



ITU-T Kaleidoscope Conference Innovations in NGN

A User-Centric Service Creation Approach for Next Generation Networks

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Motivation

■ Next Generation Networks

- Bring IP to Telecommunications domain
- Merging Internet and Telecom worlds
- Simpler, more flexible, cost effective, multi-service



Where are the new sources of revenue?

Where are the **killer applications**?

Which service provision model to apply?

Service Creation over NGN nowadays

- **IMS** opens the service creation process to specialized third parties through AS (SIP, CAMEL, OSA)
- Take advantage of IT tools and technologies (JSLEE and Java APIs)
- **SOA** allows to offer the network resources (telecom enablers): ParlayX & OMA
- But
 - (Just) Third parties collaboration **limits the ecosystem**
 - The **long tail** of users cannot be addressed



Service Creation in Internet

■ *"Self/Fast service creation"*

- service creation portals



■ *"Personal view of the web", "Person of the Year: You"* (2006, source: TIME)

- Web2.0 paradigms, user-centric/social communities, peer-to-peer

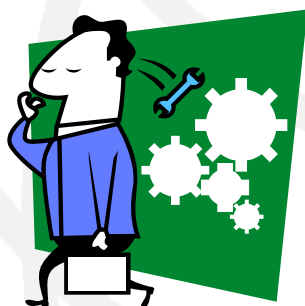


- user-generated content sharing



User-Centric Service Creation over NGN

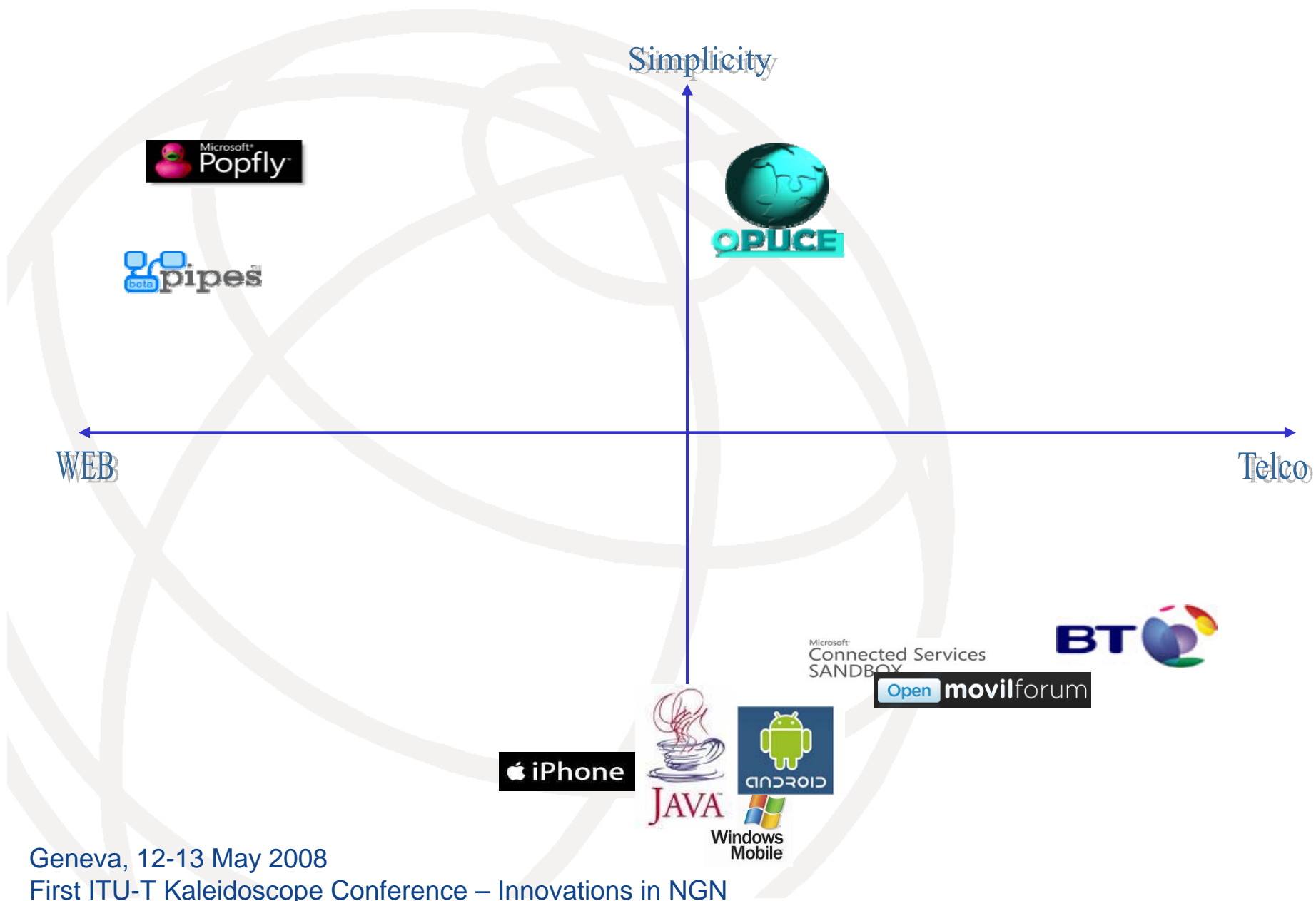
Let users create their own services!!!



