



INFORMATION TECHNOLOGY FOR EUROPEAN ADVANCEMENT



# LOMS - Local Mobile Services Creating Smart Services Everywhere

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European leadership in Software-intensive systems and Services. The Future of Embedded and Distributed Software.



Paris, October 5, 2006

Current LOMS Research Results

## Outline

- LOMS Innovation Goal
- Market Situation and Target Scenarios
- Roles in LOMS Service Creation
- B2C Scenario: Smart Community Publishing
- Architectural Innovations
- Conclusion - Ongoing Work



## LOMS Innovation Goal

- Market consideration:
  1. **Network and platform operators** lack appropriate service portfolio
  2. **End users** expect more convenient services for ad-hoc use
  3. **Small businesses** want to offer e-services with targeted exposure
- LOMS idea:
  1. Leverage **multi-device ubiquitous access** towards **subscriber base** or **enterprise staff**
  2. Leverage **smart enablers** in converged networks
  3. Offer **easy service creation** to many non-technical service providers



LOMS aims at demonstrating ***easy creation of smarter services by non-expert providers***

## Market Situation and Target Scenarios

- **Case studies** of existing service platforms
  - Contextual **local news** and **community** services by regional media
  - Mobile, **moderated** and location-based **tourist** information
  - Business **process** integrated location-aware **fleet** management
  - Device **tracking** in hospital **workflow** organisations
- **Creation scenarios** in different markets
  - **Smart Community Publishing:** **Operators** need to leverage horizontal, multi-access network functionality; **Media** need to show information quality in moderating community-supported news; **Consumers** want comfortable community features and news
  - **Smart Tourism:** **Regions** want to address **traveller** information needs with charging transparency and local topic search
  - **Smart Maintenance Servicing:** **Enterprises** aim at competitive efficiency through better media handling, context information and automatic network selection
  - **Smart Hospital:** **Hospitals** envision cost-cutting by automation, contextual assistance and information integration

**B2C**  
Scenario  
Focus

**B2B**  
Scenario  
Focus

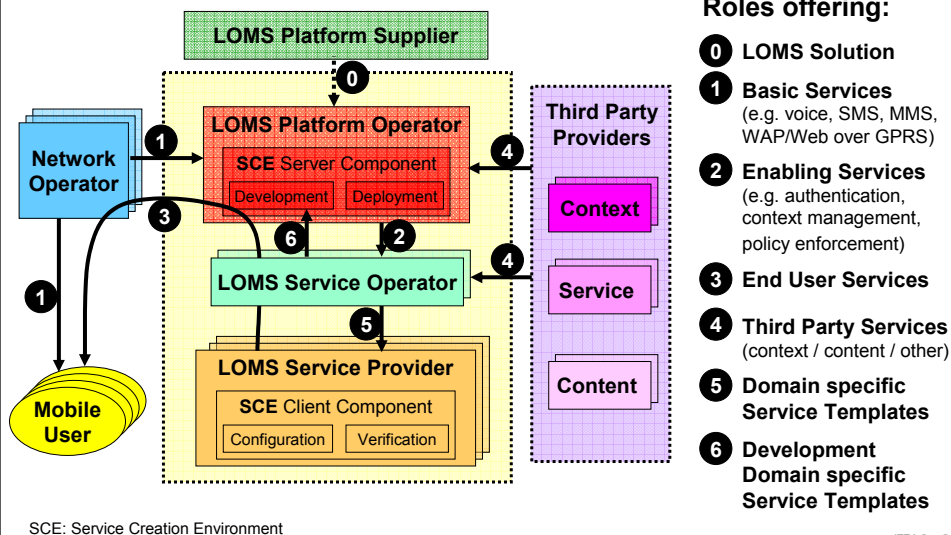


Generic LOMS Requirements:

- **Low cost operations** needed by **platform operator**
- Need to **hide complexity** for **service creators**
- Need to **hide complexity** for **end users**

