WIMS 2.0: Converging IMS and Web 2.0
New multimedia services for telecom networks

TELEFÓNICA I+D, REFERENCE ARCHITECTURES FOR NEW NETWORKS PLATFORMS
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01 **Web 2.0: the land of new successful services**

The Web 2.0 revolution

- User-centric applications
- Social Networks
- Sharing and remixing photos/videos and all kind of contents (Blogs)
- Contents generated by and each type of user
  - “Dios los cría y ellos se juntan” (“Birds of feather flock together”)
Web 2.0: the land of new successful services

The Long Tail
Economy
Affiliation
Viral Marketing
Design
Perpetual Beta
Modularity
Simplicity
Participation
Folksonomy
Social Software
Wikis
Share
Trust

Teleco 2.0

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01 Web 2.0: the land of new successful services

Basic principles

- The Long Tail
- Data is the next ‘Intel Inside’
- Users Add value
- Network Effects by Default
- Some Rights Reserved
- Perpetual Beta
- Cooperate, Don’t control
- Software above the Level of a Single Device

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Users are demanding the same paradigms as they have in their desktops.

Users are the core generating contents.
02 Telco 2.0: a changing future for the telecom industry?

Premises

- Current networks are evolving towards big capacity networks
  - The end of the scantiness of resources for the user

- Openness, not restricting the user necessities
  - Evolve towards an ‘open garden’

- To focus on assets such as distribution, relationships, billing, customer data and business partnership instead of network centric vision

- Willingness to learn from and interact with other Iplayers

- A desire to connect people above the promotion of services and contents
  - To bring innovation and agility when services are offered to the users instead of competing in price.

- To relegate the fear to become a bit pipe and try to make a lucrative business of the transport of contents and services, fixing the appropriate prices and minimizing costs.
02 Telco 2.0: a changing future for the telecom industry?

Business models

- Trusted relationship brand for the 'Digital Lifestyle'
- Divest of unnecessary capital assets
- Enhancing distribution capabilities
- Affinity partnerships
- User, the key. (loyalty, TTM, covering necessities)

Loyal clients

Innovative and Integrated services

Compromised employees

Profitable Growth

Personal Communications Service Providers and Integrators

- Meet the point between services like voice, messaging, communities and presence and paradigms like on-line games, social networks and opinion sharing

Enabling Platform providers for third party services

- Interoperability with IT and Web

Connectivity Providers

- Transporting data from the services and user applications.
- Globalization of the operations, Differentiation based on the extended QoS compared with Iplayers and competitors.

Values is defined by the receiver more than the giver

Dave Ulrich

(Professor of Business Administration at the University of Michigan)
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03 WIMS 2.0: Converging IMS and Web 2.0
IMS: keystone for Internet & Telecom convergence

- Given the aforementioned situation, telecom industry needs to join the Web 2.0, the environment for the evolution of IP-based services

- Why IMS to join this new service environment?
  - It uses Internet technology (TCP/IP) => open-garden philosophy is feasible
  - Multimedia support from the beginning
  - As common control system, it provides FMC => broadest scope (wireless and fixed systems...any IP-based transport system!)
  - Horizontal service development reduces TTM for new services
  - To pay off for already made investments

Keystone for new Telecom business model
03 **WIMS 2.0: Converging IMS and Web 2.0**

A two-sided strategy for convergence

1. Offering IMS capabilities to Web 2.0 environment:
   - Exposure of IMS capabilities through **open Web APIs**:
     - Portable Service Elements (PSEs): IMS widgets for “incrustation”
     - IMS in Internet mashups
     - Already existing initiatives (http://open.movilforum.com)
   - New ways for User-Generated Content enabled by IMS

2. Using Web 2.0 services and technology to enrich telecom services:
   - Incorporation of Web 2.0 content and events into telecom services
   - IMS on-line applications: telecom services provided through web pages

**Benefits for both telecom and web 2.0 services**
WIMS 2.0: Converging IMS and Web 2.0
Portable Service Elements: IMS Widgets

- PSEs for viral expansion of IMS services in Web 2.0:
  - Personal communication
  - Context information:
    - Presence
    - Localization
    - Etc
  - Customization of Web 2.0 services
  - Target web sites: those allowing integration of widgets. Feasible in the short term
IMS capabilities as INTEGRAL component of Web 2.0 services:

- Direct incorporation of IMS capabilities by Web 2.0 services
- Increased value for both IMS and Web 2.0 services
- Very relevant impact in the long-term
WIMS 2.0: Converging IMS and Web 2.0

New ways for publishing User-Generated Content

- Mobile terminals are expected to become a crucial source of User-Generated content:
  - IMS capabilities can be used to boost the publication towards Web 2.0
  - User context can also be understood as User-Generated content

IMS

Presence

Publication with added value (presence, location, etc)

Automatic publication of personal note for microblogging

WIMS 2.0

Telefónica I+D

Flickr

Vacaciones USA

Twitter

Proyectowims

Preparando un documento interesante sobre la tecnología...
WIMS 2.0: Converging IMS and Web 2.0
Web 2.0 content and events into Telecom services

- Subscription to:
  - Multimedia content from Web 2.0 services
  - Generic events from Web 2.0 services
- Distribution or inclusion of the obtained content/events within operator’s services => enrichment of service offer
The most important single ingredient in the formula of success is knowing how to get along with People

Theodore Roosevelt