

OMA Overview and Current Work

Presented to GSC-16

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OMA – Background and Mission

OMA 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, and networks while allowing businesses to compete through innovation and differentiation.

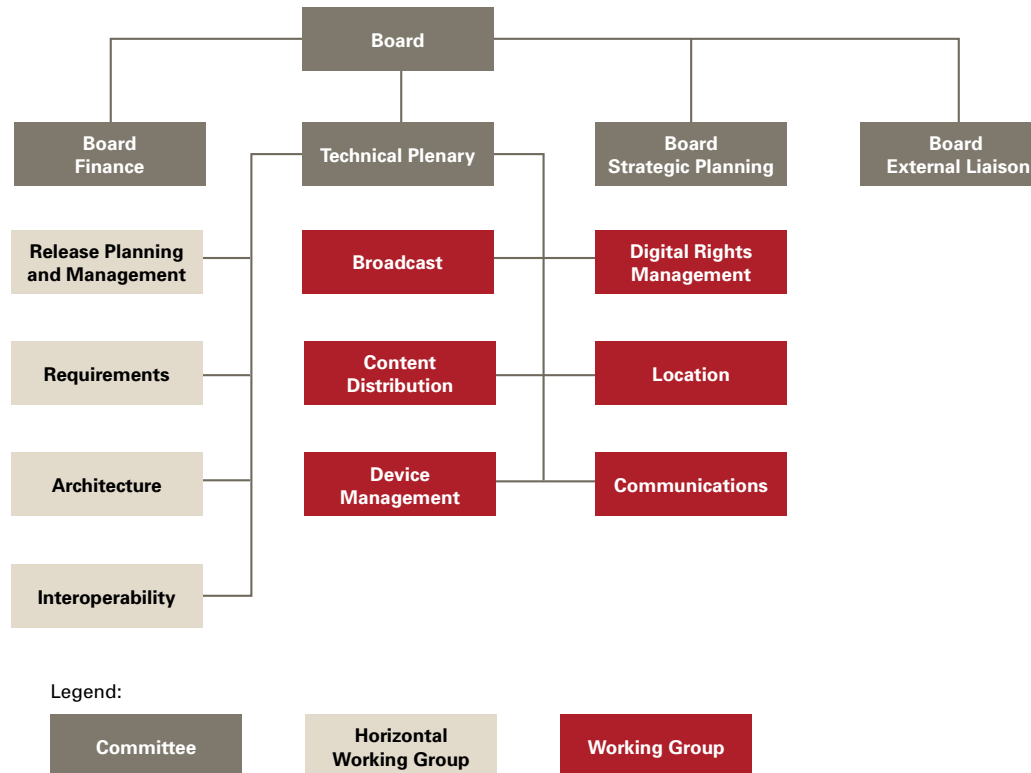
More than 150 members from across the mobile value chain

- Founded in June 2002
- Telecommunications Operators, Telecommunications Equipment, Terminal and Software vendors, Content providers and ICT companies
- OMA is a global organization with members evenly represented from Europe, Asia, and the Americas

Primary deliverables - Interoperable Service Enablers

- OMA Service Enablers consist of software technologies used as building blocks in the development, deployment and operation of applications and services in both fixed and mobile environments. OMA Enablers are defined as specifications that are published by OMA in Enabler Release packages.

OMA – Organizational Structure



- **OMA Board of Directors** oversee the strategic and financial governance of OMA
- **OMA Technical Plenary** is responsible for technical deliverables and execution of work program
- **OMA Working Groups** are directly responsible for creating and maintaining specifications
- **OMA Task Forces** address market needs such as M2M, APIs for both strategic and technical requirements



OMA – Technical Deliverables and Process

Current and Ongoing Technical Deliverables

- 44 service enablers delivered in 2010 with 80 planned for 2011
- **OMA API** launch September 2011-building on successful affiliation of Parlay and industry use of GSMA OneAPI, which is a subset of OMA ParlayRest.
- OMA received the endorsement of over 30 member companies in this program.
- **M2M Communications** - enabling terminals as gateways and converged personal networks
- **Home Environment Services** - new strategic initiative and workshop at OMA meeting in Barcelona in February
- Ongoing refinement of OMA **Interoperability Testing Program (IOP)** with Test on Demand in Q4 2011

Collaboration with other bodies—including GSMA & ETSI

- OMA maintains formal cooperation agreements or frameworks with nearly 50 industry bodies
- A Board level program with appointed ambassadors to champion other bodies inside OMA
- IPR policies harmonized with many of the major SDOs including ETSI and ITU-T to make information exchange and cross-referencing as easy and effective as possible
- OMA welcomes collaboration and input from other bodies in an effort to reduce duplication and fragmentation



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
- OMA Key Performance Indicators in OMA V1.0
- OMA Smart Card Web Server V1_2
- OMA Mobile SMIL V 1.0 (Reference Release)

