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Open Mobile Alliance

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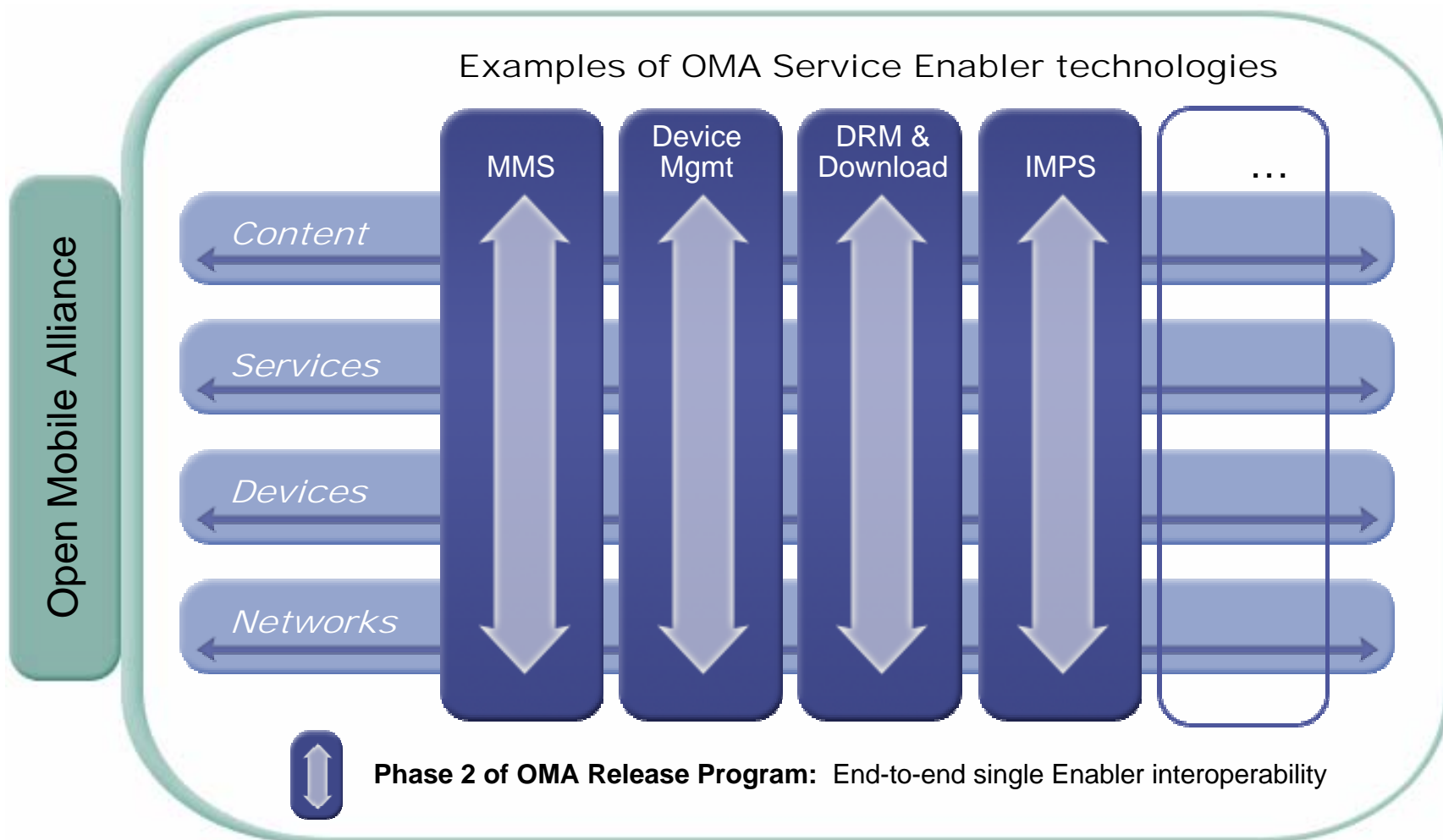
- 1 OMA Position in the Industry
- 2 OMA Working Groups and Scope
- 3 Deliverables and Release Program
- 4 OMA Achievements
- 5 Conclusion, Part II

