



A tale of two worlds

Managing Convergence of Web and Mobility DEP

Dave Milham
TMF Distinguished Fellow
BT Group CTO Office



Two Worlds

Web 2.0

IMS

UASIS

3GPP™



W3C WORLD WIDE WEB consortium®

oma
Open Mobile Alliance

GSM™
The wireless evolution

Networked IT



MMS Communications

What is the Vision?

- Web 2.0
 - Webs Services combined to give innovative new services
 - Web' Mash Up' E.g. Google Earth API
 - Dynamic service provision



- IMS
 - New Applications assembled from Service Components
 - Access to Network based information in real time
 - Presence and Location
 - Agile new services

Aren't these both different views of Service Oriented Architecture?

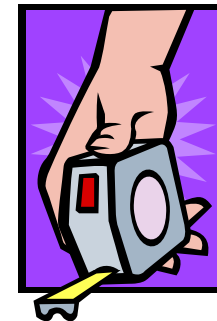
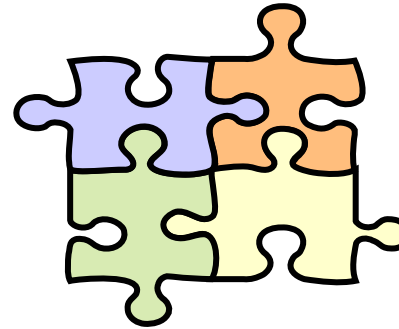


What's the differences?

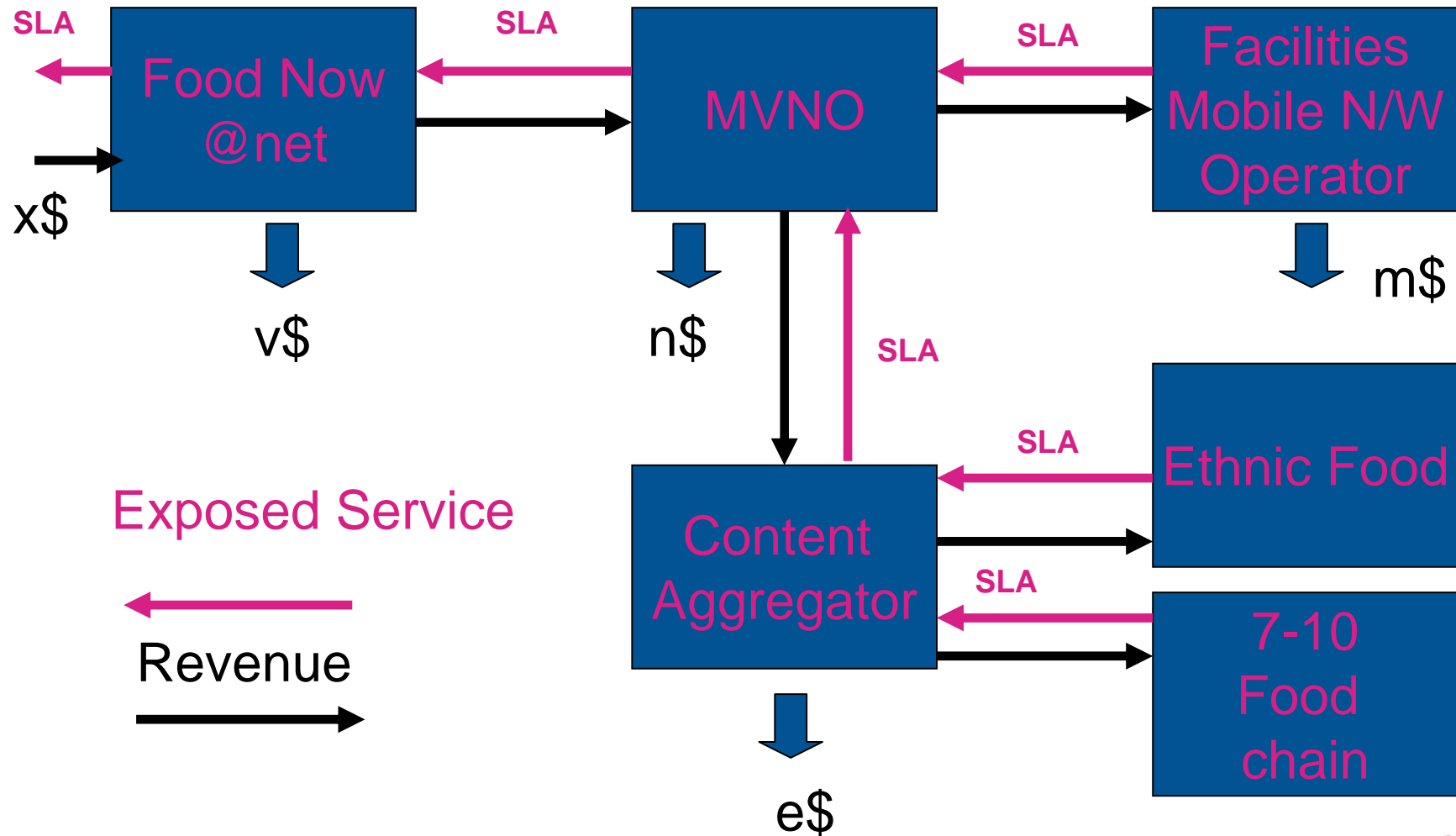
- Web2.0
 - Comes from a 'free' web mind set
 - Revenue from eyeballs, mouse clicks and advertisements
 - Some how somebody will create something 'cool'
e.g. YouTube, MySpaces, Google Earth
- IMS
 - Comes from a Telecom Billing mind set
 - Charge for content, application and session
 - Don't know what the 'killer app is' but let's provide a framework
 - Managed Service Quality

