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IFIP Summer School 2007

Leveraging New Business Models with Identity Management
An e-learning case study

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- ***Introduction***
- *New business models*
- *Identity management as an enabler*
- *Study Case: PABIOS project*
- *Summary*

Introduction

- *Convergence process in telecom*
  - Multimedia
  - Device
  - Network (IP & mobility)
- *New business models*
- *Identity Management as an enabler*
  - To facilitate collaboration
  - To leverage core assets
  - To provide privacy
  - To improve service usability/security

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New Business Models

- From Silos to Collaboration
  - Telcos' branches integration
  - Partnership
- Motivation
  - New business opportunities
  - Infrastructure and development savings
  - Marketing savings
- The 2.0 approach
  - Web 2.0, Mobile Web 2.0, Telco 2.0

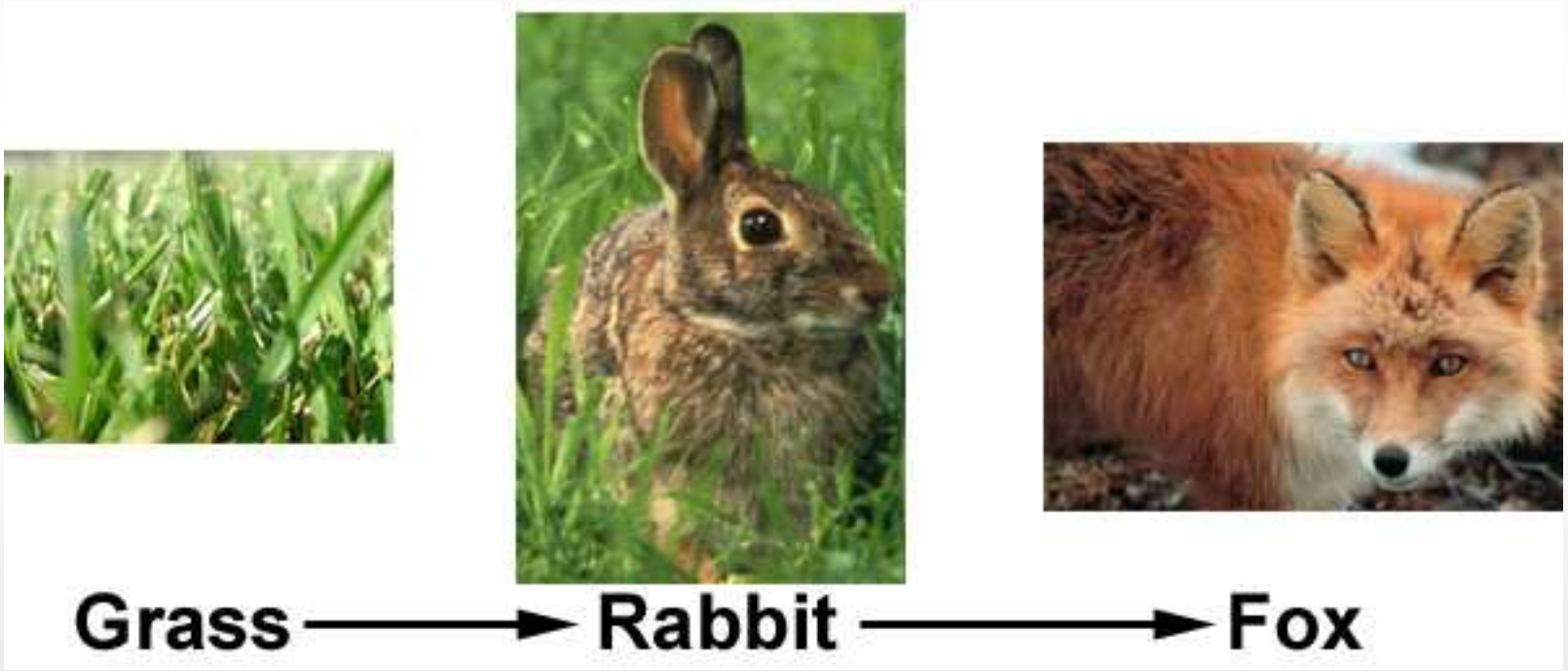
The 2.0 approach – The platform

- *Allows collaboration and partnership*
- *SOA and Web Services as technology enablers*

