A Brief Overview of the History of the Liberty Alliance and its Application in the Mobile Space

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Ian Nordman
Nokia
Topics

• Nokia in Liberty Alliance

• Trends and Opportunities
  – How they come together

• Bringing the Liberty Specifications to the Mobile Community
In the very beginning: Market Studies

• "Its [mobile marketing] all about communication and trust”
  Marketing technology firm says it’s all about trust, Mobile internet Nov 2, 2001

• "Consumers indicate that they are deeply dissatisfied with the results of personalization efforts [of mobile commerce]..."
  The personalization paradox, Jupiter research November 13, 2001

• "Mobile Identity services should become core component of wireless Infrastructure”
  Context based personalization in wireless applications, Jupiter research 2001

• "Personalization and context sensitivity increase the likelihood that consumers will get relevant information quickly”
  Mobile decision support; many payoffs, but no easy money, Gartner, August 2001
Nokia in Liberty Alliance

- Founding Member (2001)
- Board Member 2002 - 2005
- Chaired Technology Expert Group 2002 - 2003
- Chaired Business and Marketing Expert Group during 2005
- Provided key technical expertise for creating Liberty architecture
  - Nokia footprint in a large number of Liberty specifications
Business Drivers for Nokia involvement in Liberty

• Enhance Mobile Browsing User Experience
  • End-user promise: Ease of access and Trust
  • Method: Identity Management, Simplified Sign-On
  • Targets: Extended operator portals (Circles of Trust) and personalized, trusted mobile services

• Drive Emergence of connected Mobile Smart Applications
  • End-user promise: New innovative services
  • Method: Identity Web Services, Web Services Clients
  • Targets: Mobile Enterprise Applications integrated into Service Oriented Architectures, and trusted Internet Consumer Applications
Liberty opportunities: Pieces in place for Enterprise mobility

The Liberty Identity Web services framework provides a standardised way of integrating mobile applications over the Internet using open protocols and interfaces.

- Mobile Healthcare
- Sales Professionals
- Blue collar workers

Identity Web Services

Identity Web Services
How it all comes together – benefits of Liberty deliverables

• Benefit for operators:
  • Leverage operator’s natural role as Identity Provider for its customers and partners - providing trusted devices and services

• Benefits for the Enterprise CIO:
  • Ability to integrate mobility into the Identity fabric of the enterprise IT

• Benefits for the Service Provider:
  • Possibility to build exciting new mobile applications utilizing Identity Web Services

• Benefits for the mobile user:
  • A wealth of personal and connected smart applications

• Benefit for the ICT Industry:
  • Converged fixed and mobile Federated Identity and Identity Web Services specifications are available
S60 Platform and Nokia Series 80 Platform devices supporting Liberty Identity Web Services specifications
Bringing the Liberty Specifications to the Mobile Community

- From 2006 onwards, all S60 Platform devices will be Liberty enabled
  - Nokia alone will have cumulatively shipped more than 50 million S60 enabled devices by end of February 2006

- Forum Nokia delivers Liberty enabled tools and Programmers’ Guides to the world’s largest mobile application developer community
  - Forum Nokia has more than 2 million registered developers

- OMA Mobile Web Services endorses Liberty specifications

- Mobile Web Services: Architecture and Implementation, Paperback
  Frederick Hirsch, John Kemp, Jani Ilkka
  January 2006
Ready to Deploy...!

Thank You!

nokia.com/webservices

nokia.com/bookshelf