

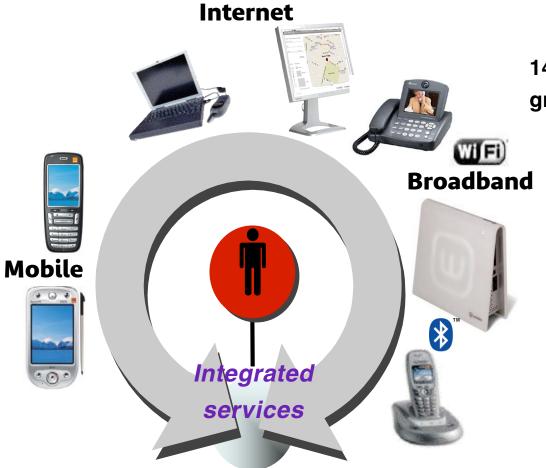
DDR: An Integrated Operator's Perspective W3C MWI DDWG Workshop

Madrid Spain 2006

France Telecom Group

Edouard Marques & Keith Waters

FTgroup: An integrated operator



Consistent user experience across multiple channels and devices

145 million customers, with rapid growth in mobile and broadband

- 84+ million mobile
- 49 million fixed
- 11 million Internet, including
 5 million broadband

Well established brands







Introduction

- FTgroup as an operator is responsible for the quality of service and overall user experience across a wide range of networks and devices
- As an integrated operator delivering a broad range of services, the need for device descriptions extends well beyond mobile handsets
- It is crucial to define an effective device description solution in the near future



Providing device information: existing solutions

- FTgroup experience has shown that today's existing solutions are inadequate and insufficient to meet service level requirements:
 - Inaccurate or invalid profile properties
 - Incomplete information or missing profiles
 - Inconsistent property values with unpredictable entries
 - Out of date profile properties
- Solutions are currently provided by:
 - UAPROF is a standard but lacks reliability, accuracy and exhaustiveness
 - WURFL is more comprehensive but disorganized
 - Proprietary solutions are expensive and not always exhaustive
- Device description repositories are unsustainable in their current form and inhibit next-generation service deployment

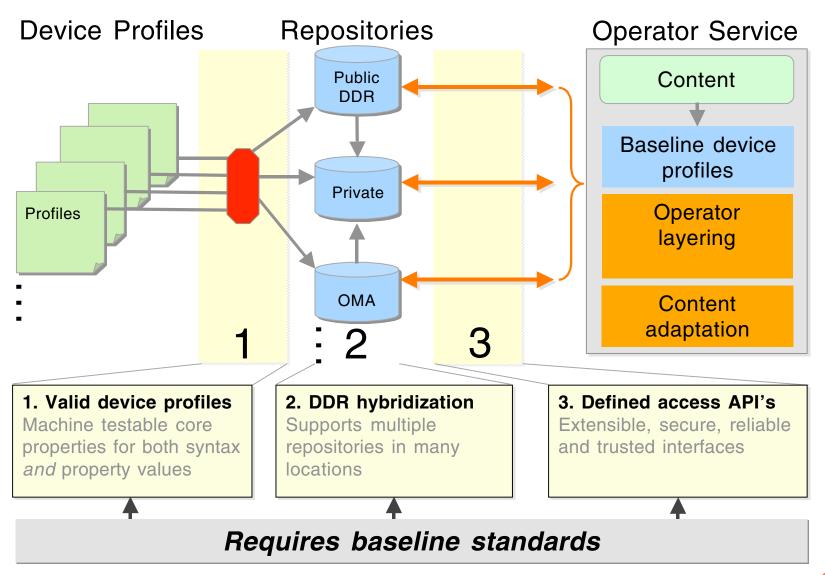


FTgroup current solution

- The FTgroup uses its own repositories because it must ensure the validity, accuracy and reliability of device properties within operational service requirements
- The FTgroup will continue to use its own repositories and profile technologies until:
 - an equivalent level of reliability and exhaustiveness can be substained by alternatives,
 - a cost reduction of proprietary solutions can be provided and
 - the scope can be extended to devices other than just mobile handsets



FTgroup DDR proposition (1)





FTgroup DDR proposition (2)

Key issues to address:

- Enhanced machine-testable profile validation mechanisms
- Easy and trustworthy device profile management, for example add/modify/delete mechanisms
- Support for a hybrid private/public architecture
- Programming language-independent access
- Performance, reliance, scalability, full availability



Conclusion

- FTgroup has clearly identified the limitations of the existing device description solutions and supports a new initiative to solve these limitations
- If a DDR implementation complies with the aforementioned features, then FTgroup believes that it could be successfully adopted by all the actors in the value chain (handset manufactures, operators, content adapters and profile vendors/keepers)
- FTgroup also believes this should be achieved by reusing existing technologies and leveraging current standards



Thank you for your attention!