Web21C SDK Do Less: Achieve More

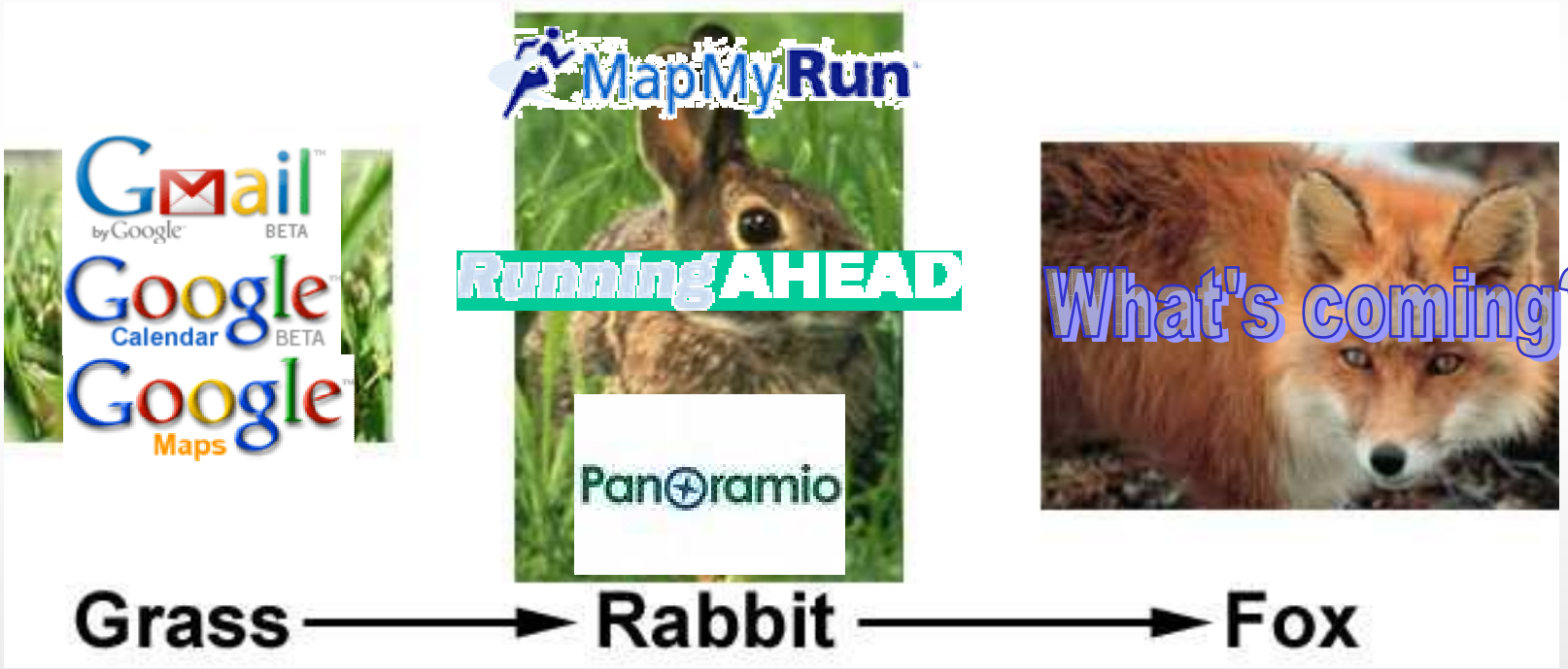
The 2.0 approach – The platform

- *Business grows up better in a rich ecosystem*



The 2.0 approach – The platform

- *Google's ecosystem*

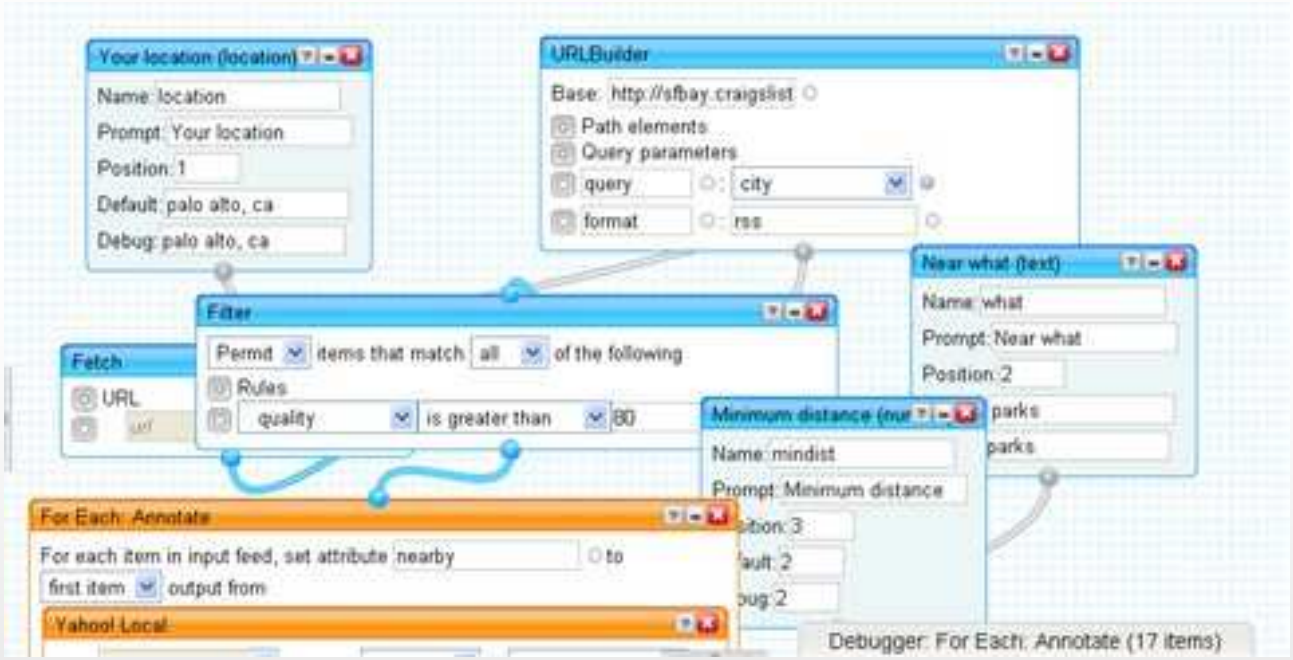


The 2.0 approach – Harnessing collective intelligence

- *Make profit from others' developments (3-fold)*
  - *They are using your own (ancillary) services*
  - *They are increasing your service offering*
  - *They are saving you lots of development efforts*
- *User-centric platforms*
  - *User generated contents*
  - *User generated services (mashups)*
- *User-centric environments & Social networks*
  - *Viral marketing*

