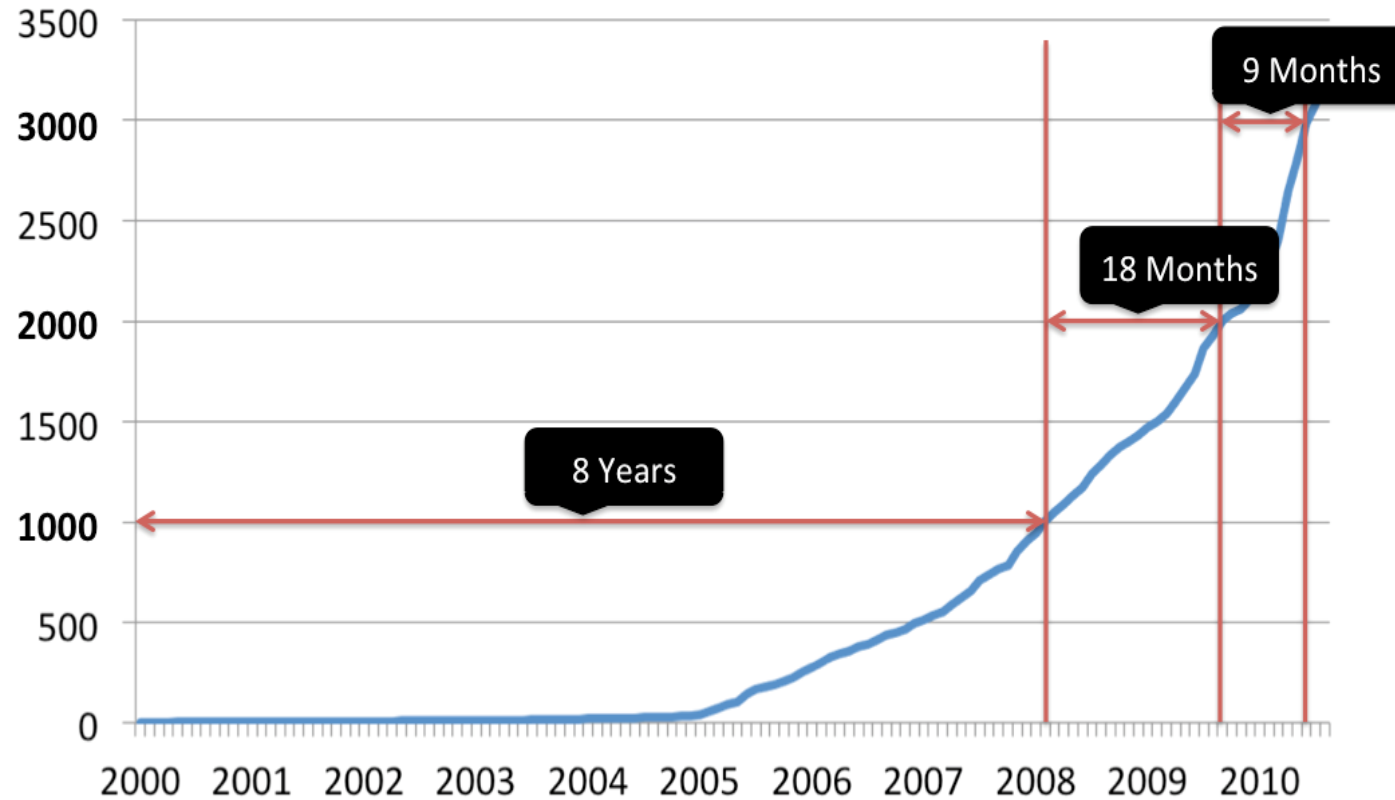
# Open APIs: Growth is accelerating



Total APIs over time



# Open APIs: Growth is accelerating



Total APIs over time



# API Billionaires Club, 2011 edition



13 billion API calls / day *(May 2011)*



10 billion API calls / month *(January 2011)*



Over 260 billion objects stored in S3 *(January 2011)*