What do both need?

- Component Based framework
- Managed QoS
- Distribution of income through a supply chain

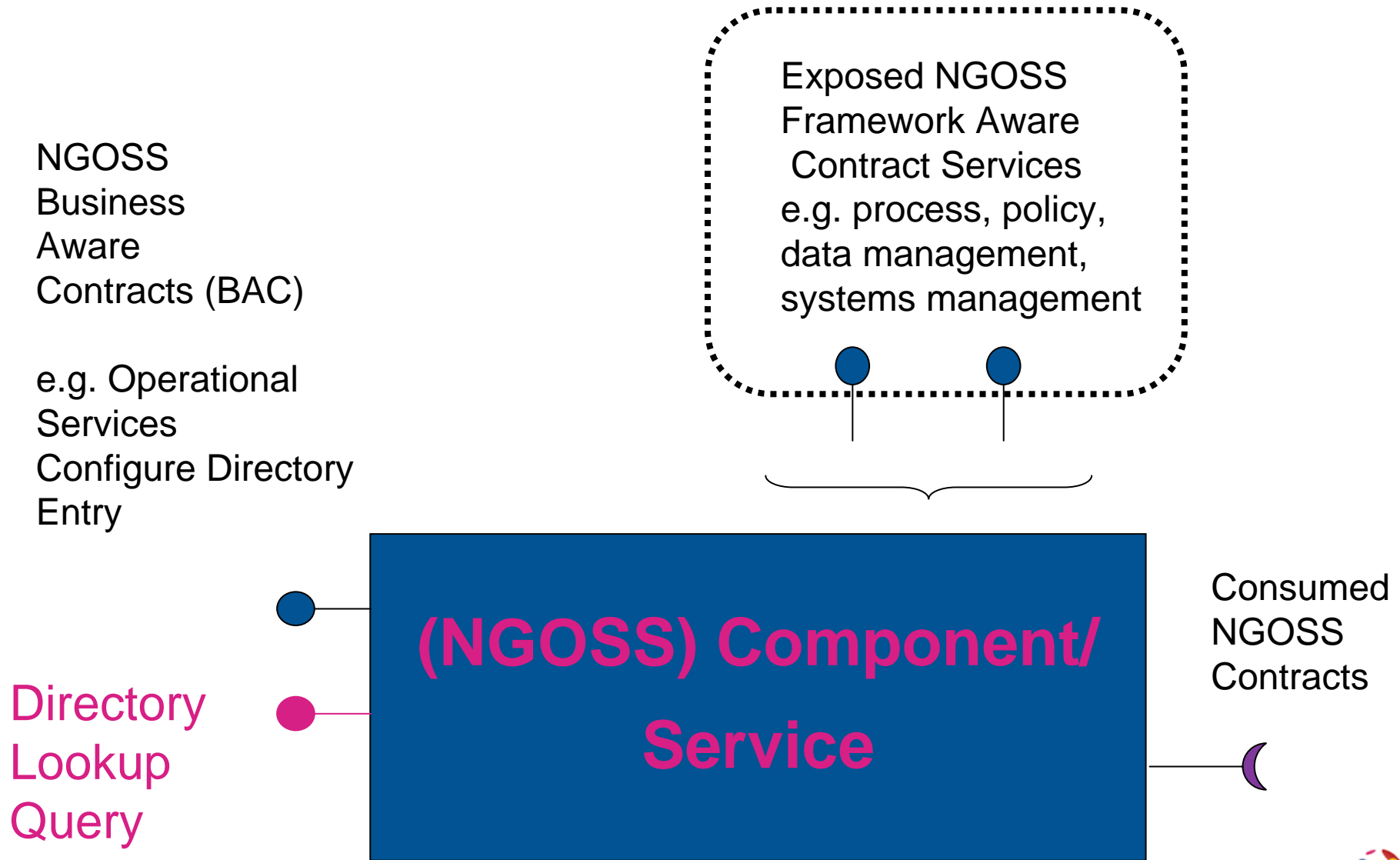


Component Based Framework

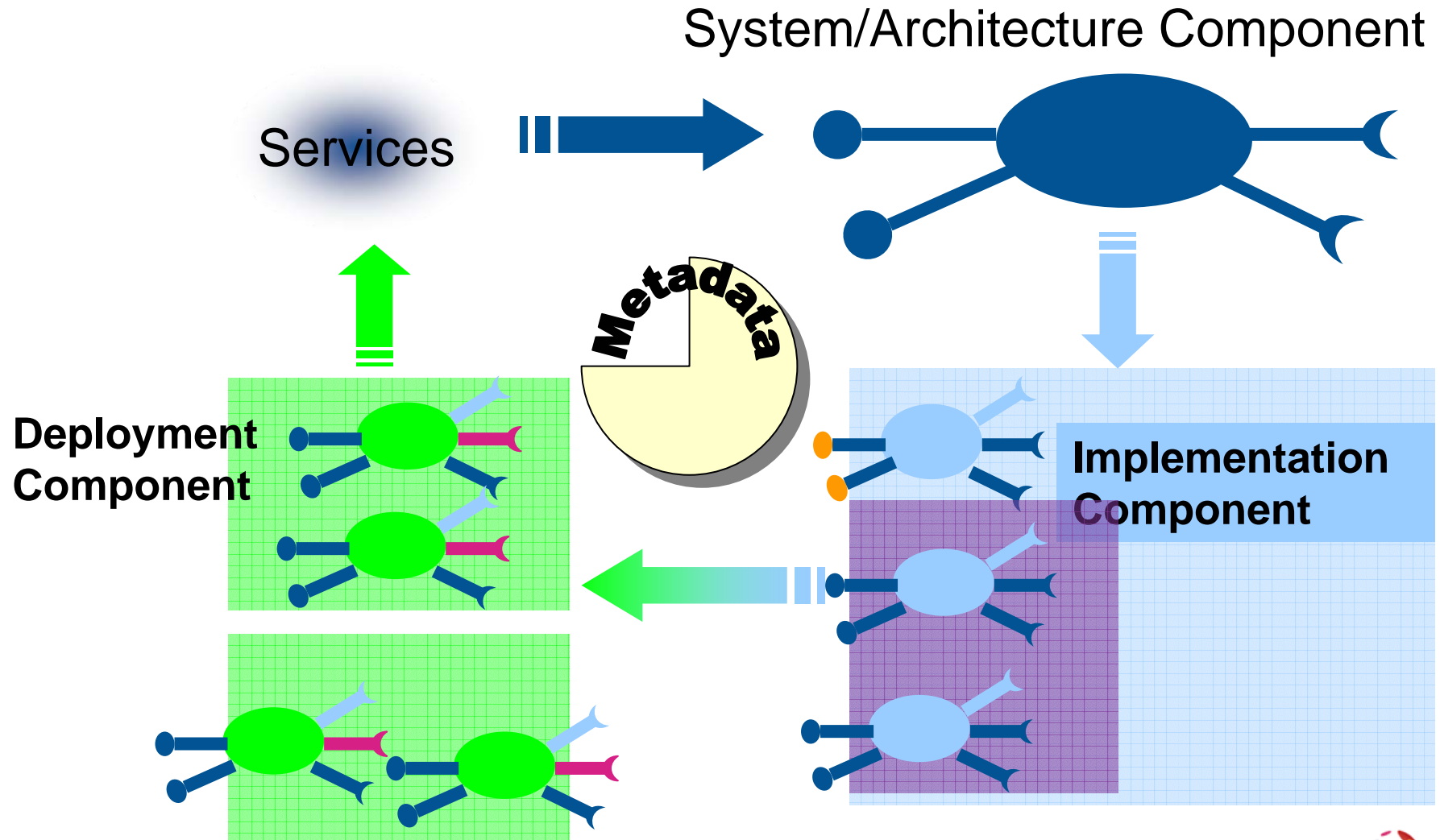


And these relationships are being changed dynamically!

What do components consist of?



NGOSS Component Lifecycle



And what else?

- TMF O53D NGOSS metamodel
- Configuration Management
- Service Assembly Model based on SID...

