Operator-ID Proposition
GSMA Fast-track project: Network-API



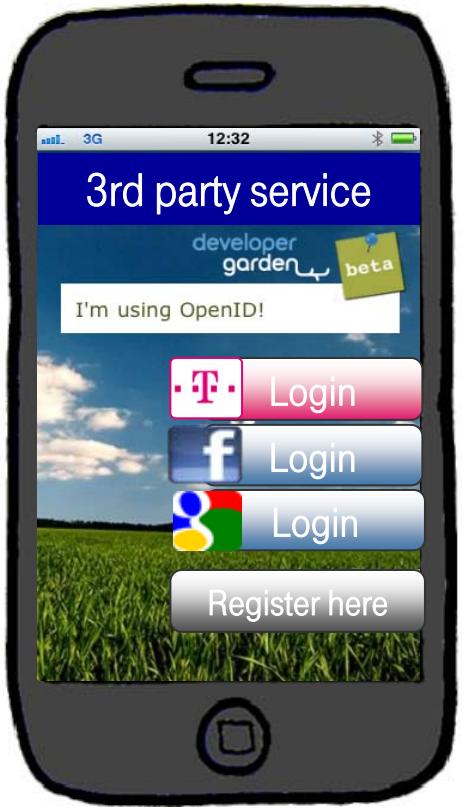
Version 1.0 (external) / September 18th, 2012
Patrick Fischer
P&I Product Evolution



Erleben, was verbindet.

Operator-ID is a seamless login solution for Service providers

Service Providers aim to facilitate the sign-up for better conversion





Great, I can re-use my existing username & password!
Not yet *another* credential set.



External Log-in`s have improved my service sign-up/conversion-rate by more than 20%



My ID is more relevant & valuable as more services beyond Operator-branded offerings accept my Login



What are Service Providers selection criteria's for external Log-in solutions?

What are the "must haves" for a compelling 3rd party ID solution?

3rd party selection criteria's / Key success factors for ID providers

1 Reach, Reach, Reach	Large active, loged-in User base & trusted Log-in solution
2 User Insights	Provide reliable, verified user attributes
3 Business model	Freemium Business model to enable risk/cost-free trials
4 Seamless Bundles	Seamless service bundles, e.g. with O-Billing or O-Comms
5 Technical & process ease	Common standards, SDK, Support, Contract-Engagement



Today Operators have no footprint in ID providing & yet not a competitive active user base!

Address the reach challenge first!

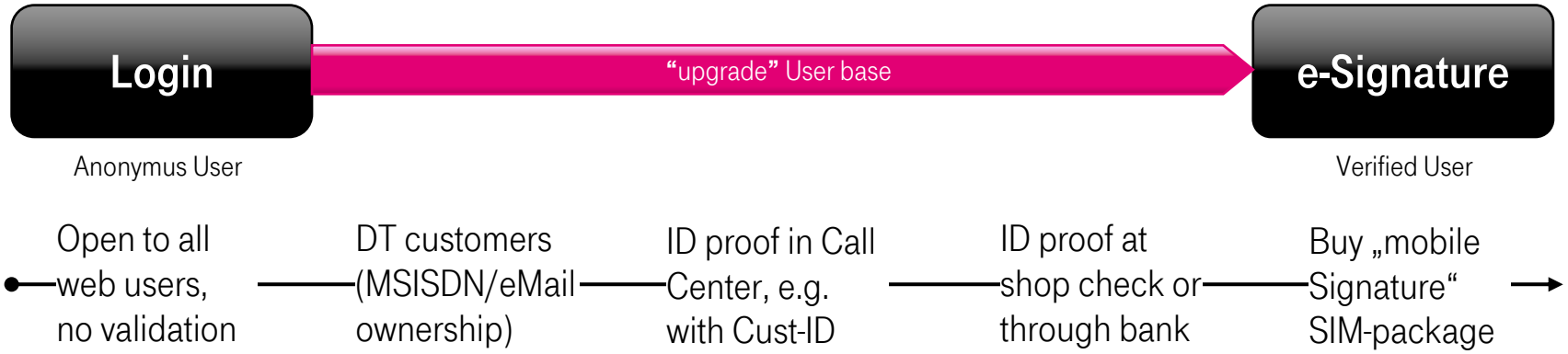
Verify user & data on dedicated events, e.g. contract closures