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Where is OPUCE?



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User-Centric Service Creation

- Allow non-expert individuals to **create and share** their own services (mashups) and contents
- Benefits
 - Users have access to the **precise** service they need without needing someone else implementing it
 - Operator **reduces development expenses**
 - Operator **fulfills customers' expectations**
 - Operator obtains profit for the use of **ancillary services** (location, presence, messaging) and intermediation (billing)
 - **Third parties** can enter the telecommunications market without deploying their own infrastructure
- Adding social networks
 - Share within a community (**Viral marketing**)
 - Promote high value services -> **Killer services** in the long tail

The OPUCE project

Producers control some aspects of the service lifecycle

Producers share their services

Consumers subscribe to services

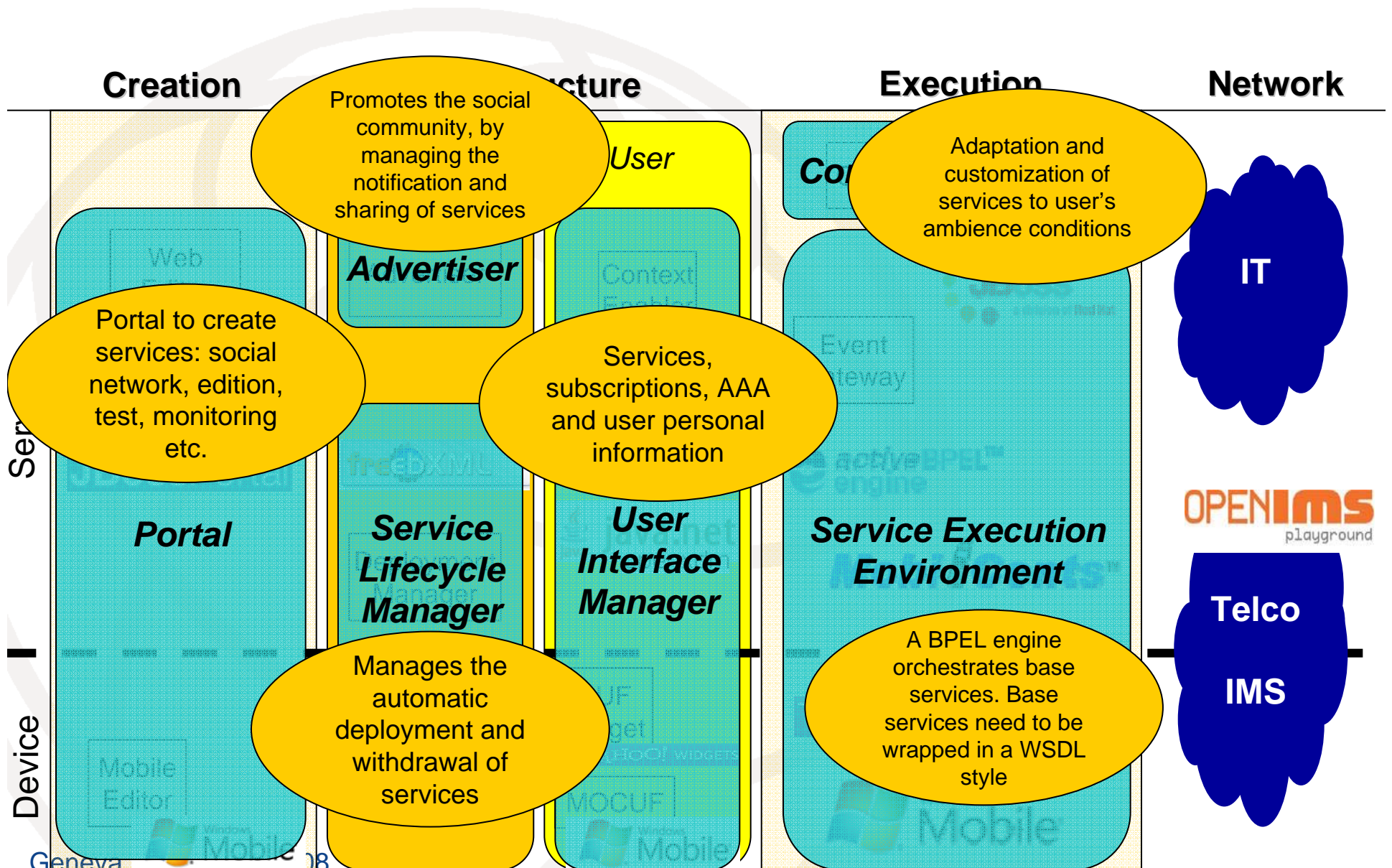
Producers compose their services



Consumers promote and recommend services

Catalyst of a dynamic service ecosystem over the NGN

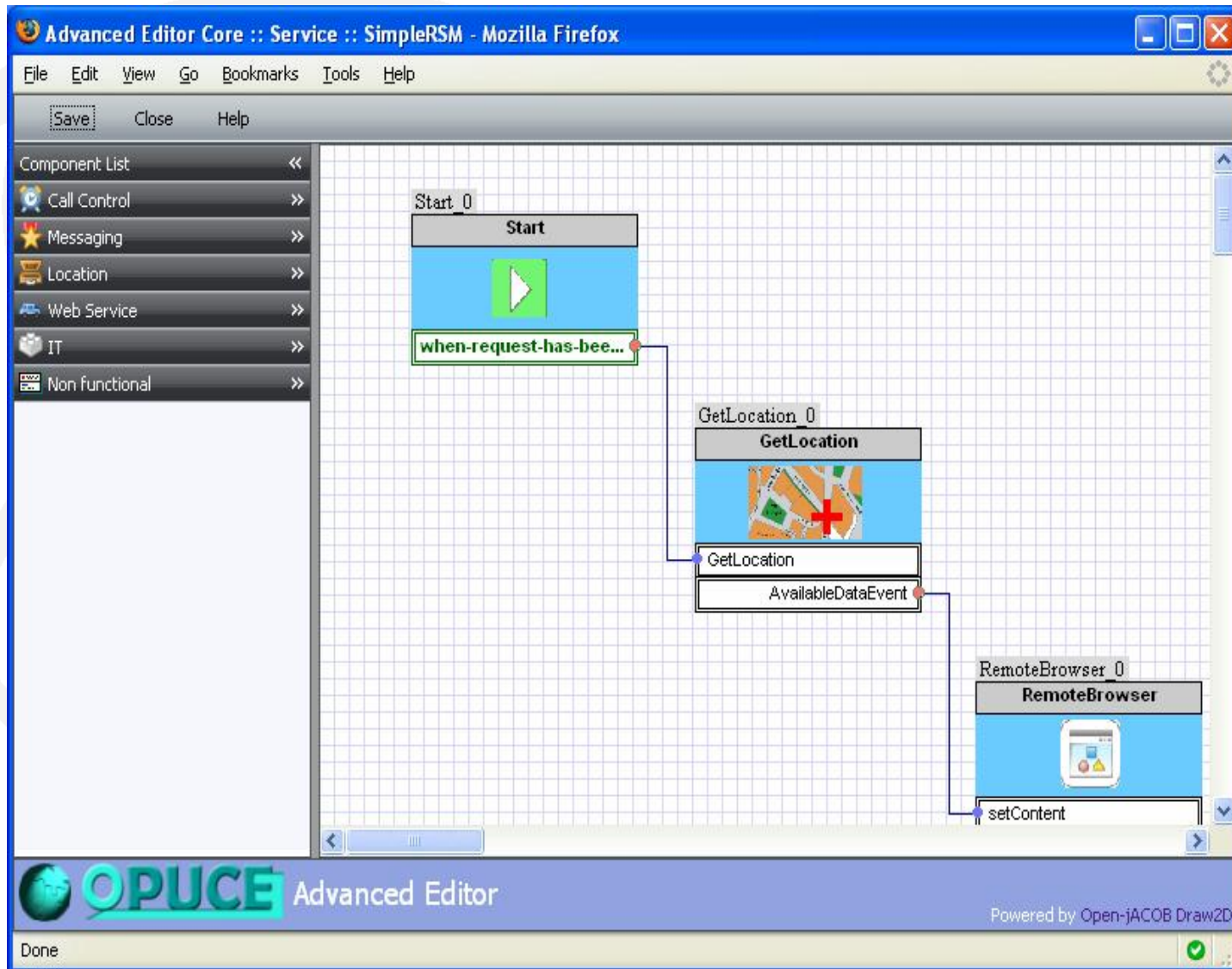
OPUCE all-in-1



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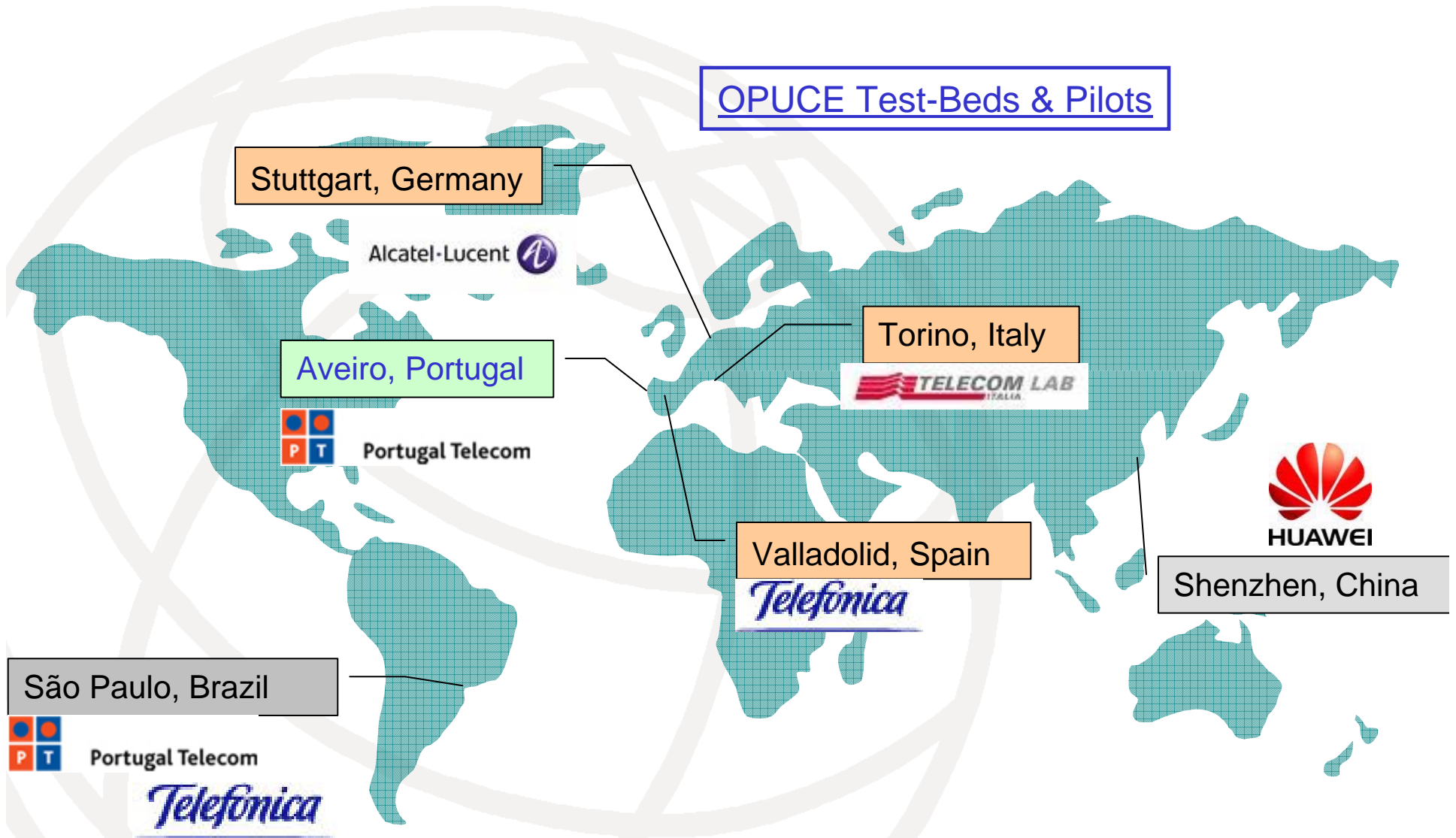
OPUCE Web Editor



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Worldwide Results

OPUCE Test-Beds & Pilots



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OPUCE and Standards

- Based on international standards...



- ...and world-wide specifications



- And trying to contribute back to them



Summary & Conclusions

- User centricity of Telecom-oriented services as a catalyst for promoting **future service ecosystems** over **NGN**
- **Benefits** for all actors involved: users, operators, third parties
- 2nd iteration of the project improves business models definition, usability aspects, security, privacy and billing (AAA), and third parties involvement

OPUCE

Open Platform for User-centric service
Creation and Execution

<http://www.opuce.eu>

GRACIAS

THANK YOU

DANKE

ありがとう

GRAZIE

Ελληνικά

MERCI

谢谢你。

OBRIGADO

شكرا

спасибо

당신을 감사하십시오



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