



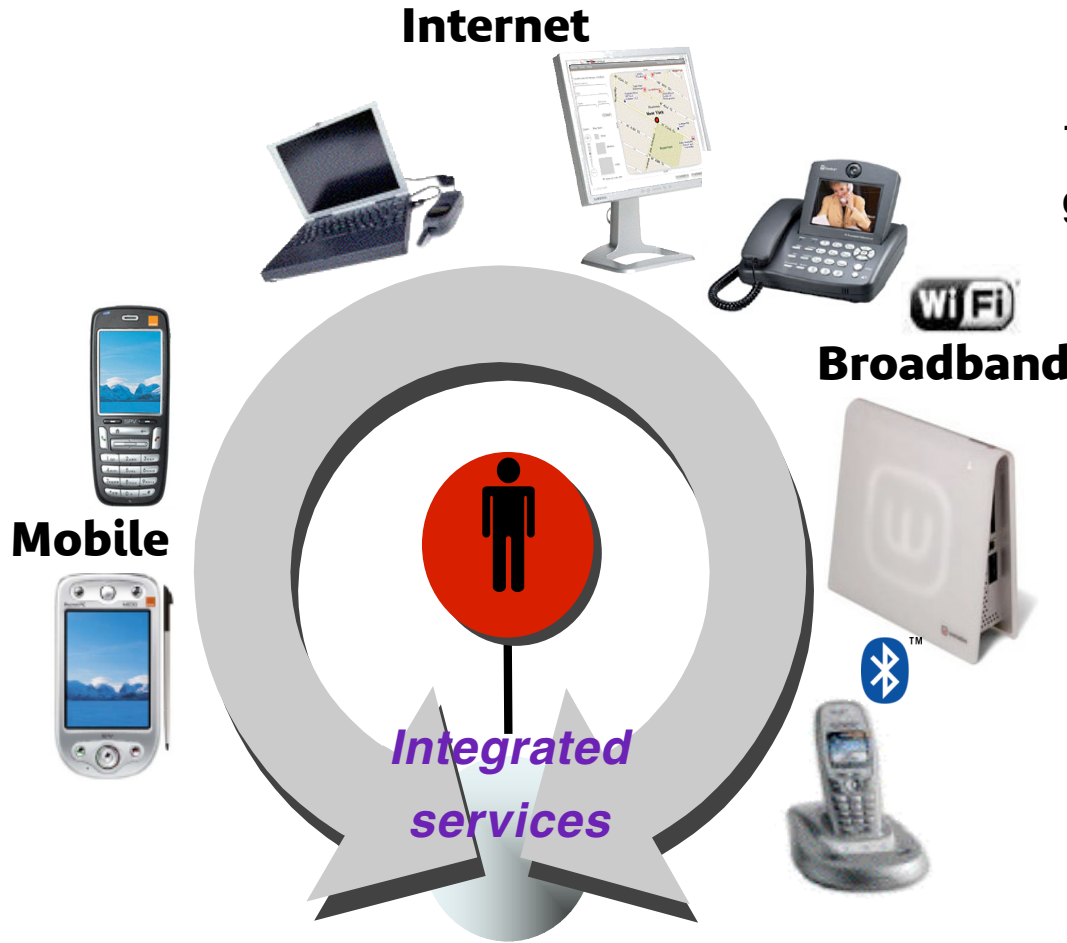
**DDR: An Integrated Operator's Perspective**  
**W3C MWI DDWG Workshop**

**Madrid Spain 2006**

**France Telecom Group**

Edouard Marques & Keith Waters

# FTgroup: An integrated operator



**145 million customers, with rapid growth in mobile and broadband**

- 84+ million mobile
- 49 million fixed
- 11 million Internet, including 5 million broadband

**Well established brands**



**Consistent user experience across multiple channels and devices**

# Introduction

- FTgroup as an operator is responsible for the **quality of service** and overall user experience across a wide range of networks and devices
- As an **integrated operator** delivering a broad range of services, the need for device descriptions extends **well beyond mobile handsets**
- It is crucial to define an effective **device description solution** in the near future