# OMA Service Enabler

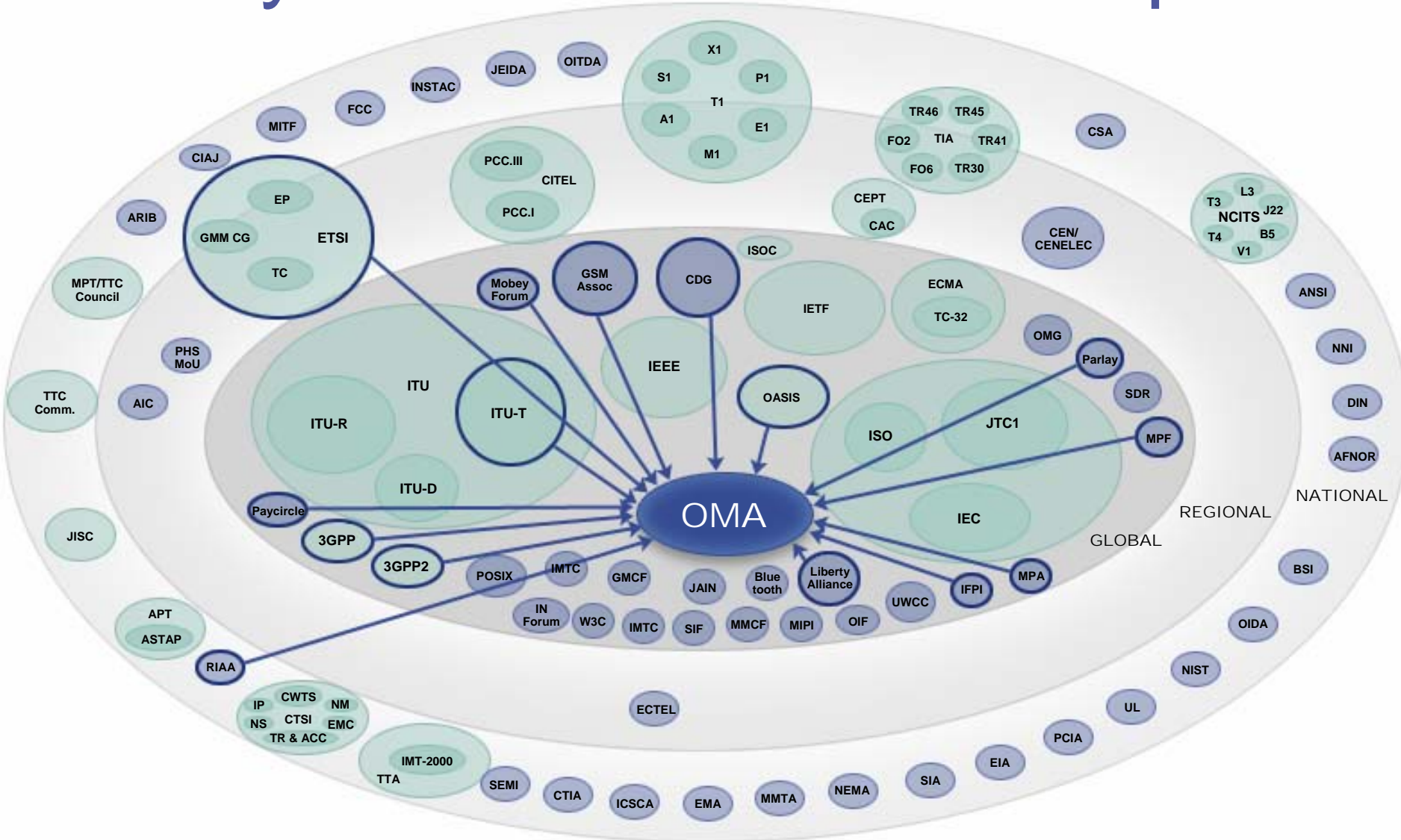
A technology intended for use in the development, deployment or operations of a Service

Defined in a specification, or group of specifications, and published as a package by OMA