1 Build relevant User base

- Build as Cross-Operator solution
  Use Standards: OpenID 2.0 > OpenID Connect
- Build on user trust advantage reg. data privacy
- Leverage Operator-USPs on mobile bearer

2 Verify User "on the run"

- 3rd party context offers many opportunities to add/ verify data e.g. on contract closures / purchases...
- Users more open to take the "hazzles"
  (e.g. visit Shop/Post Office to confirm Identity)



GSMA Network-API: Beta-phase targets of Operator-ID work stream

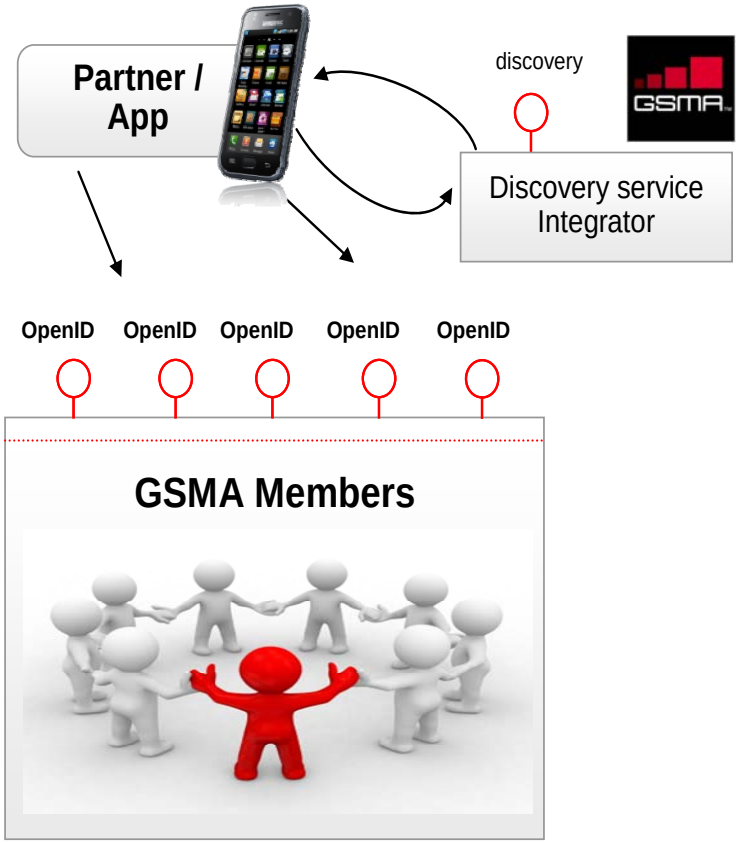
Light-weight Cross-Operator layer on top of existing infrastructure

Main deliverable

- Each participating Operator to expose an Operator-ID API based on OpenID 2.0 standard and implemented using a common specification
- GSMA to implement a discovery service solution to allow 3rd-party applications to identify which Operator end-point they need to use for a given end-user

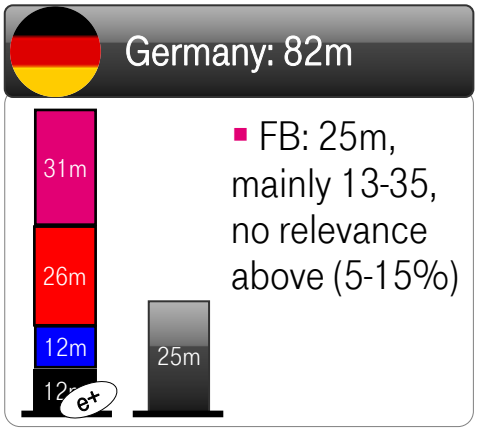
Key benefits

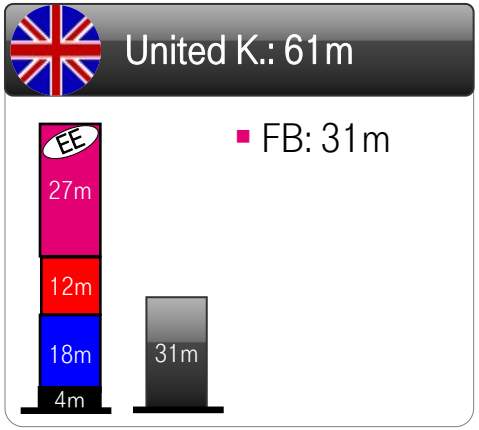
- Provide Operators with the optimal framework for them to test and validate the Operator-ID Proposition in the market with some pilot partners
- Allow Operators to fine-tune the product before its full commercial launch