Approved Enabler Releases

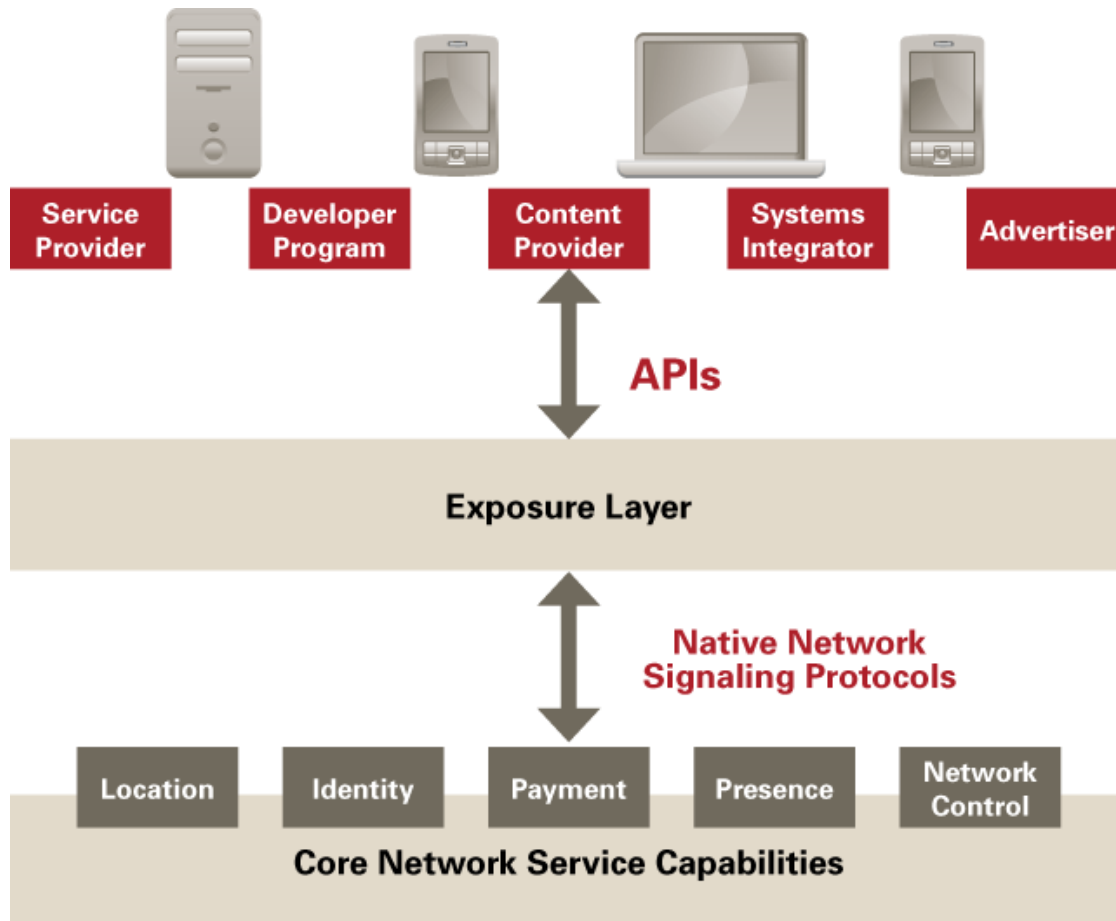
- OMA EFI V1.1
- OMA Browser Protocol Stack V1.2
- OMA Push V2.1
- OMA User Agent Profile V1.1
- OMA Rich-media Environment V 1.0
- OMA Games Services Client/Server Interface V1.0
- OMA Download Over The Air V2.0
- OMA Browsing V2.4 (enhancements ph 2)
- OMA Look and Feel Customization
- OMA On Board 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)

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.



OMA APIs standardize access to unique resources in operator networks



- OMA APIs **expose the network assets** that developers need - no matter what protocols, platforms or other APIs they use.
- Core network assets must be made available in order to deploy the wide variety of new applications and services that enter the market every day.
- As the number of APIs that perform the same functionality proliferate, fragmentation occurs. This limits developer access to subscribers, and operator and service providers' choices of development platforms and communities. The OMA API Program, through standardization, solves this problem.
- The OMA set of **APIs increase the portability of applications** and services in order to reach the subscriber base of operators and service providers that deploy OMA APIs.