# Positioning of the Service Enablers



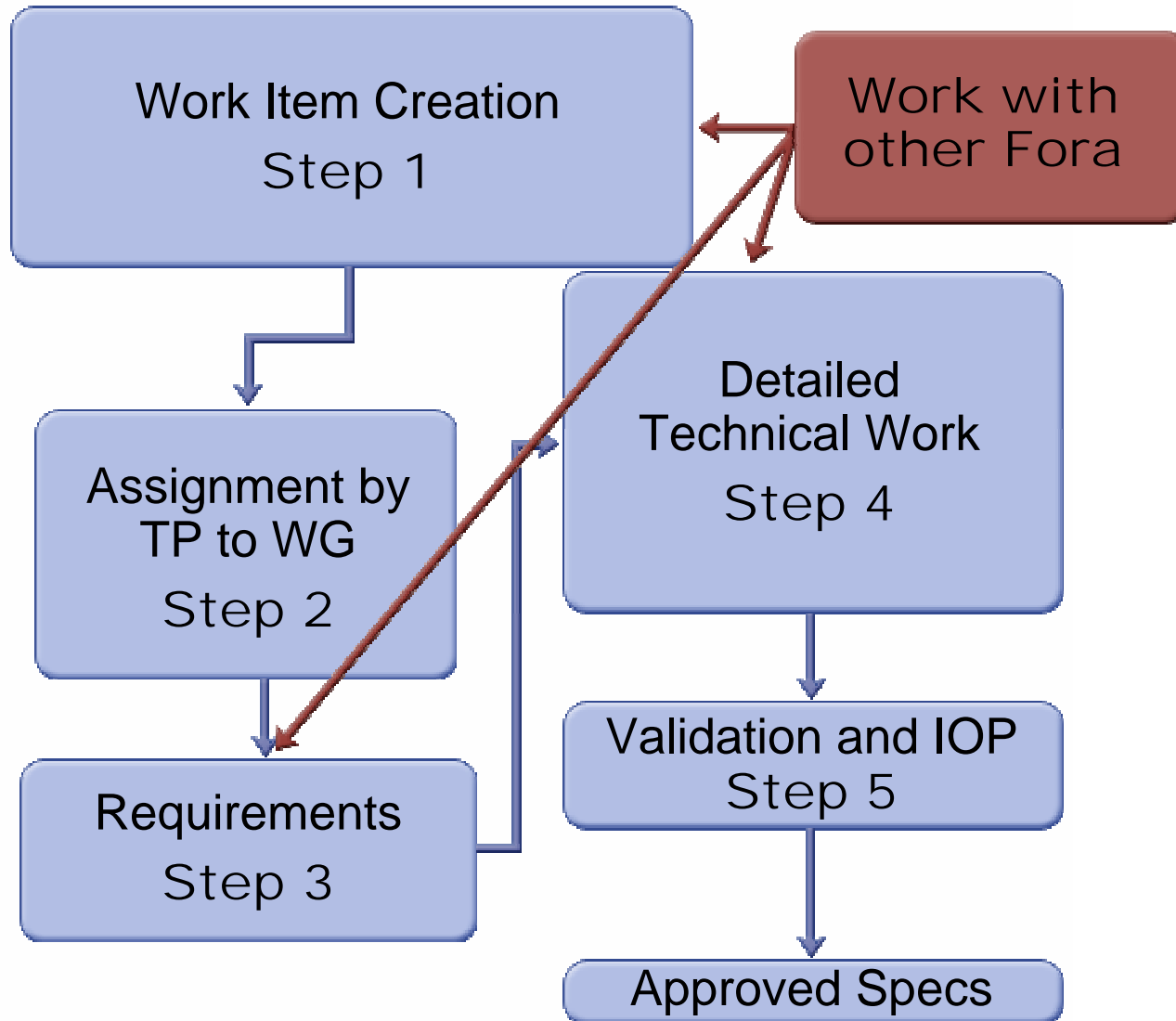
# Today's Standards Landscape



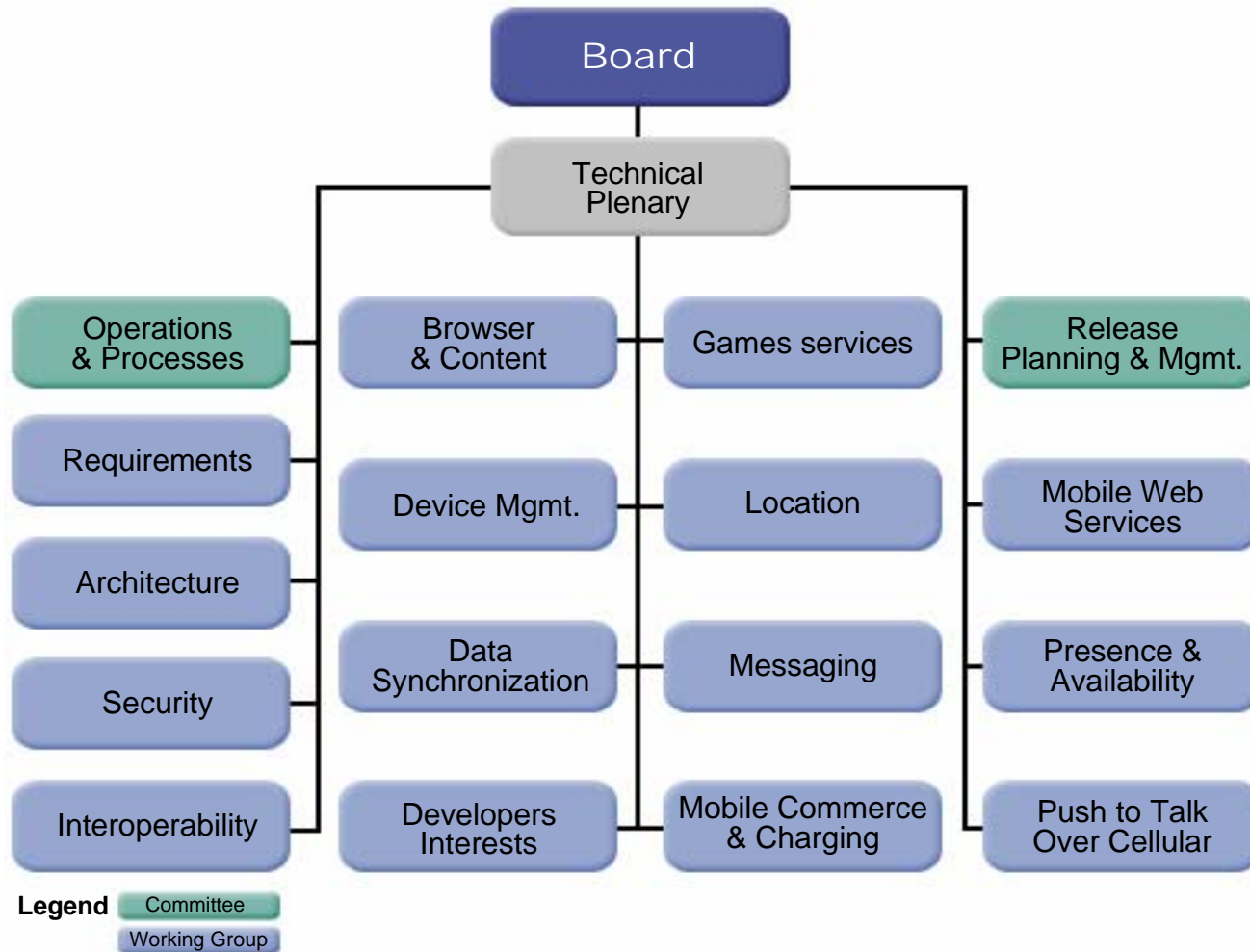
# Market-Driven Activities

- Members propose work items
  - If approved, items define a specification activity
- Work items generated based on market needs
  - Use cases created to verify market needs
  - Requirements captured from use cases in Requirements Document
  - Architecture Document is defined to support the Requirements Document
    - Detailed technical specifications to enable requirements generated
- Above documents are used to produce a set of functional specifications
  - Packaged document called an Enabler Release
- Multiple reviews ensure consistency with market-driven requirements