1.6 billion API-delivered stories / month *(October 2010)*



5 billion API calls / day *(April 2010)*



5 billion API calls / day *(October 2009)*



8 billion API calls / month *(Q3 2009)*



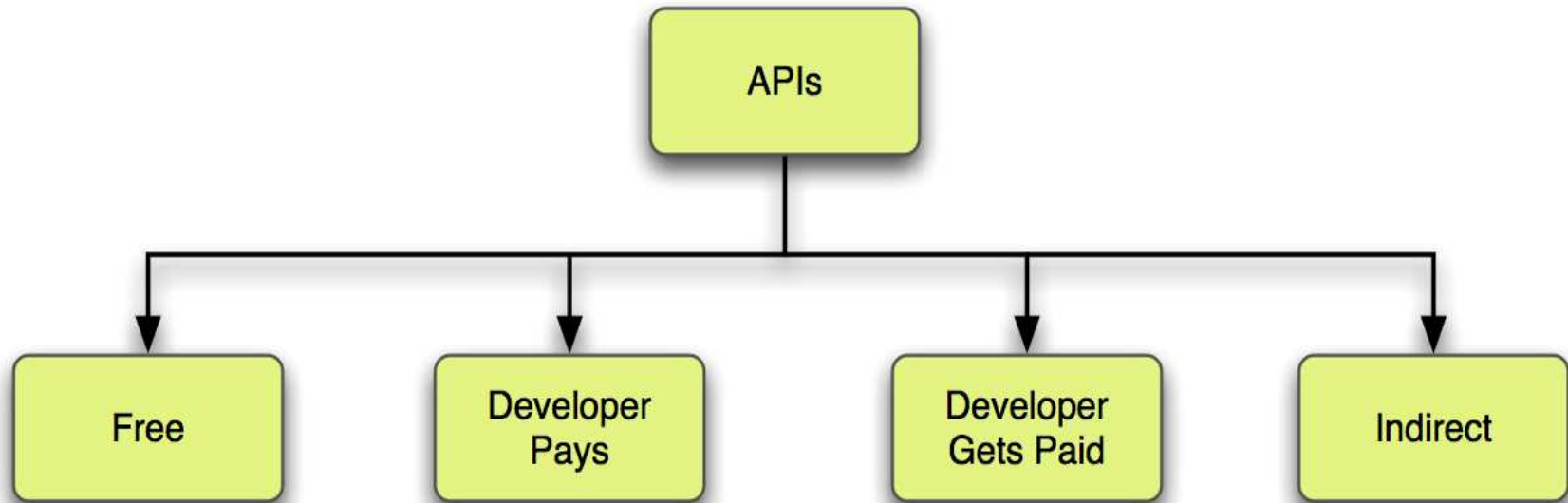
3 billion API calls / month *(March 2009)*





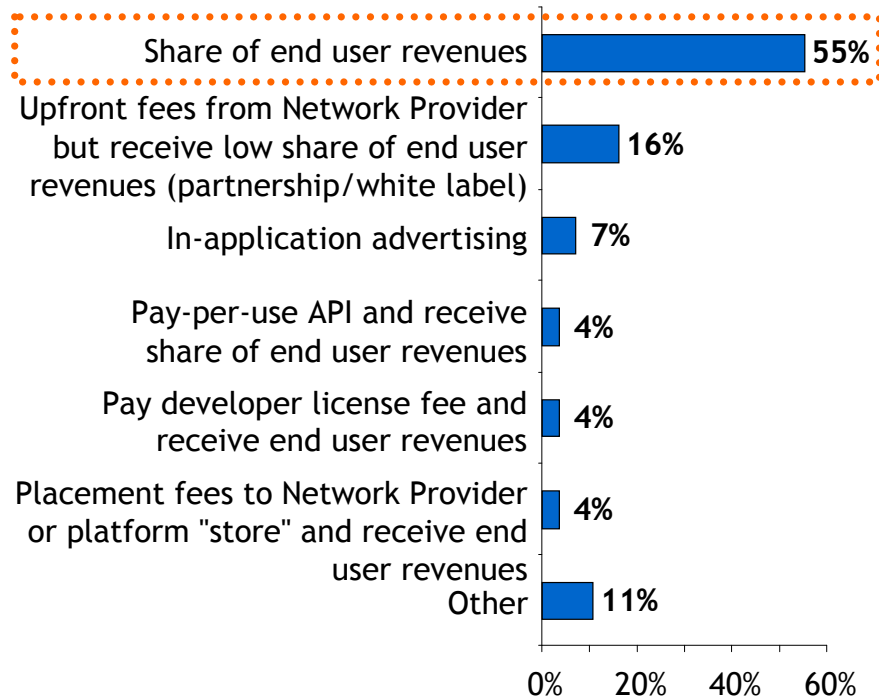
**WALLED GARDEN DOESN'T WORK  
BUT WHAT DOES?**