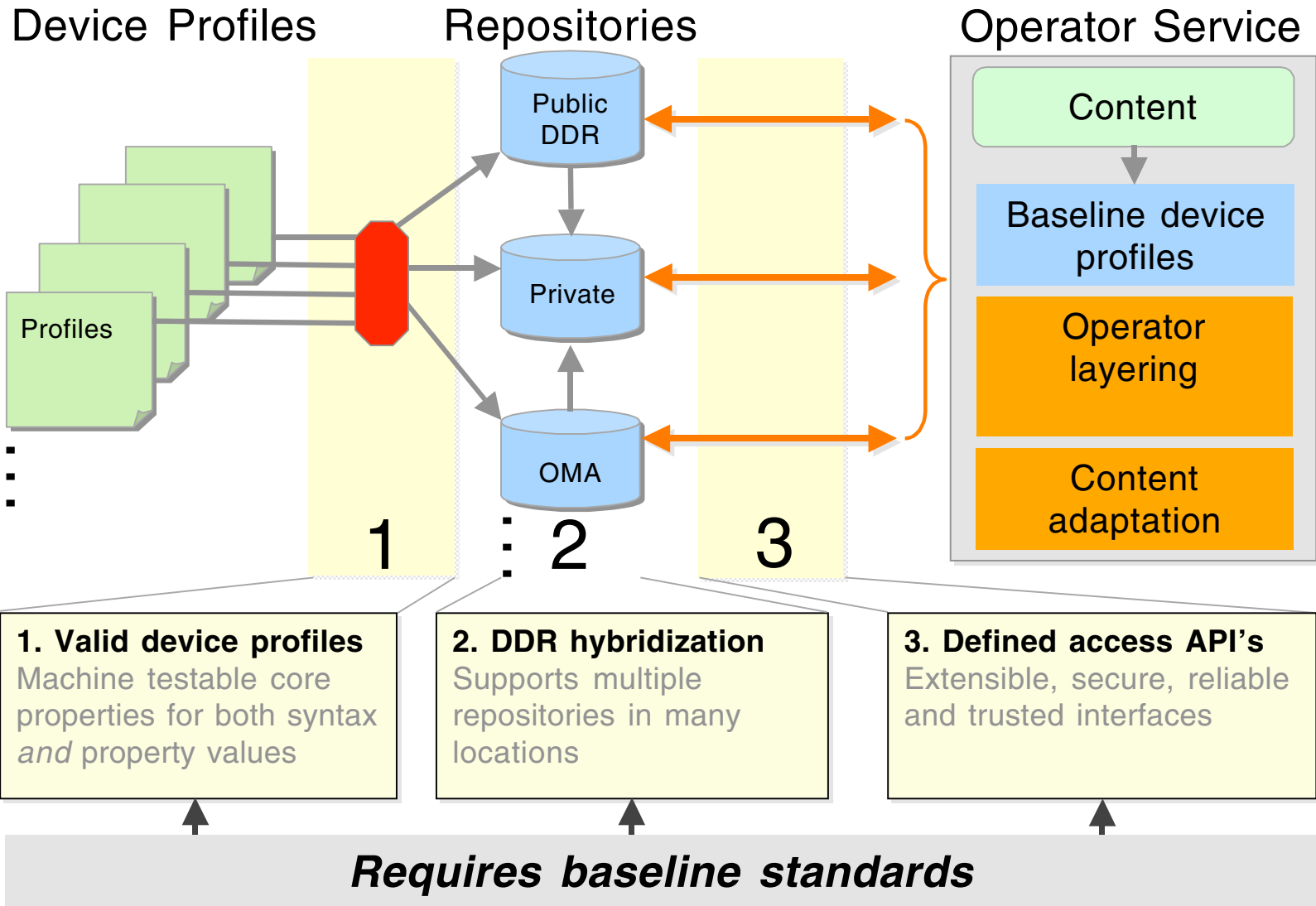
# Providing device information: existing solutions

- FTgroup experience has shown that today's existing solutions are inadequate and insufficient to meet **service level** requirements:
  - **Inaccurate** or **invalid** profile properties
  - **Incomplete** information or missing profiles
  - **Inconsistent** property values with unpredictable entries
  - **Out of date** profile properties
- Solutions are currently provided by:
  - **UAPROF** is a standard but lacks reliability, accuracy and exhaustiveness
  - **WURFL** is more comprehensive but disorganized
  - **Proprietary solutions** are expensive and not always exhaustive
- Device description repositories are **unsustainable** in their current form and **inhibit** next-generation service deployment

# FTgroup current solution

- The FTgroup uses its *own* repositories because it must ensure the **validity, accuracy and reliability** of device properties *within operational service* requirements
- The FTgroup will continue to use its own repositories and profile technologies until:
  - an equivalent level of **reliability** and **exhaustiveness** can be substained by alternatives,
  - a **cost** reduction of proprietary solutions can be provided and
  - the scope can be **extended** to devices other than just mobile handsets

# FTgroup DDR proposition (1)



# FTgroup DDR proposition (2)

## Key issues to address:

- Enhanced machine-testable profile validation mechanisms
- Easy and trustworthy device profile management, for example *add/modify/delete* mechanisms
- Support for a hybrid private/public architecture
- Programming language-independent access
- Performance, reliance, scalability, full availability

# Conclusion

- FTgroup has clearly identified the limitations of the existing device description solutions and supports a new initiative to solve these limitations
- If a DDR implementation complies with the aforementioned features, then FTgroup believes that it could be successfully adopted by all the actors in the value chain (handset manufactures, operators, content adapters and profile vendors/keepers)
- FTgroup also believes this should be achieved by reusing existing technologies and leveraging current standards



**Thank you for your attention !**