# Work Activities: Process Flow



# OMA Working Groups and Scope



# What are the OMA Deliverables?

- OMA generated specifications
  - Based on market-driven requirements and use cases
- OMA Release Programme
  - **Delivers complete specifications** packaged into “Enabler Releases”
  - Enabler Releases may consist of one or more specifications
- OMA testing
  - Verifies Enabler Releases in **interoperability test events** for products built using OMA technical specifications
  - Enabler Releases used by different organizations to develop differentiating interoperable products and services
- Enabler Test Specifications to be used in OMA interoperability test events or other interoperability testings
- Others
  - Reports, analyses, white papers, industry studies etc.

# OMA Release Program

OMA working process is a market driven, continuous program designed to deliver three key milestones

## Phase 1: Candidate Enabler Release

- An approved set of open technical specifications forming an enabler that can be implemented in products and solutions and which can be tested for interoperability

## Phase 2: Approved Enabler Release

- The enabler has successfully passed interoperability tests

## Phase 3: OMA Interoperability Release

- To ensure products and services supporting selected combinations of OMA Service Enabler work together seamlessly “end to end”

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# OMA Achievements

Since its launch in June 2002, OMA has:

- **Produced 21 OMA Enabler Releases**
  - Which are ready to be implemented
- **Held 7 IOP Test Fests**
  - Where 150 clients and 107 servers have been tested (Data Synchronization, Device Management, IMPS, MMS, Download, DRM)
- **Consolidated 6 affiliate** organizations
- **Established continuous liaisons** with other major standardization organizations
- **Grown membership to over 350** from initially 200 companies representing operators, vendors, IT companies and content/application providers
- **A membership which has developed over 100 commercially available products** implementing OMA enablers



# OMA Achievements – Releases

## Phase 1 – Sixteen enablers

- OMA Billing framework version 1.1
- OMA Browsing version 2.1
- OMA Client provisioning version 1.1
- OMA Digital Rights Management (DRM) version 1.0
- OMA Domain Name Server (DNS) version 1.0
- OMA Download version 1.0
- OMA Email Notification version 1.0
- OMA Instant Messaging and Presence Services (IMPS) version 1.2
- OMA Mobile Location Protocol v. 3.1
- OMA Multimedia Messaging (MMS) version 1.1
- OMA Multimedia Messaging (MMS) version 1.2
- OMA Online Certificate Status Protocol Mobile Profile v. 1.0
- OMA User Agent Profile version 1.1
- OMA User Agent Profile version 2.0
- OMA Games Services v 1.0
- OMA Web Services v. 1.0

## Phase 2 – Four enablers

- OMA Instant Messaging and Presence Services (IMPS) version 1.1
- OMA Data Synchronization version 1.1.2
- OMA Common SyncML Enablers version 1.0
- OMA Device Management v. 1.1.2



# OMA Achievements – Test Fests

- Products tested at Interoperability Test Fests to date

<b>MMS</b>	32 clients / 23 servers
<b>Data Synchronization</b>	43 clients / 23 servers
<b>IMPS</b>	33 clients / 25 servers
<b>DRM</b>	17 clients / 12 servers
<b>Download</b>	5 clients / 2 servers
<b>Device Management</b>	13 clients / 11 servers

- Since the announcement of first OMA Enabler Releases in November 2002:
  - OMA's member companies have launched hundreds of products implementing OMA IMPS, OMA MMS, OMA DRM, OMA Device Management, OMA Data Synchronization, OMA Download, OMA DRM, OMA Client Provisioning, OMA UAProf, etc.