# API business models, circa 2005



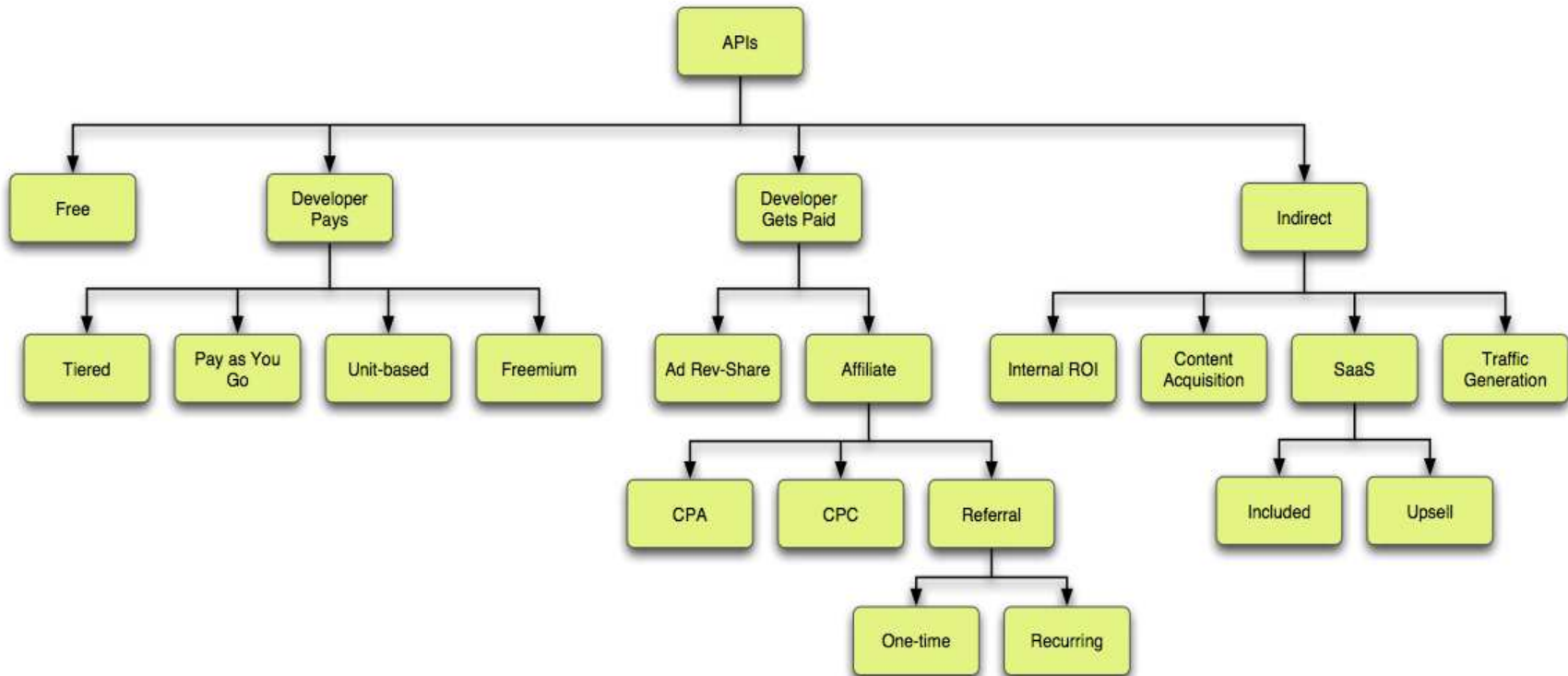
# API business models evolve over time

## *Favored Business Model (Developers)*



Source: Secondary Research, Online Developer Survey June - July 2009, CSMG Analysis

# API business models 2011



# How Business Model Considerations Impact the Standardization Process

## **OMA** has a strategic focus on **API Standardization**

- Standardized APIs are necessary to help realize the tremendous **growth** potential for the Applications Market
- OMA API Standards play a key role in reducing fragmentation and Industry harmonization and collaboration
- *“Availability of open API”* and *“Anyone can create applications”* are 2 key points we learnt to emulate the success of Web2.0 in Telco environment

