The following are comments made by OMA Members to the survey question: How is your company impacted by the work being done in the OMA? (Question 10)

PRODUCTS

- Has a direct impact on our product portfolio
- Its a two-way thing - we develop products using the OMA standards, and we push our technology into the standards.
- We try to develop our solution to comply to OMA specifications.
- Our products rely heavily on broad adoption of a few standards such as Data Sync, Device Management, etc.
- The products and solutions we deliver to the mobile market are primarily derived from OMA specifications and documents.
- We build products based on OMA standards. Discussions with other players around those standards spark innovations and customer demand.
- Our customers will be using products built per OMA specifications.
- We use the specifications in our product and services development
- We get impact when our new products are developed.
- Our company plans to implement some of OMA's Specifications.
- A large number of our products implement OMA specifications.
- Directly affects our products
- Our business is impacted by the OMA specifications.
- Impact on our products
- Our solution needs to be standards based
- Implementing the standards defined in OMA.
- OMA standards have influence on our product realization
- internal spec & architecture alignment with OMA
- We are part of the STI (Standard Transcoding Interface), and since the company core business is Media Adaptation, the work at OMA would directly affect our solutions.
- we are designing equipment to these standards
- We have managed to implement a messaging product that is compatible with other messaging solutions.
- Providing standard products is key. Being part of the ones who design them is important.
- Our company is committed to deliver products based on open specifications and standards.
- Update our products according to OMA spec.
- Product development includes features specified by OMA specifications.
- Implement specifications in our products; Education of the market
- To a large extend it defines how we implement our products/solutions.
- Products are developed according the specifications that OMA brings forward
- Our products design is impacted by OMA specifications & standards
- Indirectly drives some of our product specifications
- Our products are based on the standards, 100%.

- heavily
- Our products are based on specifications based by OMA.
- Follow the specifications in our product development.

ROADMAPPING

- As input for our roadmap
- It influences the direction and results of the development of some of our products
- Impacts the applications, interfaces product timing etc that we implement
- Helps in harmonizing and focusing our work in the R&D field
- Influences both our business and technical roadmaps
- OMA activity with regard to generation of interoperable specifications having an impact on services and ultimately hardware - servers and handsets. The work being done contributes to our device roadmaps.
- Impact strategic choices and infrastructure investment

MARKET AWARENESS

- We follow standards. So OMA is a bell-weather to technologies we will implement.
- We get impact from Operators (Domestic / International) interests, trend.
- OMA direction is considered for our company strategic direction
- Impact on strategies
- It directly affects our R&D plan and marketing strategy.
- Much impacted because our company relies on open standards for deploying services
- Able to know latest market status and interest
- As new technologies and services are being standardized in OMA, we have to ensure interoperability. OMA is also a great tool for getting the mobile value chain "heartbeat" .
- Early access to future standard

MARKET INFLUENCE

- We are anticipating the OMA specs to encourage increase usage in mobile data services.
- We try to ensure that the OMA are referencing those standards and solutions that our company finds of value.
- Our company has to understand emerging standards and work towards compliance. Our company needs to drive the standards work.
- As an operator who will be deploying most of the technologies developed in OMA we are strongly interested in having true open standards that improve the quality of the products we deploy in our networks, their interoperability and benefit in the end our final customers
- OMA could leverage our services roadmap

- As an operator, it is very important to have standards that guarantee provisioning mechanisms, interoperability and service quality.
- Applications and service enablers better serve our company and the industry in general if open and interoperable. Our company participates to drive that goal. When OMA achieves an open/interoperable specification, our company benefits.
- Influence on design
- My Company is in the business of delivering high value content and applications to mobile users. Having and OMA architectural framework and relevant standards that allow us to build applications quickly and cost effectively is vital to our future.
- We are a mobile operator and we need good interoperability specifications
- We want applications level interoperability standards for our future 3G Service Provider role.
- The work of the OMA allows us to reference open specifications in our terminals requirement specs and in our infrastructure specs - it allows us to run services based on open standards, and gives us a way to take part in the development of future standards.
- Increase interoperability allows provision of wide-scale and high-quality services
- When choosing service providers and developers for our product development, we have a look about OMA conformity - it is a criteria for election...

COMPLIANCE TO CUSTOMER REQUESTS

- Many of our customers have requested that our products support OMA specifications.
- Our products should (must?) comply with OMA standards, as required by our customers.
- Our products must comply to various OMA standards, including MMS, DRM, and STI
- Orders from our customers includes OMA compliance as mandatory requirements.
- Technical implementation of the specifications 1) produced by OMA 2) requested by the operators.
- We need to implements specifications. Quality of specifications determines speed of development, ease of implementation, and difficulty in inter-operating. Poor-quality and overly complex specifications makes deployment much more expensive and difficult, and makes inter-working more expensive and take longer.
- Anticipating Customers demands

ADDITIONAL COMMENTS

- In the future:
    - less integration and test effort to introduce new products and services

    - higher degree of service interoperability within multi-vendor environments and between mobile networks
    - less market fragmentation as through proprietary solutions"
- We follow and implement the standards created by OMA
- Our company support all the standards and specifications from OMA.
- Secure future business by proposing standardized solutions.
- Ubiquity is very focused on the Application Server space and the 3GPP IMS aspects, as well as any earlier adoption of SIP or SIP Application Servers. The OMA impacts as it starts to focus on these - though early experience would suggest that a lot of the work is focused on "current" position and consolidation of the status quo as opposed to working on what will impact the business in the coming months...
- Interoperability of introducing facilities for various mobile services
- wireless services' standard and specifications research
- The work in OMA will provide the company with the opportunity to better respond to the market need for more advanced mobile services.
- Delivery of services in the marketplace is enabled through the OMA specifications
- Very limited at the moment but this is expected to increase in the future as application are rolled out on our mobile (and fixed) platforms.
- My company is impacted by the work being done in the OMA to improve standardization and normalization of mobiles.
- We follow OMA standards regarding browsing, MMS, IMPS and security.
- Our MMS, browser, syncML work gets impacted. It helped this applications on the mobile work with other mobiles
- As a vendor we are impacted with many of specs such as browsing, messaging, etc
- Service and application interoperability is key to mobile industry and my company. OMA gives us the ability to influence these.
- My company believes that standards are important to move the industry forward. We will continue to support standards based solution.
- The results of the OMA standards are taken into account in other standardization efforts.

- "The Download and DRM specifications are central to our products.
- DMR 1 helps us.
- The Device Management spec. will play a role in the coming future."
- SIM development, security concepts for trusted mobile platforms, hard- and software support for OMA enabler services
- The Architecture developed in the arch wg will be used in the real implementations of the networks.
- The messaging and presence and availability standard bodies forms the foundation of our most important product.

- My company is looking to OMA to help create new services which will drive wireless market growth and hence drive up wireless infrastructure sales.
- Creating a standard in our business area.
- A lot, since the specifications are later on used.
- Directly.
- We are not directly impacted. However, we are an MVNO and therefore would be the end user of the equipment.
- OMA's inability to learn from the failures of WAP and embrace real Internet solutions is delaying the market considerably. In other words, OMA is slowing us down.
- We implement and license implementations of OMA work as part of providing services that leverage OMA standards
- It is not, the work is done at the pipes level.
- The large number of working groups means that my company has to be spread thinly over the work being done. Product development has also become more aware of the need to develop OMA compliant product and consider engaging in future "test fests".
- Active in BoD, and WG´s
- Very little
- minor impact
- Don't know as my company is involved in several groups covering different areas which I do not know anything about
- Don't know
- My company could be impacted in a big way, but the truth is that OMA is having a small impact on us.