# Case Example: MMS

**OMA has strongly influenced the evolution of MMS to become widely adopted through work on interoperability**

**2002:** 105 operators had launched MMS service

- One million MMS subscribers globally

**2003:** Introduction of OMA MMS 1.2 Enabler Release

- OMA and GSMA cooperation with MMS marketing efforts
- OMA MMS IOP Test Fests in June 2003

**2004:** 200 operators had launched MMS service

- 28 million MMS subscribers globally
- OMA MMS IOP Test Fest in April 2004

# OMA Achievements

## Mapping of affiliates to OMA working groups

To date, six affiliates have consolidated into OMA

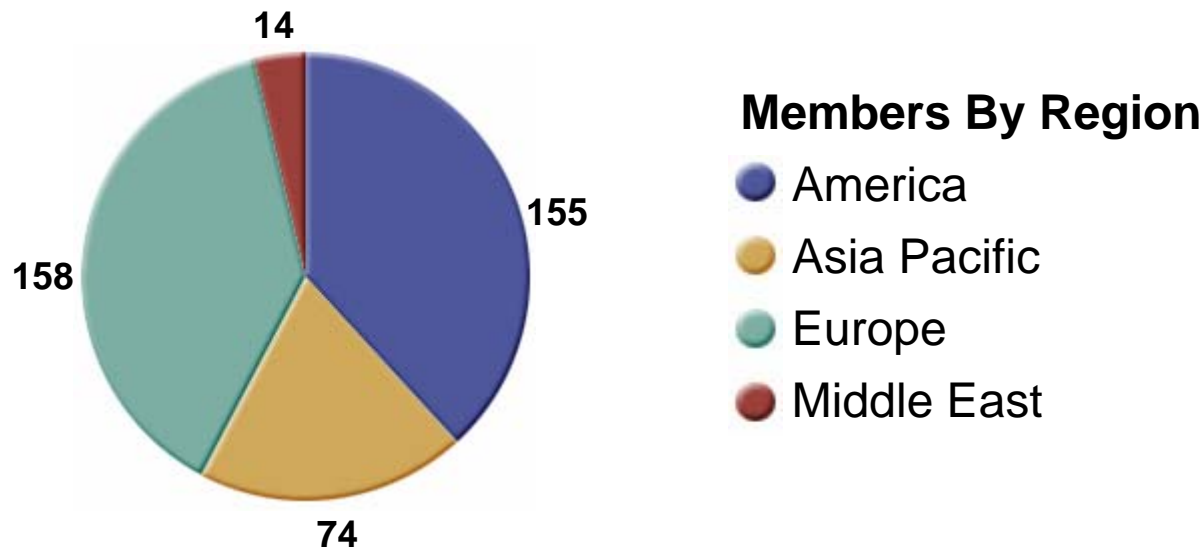
SyncML initiative	→	Data Synchronization WG, Device Management WG
Wireless Village	→	Messaging WG, Presence and Availability WG
LIF	→	Location WG
MMS-IOP	→	Mobile Applications WG and IOP WG
MGIF	→	Games Services WG
MWIF	→	Work continues throughout the organization

In addition, work inherited from WAP Forum continues throughout the organization

# OMA Achievements

## Membership

Over 350 OMA member companies represent a truly global organization with members from all regions, which complement the various parts of the end-to-end value chain



# You Need to Get Involved in OMA

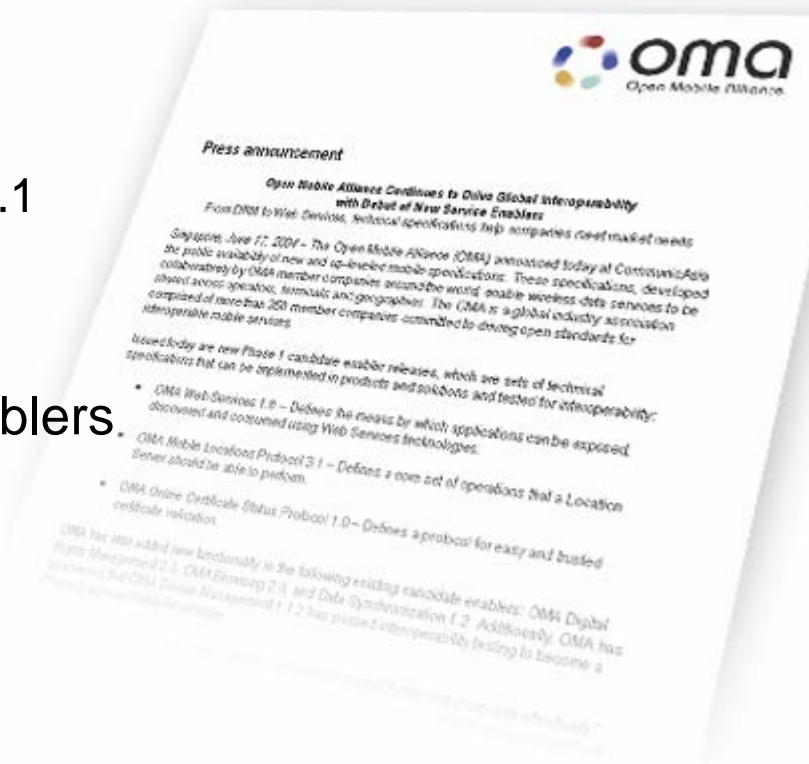
If your business depends on:

- Participate in defining upcoming global enabler releases:
  - PoC (Push-to-talk)
  - Location support for services
  - Web Services
  - Digital Rights Management
  - Browsing
  - Multimedia Messaging
  - Instant Messaging
  - Presence, Availability and Group Management
  - Data Synchronization
  - New enablers that depend on global interoperability...

# OMA Latest Announcement

Today, on June 15, OMA announced the public availability of new and up-leveled specifications

- New Phase 1 Candidate Enablers
  - OMA Web Services 1.0
  - OMA Mobile Location Protocol 3.1
  - OMA Online Certificate Status Protocol 1.1
- New Phase 2 Approved Enabler
  - OMA Device Management 1.1.2
- New functionality added to existing Enablers
  - OMA Digital Rights Management 2.0
  - OMA Browsing 2.0
  - OMA Data Synchronization 1.2



## SPOTLIGHT

[February 2003 3GSM World Congress OMA Announces Successful Interoperability...](#)



### [About OMA](#)

### [Technical Section](#)

### [OMA Release Program and Specifications](#)

### [Membership](#)

### [Collaborating with OMA](#)

### [Job Opportunities](#)

## Open Mobile Alliance

### [About OMA](#)

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.

### [Openness and the Open Mobile Alliance](#)

Maintaining an open organization is key to OMA's vision for broad industry participation and adoption. Openness in this sense comprises of actively collaborating with other organizations and inviting comments and communications with other industry organizations. Openness also means developing industry solutions in a transparent manner, allowing other organizations insight into the technical aspects of the organization. Being able to see and comment on early versions of documents and contributions allows external organizations to be more involved in and aware of evolving service enablers. Finally, openness means that any interested party may join OMA and contribute to the technical specifications, and any entity (both members and non-members) may build applications and services in accordance with OMA's open specifications and interfaces under the same conditions.

### [OMA Technical Plenary](#)


The OMA Technical Plenary is responsible for the delivery of technical specifications for application and service frameworks, with certifiable interoperability, enabling deployment of rich mobile applications and services.

In addition, the Technical Plenary oversees the technical specification drafting activities, approval and maintenance of technical specifications, as well as the resolution of technical issues within the OMA organization.

### Next OMA Events


#### • [OMA Meeting](#)

25-30 April 2004  
Munich, Germany

[Meeting Information](#) 

#### • [OMA Test Fest#6](#)

24-27 May 2004  
Richardson, TX

[Meeting Information](#) 

<http://www.openmobilealliance.org>

# Summary

## OMA has delivered value to members!

- Key enabler specifications that have led to new products and increased market opportunities
- Increased synergies via ongoing cooperative activities with key standardization fora
- Cooperation across the value chain via activities reflecting market-driven requirements
- Rapid and continuous delivery of new specifications and interoperability activities
- Hundreds of products from around the world implementing OMA specifications have already been commercially released

Open standards in the telecom and IT industry will facilitate a global usage of

mobile data services. More than **350** member companies share the same mission and values, all working together within the same

alliance

*Thank You!*

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# Welcome to Open Mobile Alliance Industry Briefing Singapore, June 15, 2004

## Speakers:

Mr. Jari Alvinen

Chairman of Board of Directors

Mr. Mark Cataldo

Chairman of Technical Plenary