The 2.0 approach – Harnessing collective intelligence

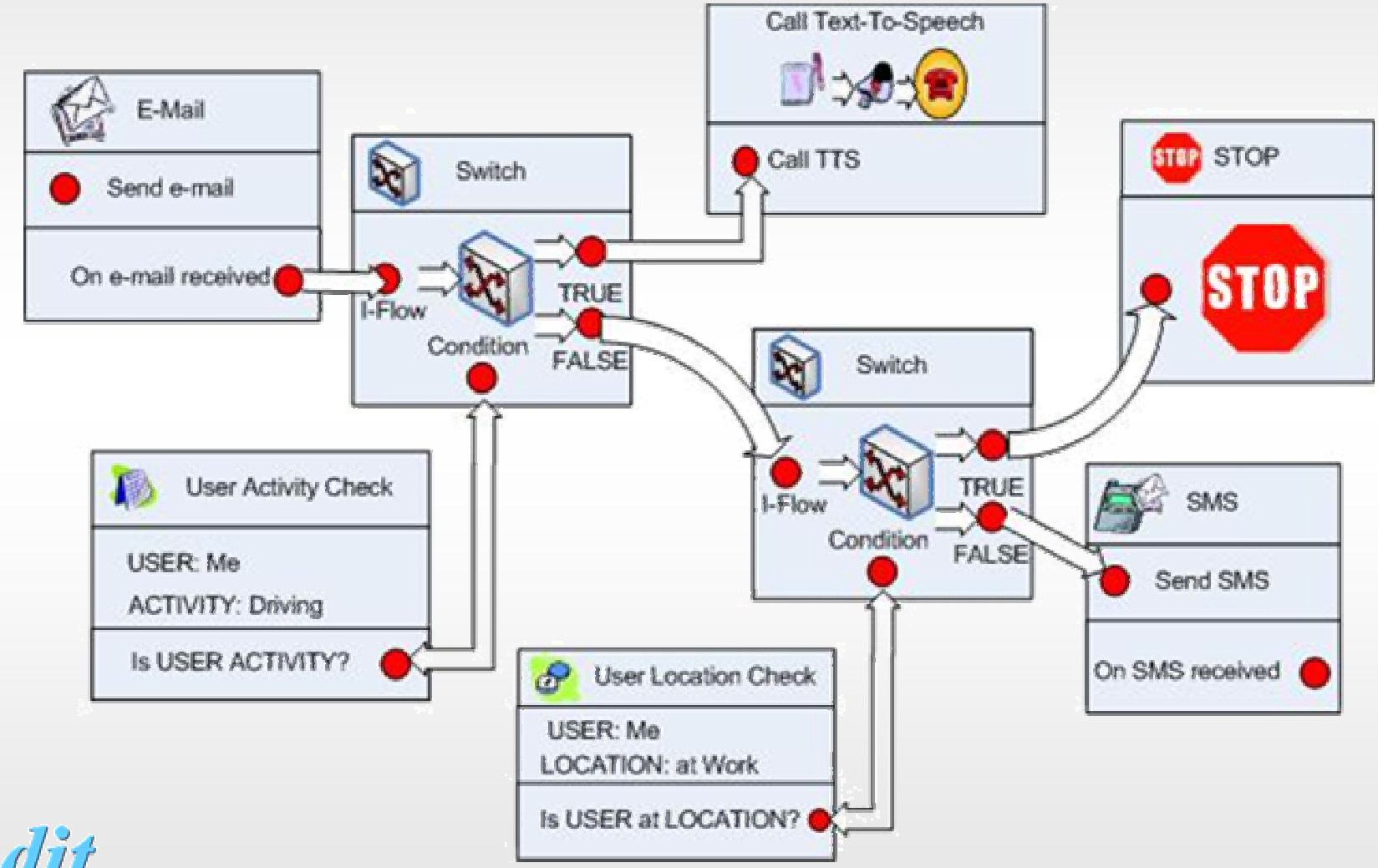
- *Yahoo! Pipes*



The 2.0 approach – Harnessing collective intelligence

- *OPUCE: Open Platform for User-centric service Creation and Execution*

The 2.0 approach – Harnessing collective intelligence



The 2.0 approach – Harnessing collective intelligence

But why would anybody want to use my platform and not anyone else's?

The 2.0 approach – Data is a powerful asset a company owns

- *Identity information may be used to boost a company's platform*
- *Some examples*
  - *Billing information*
  - *Location*
  - *Presence*
  - *Preferences*
- *…and a related one: TRUST*
- *But user privacy and legal issues must be taken into account!!!*

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Identity Management

- *Management and selectively disclose of user-related identity information*
- *Identity Management + Federation = Enabling collaboration while enforcing privacy and security*
- *Collateral advantages*
  - *Security & Usability with Single Sign On*