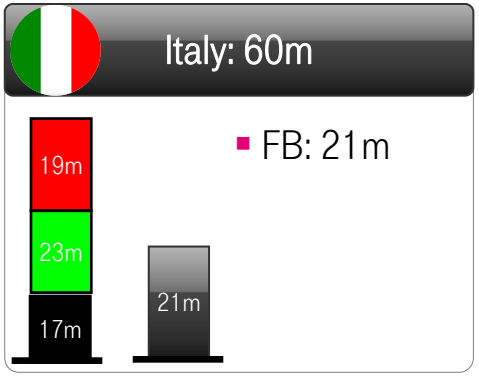


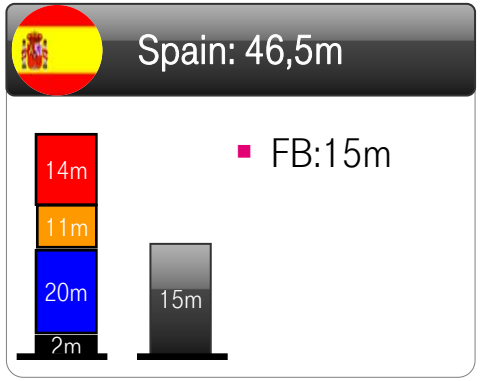
REACH advantages as key benefit of Cross-Operator alliance

Operator-ID reach compared to FB











DT
Voda
TEF
Orange
TI

allfacebook.de: Facebook active members, Nov 2011



Business model principles & Operator benefit

Business principles for Operator-ID at Deutsche Telekom
Keep it simple and competitive to OTT propositions!

3 Business model



Ensure low entry barrier



Professional Usage

Unique User Logins/ month (e.g.)	Seamless Login User authentication for 3rd parties
< 5.000	cost-free
> 5.000	Standard pricing or Barter-deals



- Drive Operator-ID relevance & Developer usage by providing a cost/risk-free API “trial” usage
- Limit cost risk by adapting a Google Maps API alike freemium business model with standard price points

Business benefits resulting from Identity solutions for 3rd parties

Potential is mainly based on indirect revenue streams & effects

Strategic targets

Establish Network effect

- Leverage ID-usage beyond own „branded“ service eco-system
- Create Developer dependancy: Lock-in effect due to high switching costs of relying party

Alternative to OTT & OEM solutions

- Provide an alternative to OTT Identity solutions like FB Connect or Apple-ID
- Operators to establish a footprint in ID market

Revenue targets

Indirect revenues: e.g. Operator-Billing

Barter-Deals

- seamless purchase experience results in more usage and increased revenues (industry expectation +5%)
- higher conversion and more In-App Sales

No relevance = no (indirect) monetization

- Key objective is to establish critical user mass & network effects with the developer community
- Only by driving reach & relevance of own ID later monetization becomes possible



Seamless, Operator Service Bundles

Leverage the indirect revenue streams
Ensure seamless usage of Operator service portfolio

4 Seamless Bundles

Seamless, 1-click User experience



Operator Comms

- SMS, MMS; Voice
- Joyn



Payment

- Operator Micro-Payment
- e.g. mpass, DT Click&Buy Marco-Payment



Branded Operator-Services

- DT Cloud solutions
- e.g. DT Mediencenter, ...



Make it easy for developers to engage with us
Operators – in technological & process ways!

Improve the developer usability of Operator offers
Use web standards and provide central point of engagement

5a Technical ease



Minimize the effort for developers to use our products

GSMA Network API: BETA

- Use standards (RESTful, OpenID 2.0)
- Code samples, SDK
- Central, cross-Operator discovery

5b Engagement ease



Single point of contact to close contracts & settle accounts

GSMA Network API: Final Rel.

