Open Mobile Alliance
For a Connected World

CONCLUSIONS & PRELIMINARY FEEDBACK

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WHAT WE HEARD ABOUT BIG DATA (VOLUME, VELOCITY, VARIETY)

- Big Data trends are building momentum, multi-faceted and likely disruptive to many aspects of the Service Creation & Consumption value chain
  - Data sensing, generation & collection … demand for new device & system interfaces and Cloud XaaS
  - Transforming Data → information → knowledge →influence … engendering new ways & tools to imagine new services
- Big Data inspired service concepts will elevate the user experience in a plethora of ways: ***Mobility QoE, Connected Living, Healthcare/Wellness, Internet of Things (M2M), Objective Truth-driven Product Development & Offers, etc.***
- Big challenges in finding an equilibrium in Policy/Regulatory vs. Value Propositions that satisfy personal data privacy (e.g., DNT), user-controlled data collection & use, CRM vs. VRM, Authenticated and/or Trusted data and user identities in cyberspace; MNOs' roles?

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WHAT OMA CAN DO

- BOD initiative of 'Looking Forward'; renewed emphasis on targeting work topics having major impact on the industry and high relevance to OMA members' abilities to contribute
- New role created in TP/REQ WG to fully vet new work topics to achieve above objectives
  - Detailed use cases, market benefits & impact, value proposition for stakeholders, collaboration with other SDOs/Fora to define respective roles, communicate and build consensus of OMA members to support specs development (… driving increased adoption)
- "Informal Registry of New Work Topics" created; REQ WG to facilitate tracking & progress until formal ***New Work Item*** is proposed (prioritisation, champion & collaborators)
- First 'Looking Forward' meeting identified the following topics (examples):
  - ***Network API & Service Exposure; IoT & M2M; OTT and MNO coordination of QoE optimisation; Mobile Device Architecture & Web API; BYOD & Device Management; Healthcare Device & Network APIs; Location and Indoor LOC Alliance; Universal Mobile Codes Scanning Experience***

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TOPICS TODAY NOTED FOR FURTHER INVESTIGATION

1. Jaokar: IoT requirements (Identity, communication mechanism, set of sensor/actuator)
2. Little: MNOs need to champion the User-controlled Personal Data Ecosystem
3. Sheldrake: CRM vs. VRM; equip, empower and liberate the individual to exploit Big Data
4. Walls: Detailed mobile connection metrics/data tracking/usage patterns; standards for Best Connection and On-device QoE
5. Calabrese: System utilisation (e.g., public transport) optimised based of device LOC data
6. Bowden: GS1-OMA joint development of on-device mobile codes scanning specs & API
7. Li: Big Data network API for 3rd parties; data modeling (roles/actors; common data structure); data access mechanisms (authentication, authorisation and security)

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KEY POINTS FOR OMA (1/4)

- + Physical context data (Starbucks) + **Social context data**
- Three V's (**Volume, Velocity and Variety**)
- To achieve the network effect (fax machines) ... Where is the 'glue'? I.e. the connectivity for IOT
  a) Big Data
  b) Smart cities
  c) Bridging the **Virtual and Physical spaces** (retail)
  d) Apps and appstores (apps and mortar economy)
  e) Open source hardware

KEY POINTS FOR OMA (2/4)

- IOT appstores differ from traditional appstores for two reasons:
  a) Their reliance on multiple sources of sensor based open data
  b) **The need of actuating devices in (almost) real-time**
- Therefore, the concept of conventional appstores as we understand from mobile devices does not directly apply to IOT
- The use of Big Data – i.e. policy and regulatory implications

KEY POINTS FOR OMA (3/4)

- Personal data challenges for mobile
  a) How can guidelines or best practice help the mobile **operator in a new role as champion of a trusted privacy ecosystem?**
  b) The consumer is **hardening their attitudes of data collection**
  c) The right for **data portability**, the right to be forgotten
  d) OTT: At the same time, **OTT** players are coming under greater regulatory pressure

KEY POINTS FOR OMA (4/4)

On-device Customer Insight (re: CIQUAL)

- Poor **QoS is an inhibitor** to the growth of mobile service revenues
- OTT: At the same time, OTT players are coming under greater regulatory pressure
- Embedded applications in the mobile device and have the consumer get the same benefit

NEXT STEPS

- OMA Technical Plenary (REQ WG) will organise an ‘Informal Registry’ to collect all topics from this (and future) seminar for further exploration
- Champions or proponents will be solicited for each promising topic that is relevant to OMA and also actionable by OMA to develop standards
- Periodic (“Idea Lab”) meetings and conference calls will be scheduled to further define each promising topic for opportunity assessment and consensus building until a formal **New Work Item**(s) is approved

  Ref: OMA-TP-2013-0169-INP_OMA_Future_Work_mission_statement_and_mechanics.doc

- The journey begins …

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