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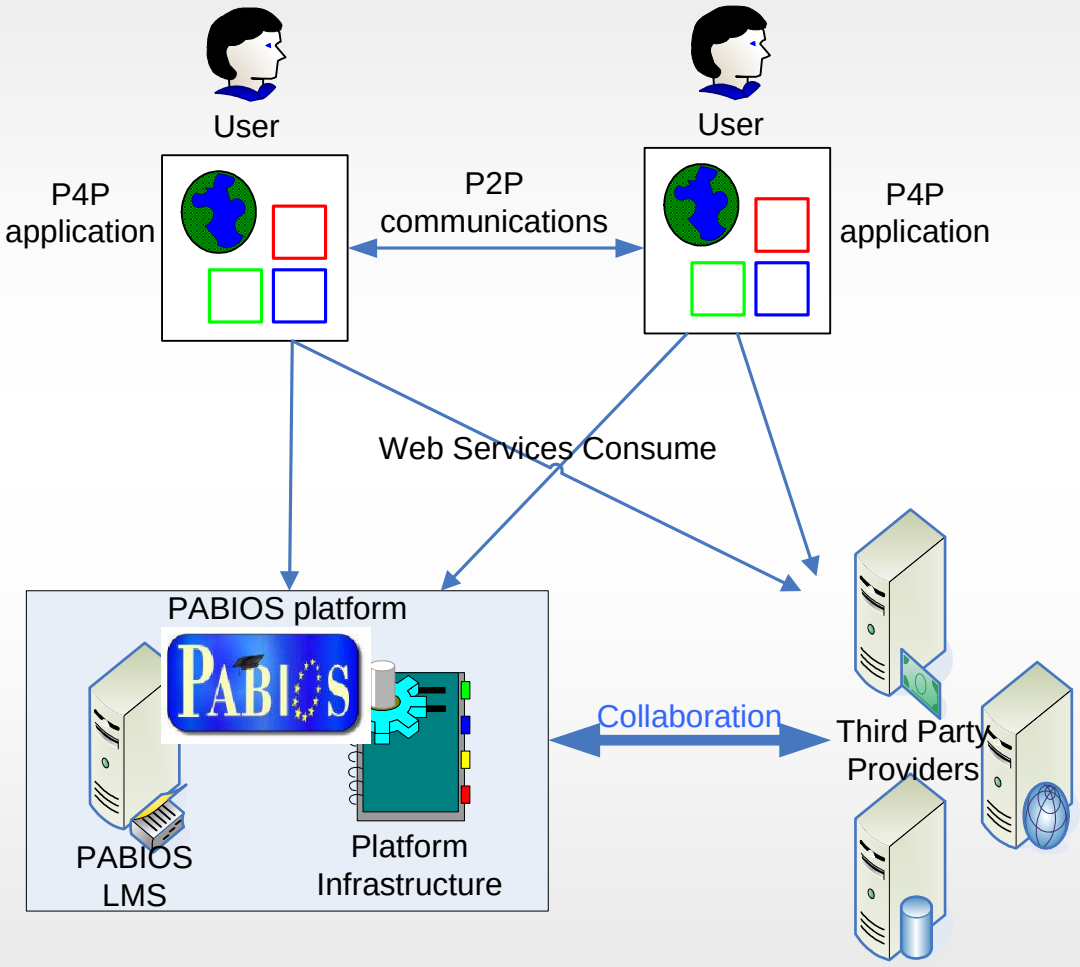
PABlOS project

- PABIOS: *P4P Application Based Open Source*
- Goal: *Development of a software infrastructure that will enable new business models in an e-learning context following the 2.0 approach.*