## The **Stakeholders**

- Blend telecommunications with IT concepts and paradigms
- Listen to developers, **REALLY** listen to developers
  - Requires additional participants in standards, not just Operators and Telco Vendors
  - If developers don't come to standards, seek other ways of getting their input

# How Business Model Considerations Impact the Standardization Process

- Business models are increasingly complex and continue to change
  - Requires flexibility of the API standards to support this quick changing marketplace
- Technology needs to match or align with how people do business
  - REST is not about the protocol, but about matching the way business is done on the Web
- Abstract APIs with various protocol bindings
  - e.g. HTTP REST, SOAP/WSDL Web Services
- Anonymous Customer Reference (ACR)
  - Protecting subscriber identity towards 3<sup>rd</sup> parties, plugging security hole
- Delegated authorization
  - Attracting long tail niche – “on behalf of” business case supported by OMA OAuth Framework

**Just some examples of how changes in the business model affect technology choices in API standards**



## **REFERENCES AND BACKUP**

# References

- [1] “World Mobile Applications Market - Advanced technologies, Global Forecast (2010 - 2015)”, Markets and Markets, Aug 2010, Pages: 217, <http://www.researchandmarkets.com/>
- [2] “Worldwide and U.S. Mobile Applications, Storefronts, and Developer 2010–2014 Forecast and Year-End 2010 Vendor Shares: The "Appification" of Everything?”, Dec 2010 (Doc # 225668), 44 pages, <http://www.idc.com/>
- [3] “Canalys Mobile App Store Analysis forecast”, June 2011, <http://canalys.com/>
- [4] “Forecast: Mobile Application Stores, Worldwide, 2008-2014”, December 2010, <http://www.gartner.com/>

## OMA – Overview

### **More than 150 members from across the mobile value chain**

- Founded June 2002
- Operators, terminal and software vendors, content and entertainment providers

### **Interoperable service enablers across multiple domains**

- Architecture, Security, Charging and Network APIs
- Person-to-Person Communications
- Device Capabilities
- Access to Content
- Services Access Interface
- Service Customization

### **Current and Ongoing Technical Deliverables – more detail in presentation**

- 44 service enablers delivered in 2010 with 80 planned for 2011
- Ongoing refinement of interoperability testing program with Test on Demand in Q3 2011
- API Framework—building on success of GSMA OneAPI and Parlay affiliation
- M2M Communications—enabling terminals as gateways and converged personal networks

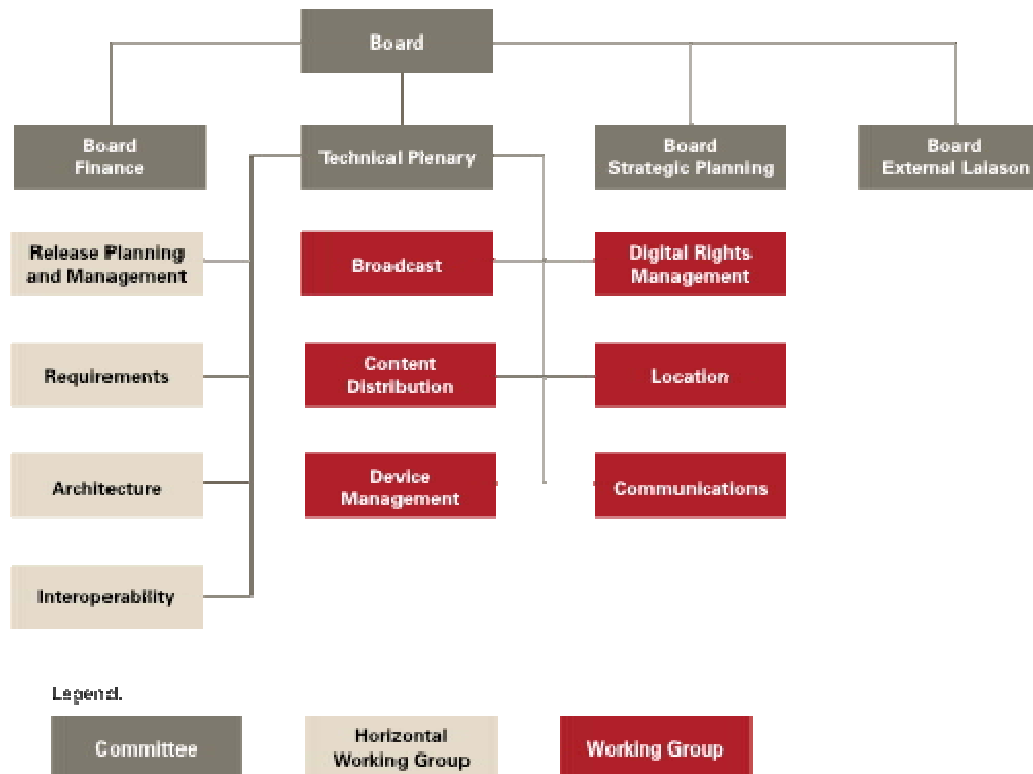
### **New and improved organizational structures and efficiencies**