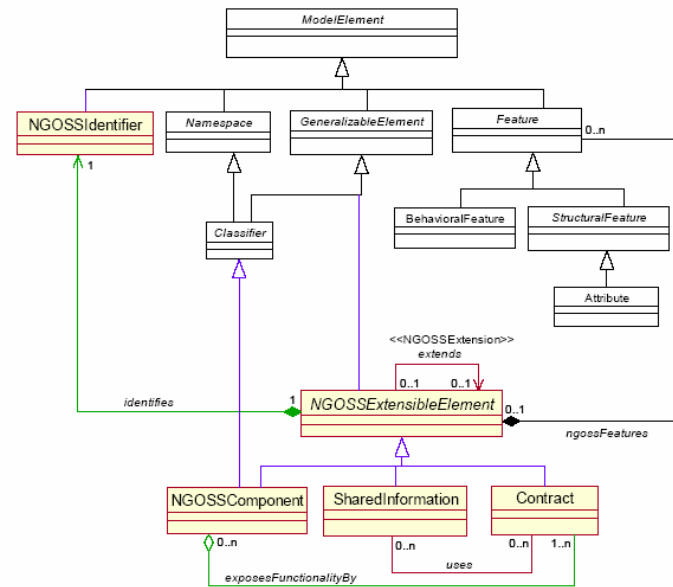
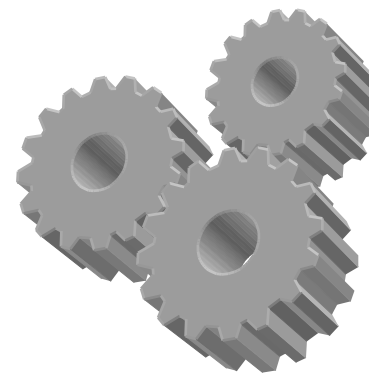
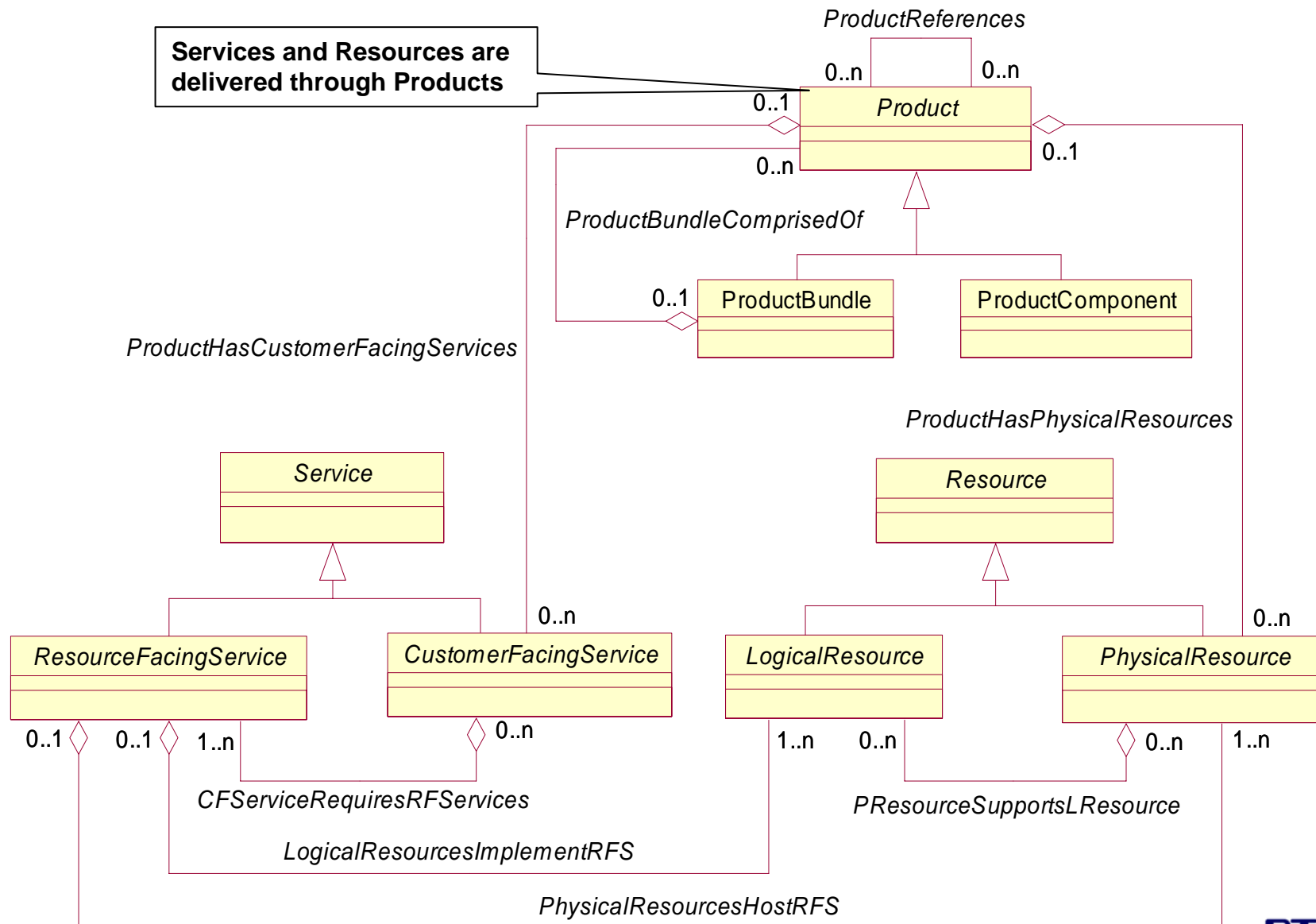


Figure 3-8. NGOSS Metamodel: Definition of Contract



Product – Service – Resource



Summary

- Many of the technical challenges for Web2.0 and IMS are the same
- Web2.0 and IMS different sides of the same coin?
- Both need
 - Component based Service Model
 - Meta-models
 - SLA Models
 - Service assembly model
 - SID Models
 - Supply chain models
 - Configuration Management
- How will this happen?



What do components consist of?