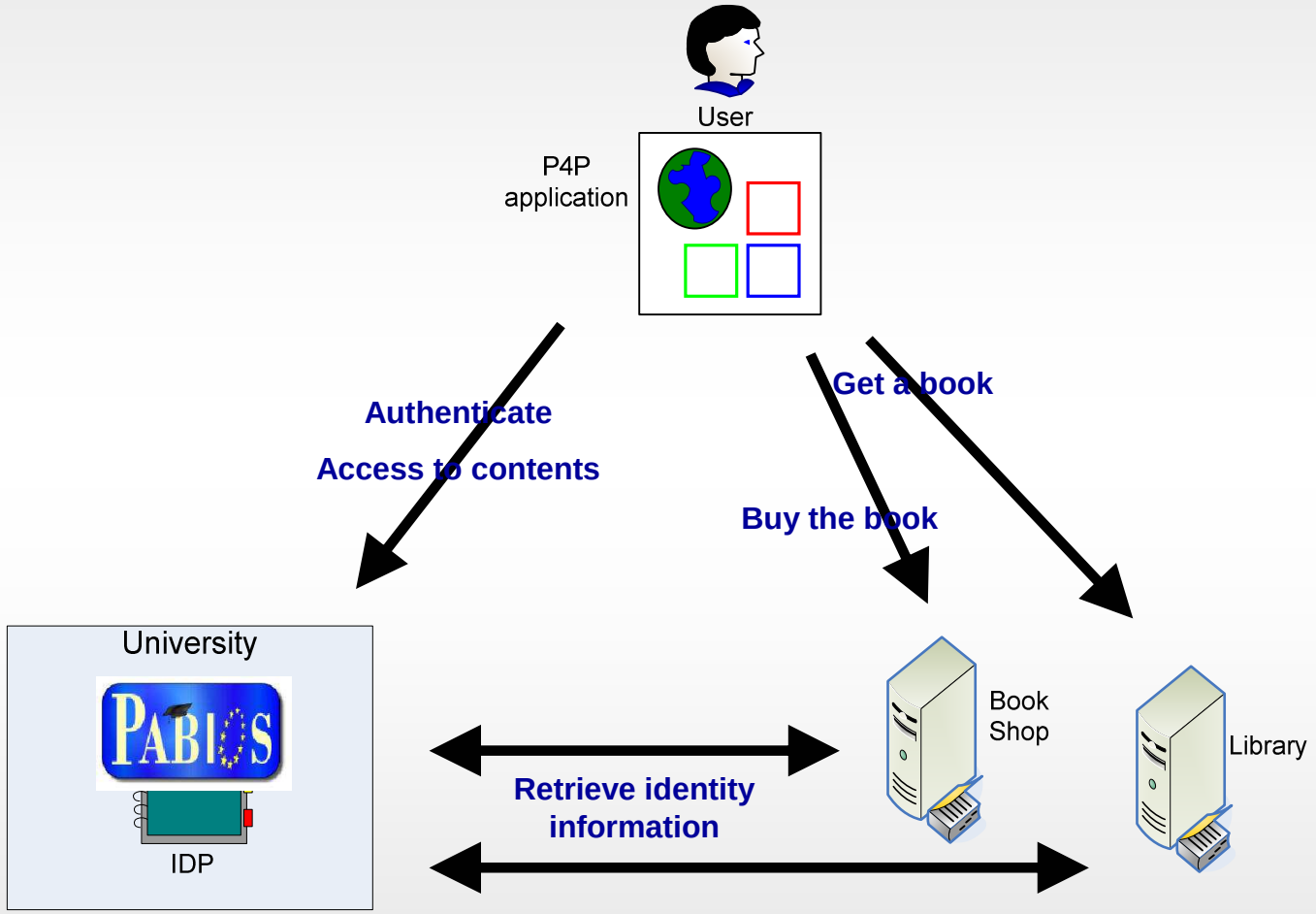
PABlOS architecture



PABlOS project

- *Features*
  - *Following a 2.0 approach*
  - *Takes parts from other models: traditional learning models, P2P, Wikis*
  - *Supported by Liberty Alliance Identity Federation Framework (ID-FF) and Web Services Framework (ID-WSF) to allow third parties collaboration and partnership*

PABlOS Scenario



PABlOS project

- *Win-win(-win) scenarios*
  - *Students are better and easier served*
  - *Annoying identifications are not needed*
  - *Third parties could make business in an anonymous (for students) and yet traceable way*
  - *No spread accounts are needed*

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Summary

- *Identity Management is the cornerstone to support new business models based on open service ecosystems in telecom and IT domains*

- *Further research*
  - *User-centric service creation environments: service composition, workflows and identity management*
  - *Apply these ideas to the IP Multimedia Subsystem (service delivery platform for Next Generation Networks) as a business enabler*