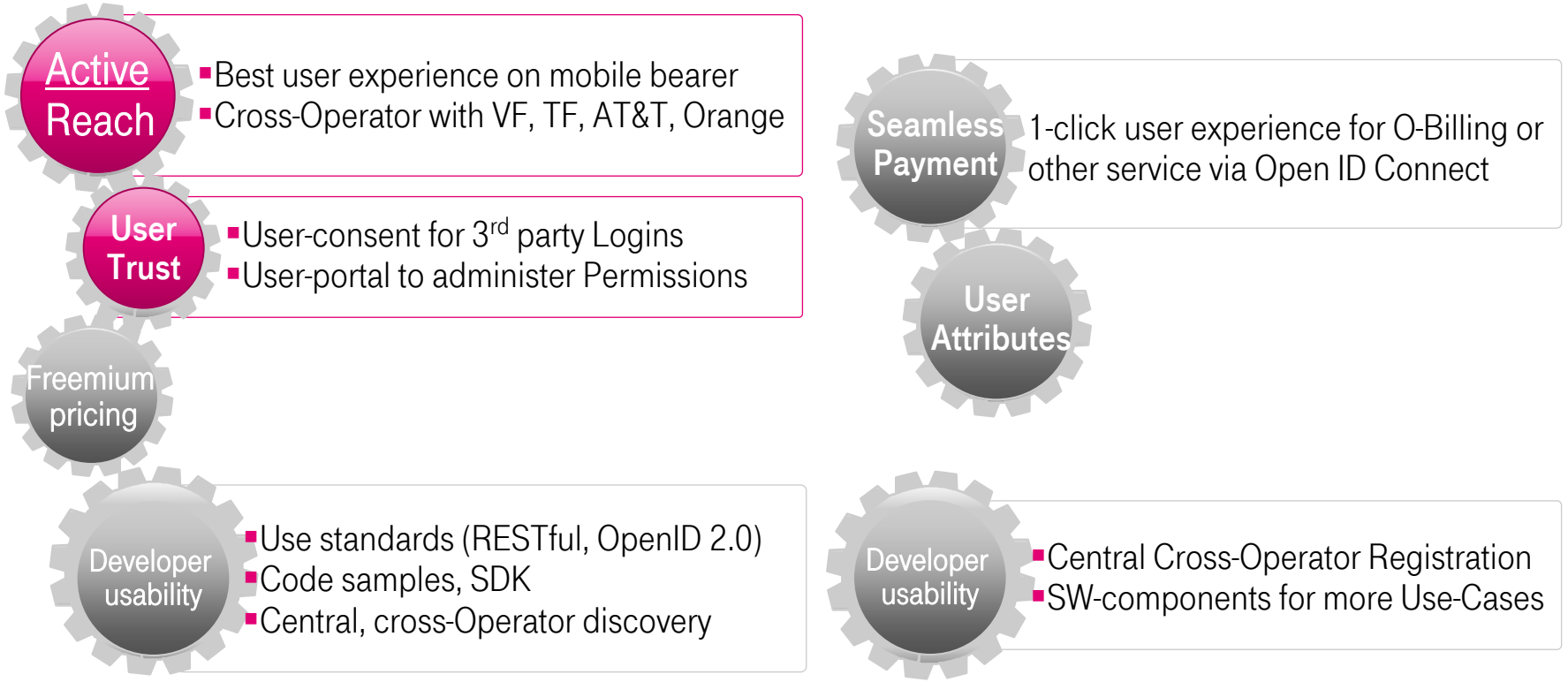
- Central Cross-Operator Registration
- SW-components for more Use-Cases



Summary of measures and roadmap items

Vision: Operators to become a major IDM provider for 3rd parties

Roadmap items to meet 3rd party expectations & selection criteria!