## Roles in LOMS Service Creation

Market Players can combine Multiple Roles



### Roles offering:

- 0 LOMS Solution
- 1 Basic Services (e.g. voice, SMS, MMS, WAP/Web over GPRS)
- 2 Enabling Services (e.g. authentication, context management, policy enforcement)
- 3 End User Services
- 4 Third Party Services (context / content / other)
- 5 Domain specific Service Templates
- 6 Development Domain specific Service Templates

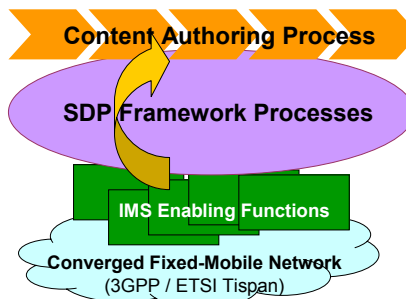
SCE: Service Creation Environment

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## Smart Community Publishing

Targeted B2C Scenario

- Market Segment:
  - Consumer services & content on Mobile Device Types and TV Portal
- Drivers for Public Operators:
  - Avoid churn by offering Content & Services (consumer brand versus commodity bit pipe)
  - Reduce TCO while becoming an enabling partner to media companies
- Media Company's Creation Scenario:
  - Authoring context-aware info-push on mobile devices
  - Authoring smart community portal on TV



IMS: IP Multimedia Subsystem

SDP: Service Delivery Platform

TCO: Total Cost of Ownership

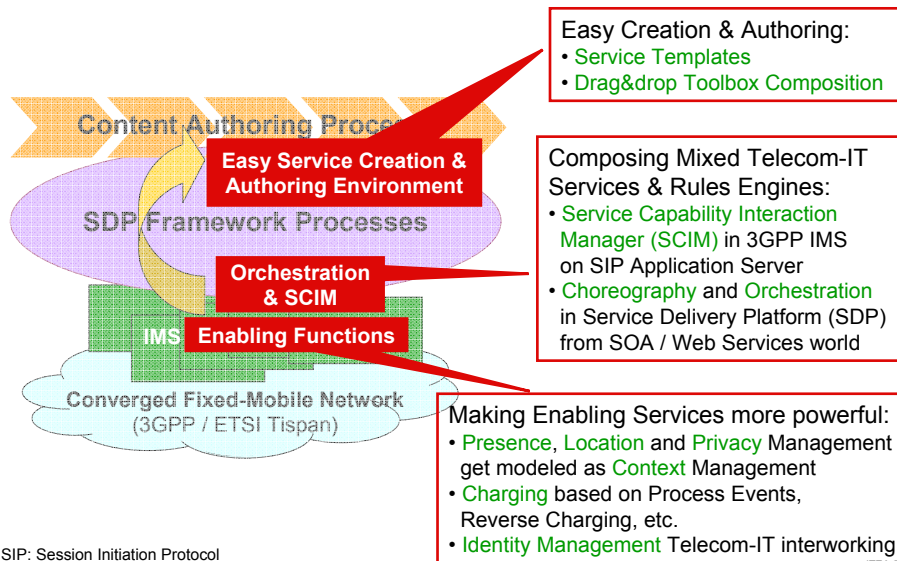
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## Architectural Innovations for Smart Community Publishing



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Current LOMS Research Results



## Conclusion - Ongoing Work



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Current LOMS Research Results

- **Exploitation outlook** in multiple market segments:  
*Exciting model with endless service scenario creation possibilities, addressing needs of all players in the value chain*
- **Current architectural work** taking into account
  - SOA and Web Services principles
  - IMS as the enabling layer, using SIP and context data, and emerging SDP service governance and execution framework on top
  - Leveraging enhanced Enabling Services, in fields like Context Management, Flexible Charging, Content Personalization
  - Business logic and authoring tools are base layer for the easy Service Creation Environment and Multimedia Content Tools



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Thank you *for your attention*

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