- Fast track process for omitting or combining steps and deliverables in OMA Process
- Min Max procedure for an alternative path to traditional testing of every OMA enabler

### **Collaboration with other bodies—including WAC, GSMA, W3C & ETSI**

- Reduce duplication and fragmentation
- New strategic program of liaisons with appointed Board level champions to other bodies
- OMA maintains formal cooperation agreements or frameworks with nearly 50 industry bodies

## OMA – Organizational Structure



# Highlights of OMA Service Enablers

## Over 50 Candidate and Approved Enablers Published in the Last 18 Months

### Candidate Enabler Releases

- OMA Device Management Smart Card V1\_0
- OMA Lock and Wipe Management Object V1\_0
- OMA Converged Address Book V1\_0
- OMA XML Document Management V2\_1
- OMA Secure Content Identification Mechanism V1\_0
- OMA SIP Push V1\_0
- OMA Location in SIP/IP Core V1\_0
- OMA Secure User Plane Location V2\_0
- OMA Mobile Search Framework V1\_0
- OMA Mobile Codes V1\_0
- OMA Mobile Advertising V1\_0
- OMA Mobile Spam Reporting V1\_0
- OMA Customized Multimedia Ringing 1.0
- OMA Presence Access Layer V 1.0
- OMA Mobile Spam Reporting V1.0
- OMA Application Layer Security Common Functions V1.1
- OMA Next Generation Service Interfaces V1.0
- OMA Digital Rights Management V2.2
- OAM Key Performance Indicators in OMA V1.0
- OMA Smart Card Web Server V1\_2
- OMA Mobile SMIL V 1.0 (Reference Release)

**A Candidate Enabler Release (CER)** delivers an approved set of open technical specifications that can be implemented in products and solutions, and then tested for interoperability.

**An Approved Enabler Release (AER)** represents Candidate Enabler Releases that have gone through the Interoperability Program (IOP) of OMA. The IOP tests interoperability between different member company's implementations—either within the OMA or through other means.

# Highlights of OMA Service Enablers

## Approved Enabler Releases

- OMA EFI V1.1
- OMA Browser Protocol Stack V1.2
- OMA Push V2.1
- OMA User Agent Profile V1.1
- OMA Rich-media Environment V 1.0
- OMA Games Services Client/Server Interface V1.0
- OMA DownLoad Over The Air V2.0
- OMA Browsing V2.4 (enhancements ph 2)
- OMA Look and Feel Customization
- OMA On Board key Generation / Wireless Public Key Infrastructure V1.0
- OMA Device Management V1\_2
- OMA Smart Card Web Server V1\_1
- OMA Presence SIMPLE V1\_1
- OMA Global Service Architecture V1\_0 (Reference Release)
- OMA IMPS Implementation Guidelines V1\_3 (Reference Release)

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## More Information

- OMA Communications Contact  
Bobby Fraher, External Communications Manager  
[bobby@agilis-communications.com](mailto:bobby@agilis-communications.com)
- 2011 Q2 OMA Quarterly Newsletter  
[http://www.openmobilealliance.org/comms/pages/OMA\\_quarterly\\_2011\\_vol\\_2.htm](http://www.openmobilealliance.org/comms/pages/OMA_quarterly_2011_vol_2.htm)
- Full list of OMA Mobile Service Enablers  
<http://www.openmobilealliance.org/Technical/releaseprogram.aspx>
- OMA API Program  
<http://www.openmobilealliance.org/API>
- Interested in joining the OMA  
<http://www.openmobilealliance.org/Membership/default.aspx>