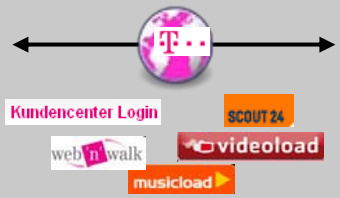


Operator need to harmonize their internal Account system in order to provide a strong external proposition

DT Account

- Internal harmonization of DT services login
- Use OpenID 2.0 as Standard

DT Account



3rd party Login

- Extend the relevance of DT Identity beyond own eco-system
- Create developer network-effect

B2B2X Enabling



Publisher

(Social) Gaming

... all Services w/ User Log-in

Cross Operator Enabler

- Improve reach of Network-APIs
- Improve competitive position to OTT/OS services
- Global Initiative GSMA

GSMA Network-API





Getting tangible! How Operator-ID will look like at Deutsche Telekom.

User flow of Operator-ID (DRAFT)

User logged-in at Telekom account



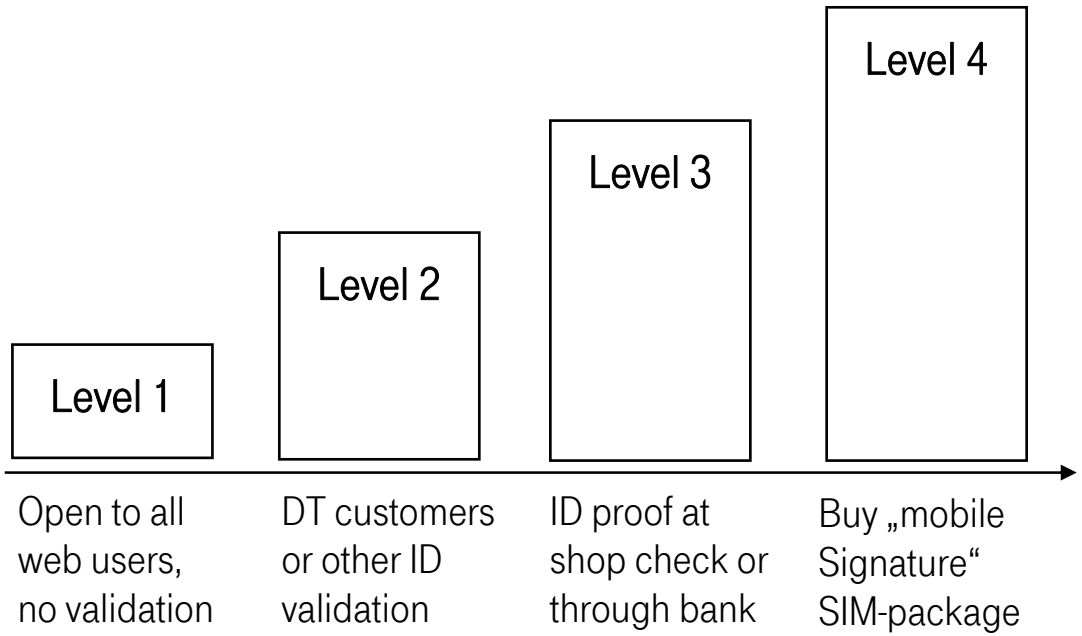


Questions about the Operator-ID proposition or the GSMA Network-API project?

BACKUP

Identity model view: Service Examples / Use-Cases





Service Examples

- L4: Very secure access to sensitive data / eBanking / eGovernance
- L3: Secure cloud access or formal registration in eCommerce, ...
- L2: Simple access to internal or external services
- L1: Easy website log-in or personal ID page for social networks

Target groups for Operator-ID

Big fish need specific treatment and requires solution adaptions

	Users of DT-IDM	Federation partners	Aggregation partners
	App Developer, Service Provider, Publisher **Short term**	OEMs, Platform provider, Global Web Players/Portals **Mid term**	Account chooser solutions
Partner objective	▪ Higher service usage through facilitating login / registration ▪ Get knowledge about users	▪ Direct customer relationship **Colliding targets** ▪ Establish Walled garden along Services, Devices & Platforms	▪ Direct customer relationship **Colliding targets** ▪ Aggregate & push IDM provider to backend
Key requirements	Focus on Service Usage from mobile devices	▪ Single Sign-on for Cloud / Services and 3rd party apps ▪ Support multiple use-cases, e.g. from PC, Mobile, Set-top	▪ No additional requirements ▪ Support multiple use-cases

Federation architecture needed
> accept partner credentials for own services & vice-versa

Case-by-case decision:
+ Scaling of ID
- Loss of direct customer relation

OpenID 2.0 Flow for Web Application