OMA APIs and the Rest of the Industry

Referencing OMA API specifications



Re-using OMA Network APIs



WAC

OMA Network APIs



GSMA:
Developer outreach
Go-to-market
Business models

OMA:
Technical Specifications
Standards publication

Rich Communication APIs



GSMA:
Requirements

OMA:
Technical Specifications
Standards publication

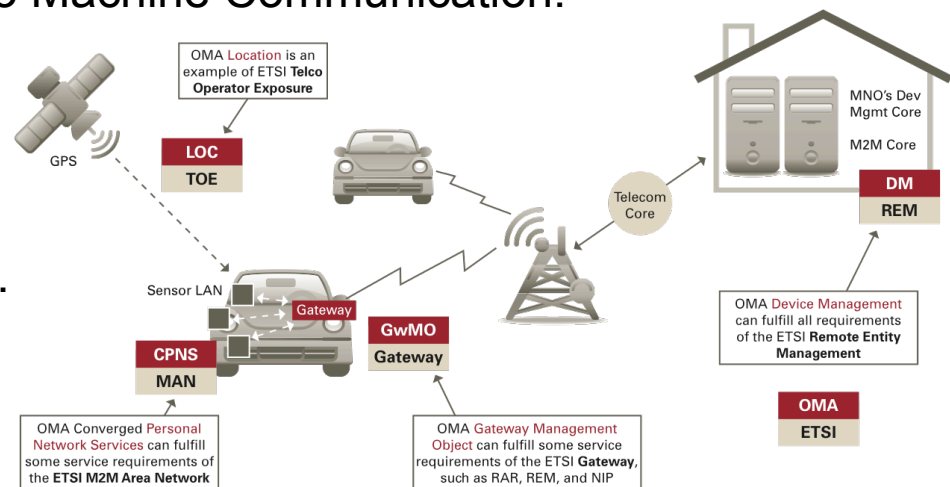


OMA Machine to Machine Communication (M2M)

OMA Is well established in Device Management (DM) with the analyst firm Ovum estimating deployments of OMA enabled devices reaching ONE BILLION globally by the end of 2011.

From an M2M perspective, OMA DM enablers are easily extensible to both fixed and mobile devices—to anything that can be connected to a network. DM, along with a number of other OMA enablers have the potential to be significant contributors to Machine to Machine Communication.

OMA has been an active participant With GSC and ETSI, presenting several papers showing how OMA enablers fit into the M2M landscape.

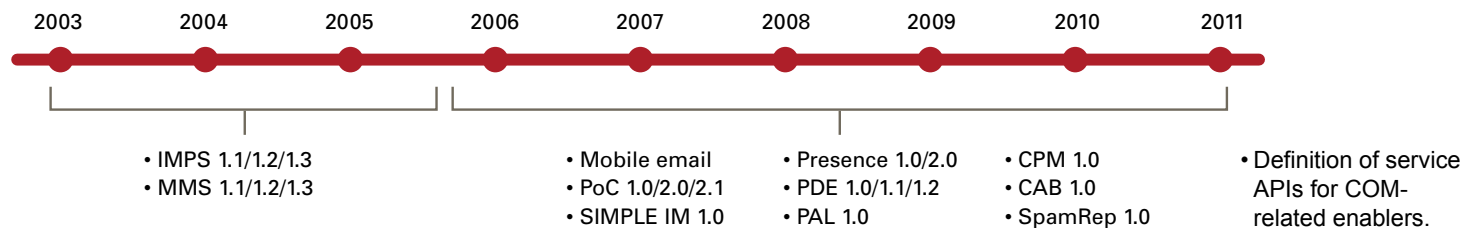






M2M – OMA Position and Focus



- Technology needs to evolve from classical mobile devices to mixed mobile and M2M devices in the network
- Technology needs to support M2M devices through a gateway
- Technology needs to support M2M devices as a gateway for other devices
- Technology needs to support provisioning and management protocol for constrained devices
- Technology needs to support provisioning and management protocol for constrained connectivity
- New OMA Service Enablers for M2M:
 - Gateway Management Object for indirect management of devices through a gateway.
 - Lightweight Device Management for low power and non-SIM devices.
 - Converged Personal Network Service for discovery and management of devices in personal networks

OMA Communications Enablers Respond to Market Requirements






3RD GENERATION PARTNERSHIP PROJECT 2 "3GPP2"

- MMS stage 2/3 collaboration
- IM-SMS & CPM-SMS interworking

- Referencing of OMA COM Enablers
- Socialization of OMA CPM & CAB
- COM-related API discussions



I E T F

- Mobile email collaboration
- Referencing of IETF work
- Proposal of new fields



WORLD WIDE WEB consortium

- Alignment between OMA CAB and DAP Contacts API



Definitions:

IPMS – Instant Messaging and Presence Service

MMS – Multimedia Messaging Service

PoC – Push to Talk over Cellular

PDE – Presence Data Elements

SIMPLE IM - SIP/SIMPLE Based IM

PAL – Presence Access Layer

CPM – Converged IP Messaging

CAB – Converged Address Book

SpamRep – Spam Reporting

Summary

OMA's work has been well established across a variety of technical areas over the last 10 years. The technical work continues to develop with strong participation by OMA members and a healthy generation of new work item proposals.

OMA sees member interest and market demand for its work in the standardization of APIs and the extension of its Device Management work to M2M and Home Environment Services domains in particular. OMA's broad body of work may also have application to areas beyond M2M and Home Environment Services.

OMA has made a strong commitment to cooperation with other SDOs at technical and strategic levels to reduce fragmentation and duplication.



More Information

2011 Q2 OMA Quarterly Newsletter

http://www.openmobilealliance.org/comms/pages/OMA_quarterly_2011_vol_2.htm

OMA API Press Release, 21 September 2011

http://www.openmobilealliance.org/documents/OMA_Media_API_Press_Release.pdf

Full list of OMA Mobile Service Enablers

<http://www.openmobilealliance.org/Technical/releaseprogram.aspx>



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Thank You