

To the News Editor

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Leading Telecom organisations address Device Management issues

Leading European telecom organisations, OMTP (Open Mobile Terminal Platform) and OMSI (Open Mobile Service Interface) are promoting enhanced device management through open standard initiatives.

Through co-ordinated activity OMSI and OMTP are contributing significantly to solving Device Management issues; a Device Management standardisation improves service usability by ensuring that terminals are correctly provisioned and makes it easier to keep customers' personal data and settings when switching mobile phones.

The OMSI solution, directly addresses the OMTP defined recommendations concerning customisation and service provisioning. OMSI has further addressed major issues in the transfer of user data between terminals. The OMSI solution was an initiative from leading telecom companies Sony Ericsson and Nokia, and has been in process since 2003. The solution also offers Diagnostics and Software Update as part of the standard interface via tethered connection between the mobile phone and a PC.

"This harmonisation between the standards bodies will benefit customers - to have their phone book, calendar, SMS and other data transferred at Point of Sale when they buy a new mobile phone, even if they buy a different brand than they had before", explains Pål Nilsson, consultant Cybercom Group and OMSI Forum coordinator.

Behind the OMTP initiative are leading telecom operators: Telefonica, Orange Group, Telecom Italia Group, T-Mobile International, Vodafone Group, Telenor Mobile Group, Hutchison Europe Telecommunications, SK Telecom and Cingular Wireless. OMTP identifies high level user and operator centric requirements to be implemented by terminal manufactures.

"Our aim is simplifying the customer experience of mobile data services. Unlike Voice and SMS services, in which the handset vendor and mobile operator have clear roles, mobile data services have a complex service supply chain in which many parties are responsible for providing the end-to-end service, resulting in a confusing and inconsistent experience for the customer. By OMSI actively adopting the OMTP requirements in this area the industry as a whole takes a major step in that direction", says Tim Raby, Managing Director of OMTP.

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About OMTP

OMTP is a forum funded by companies from across the mobile phone value chain, set up with the aim of simplifying the customer experience of mobile data services. Unlike Voice and SMS services, in which the handset vendor and mobile operator have clear roles, mobile data services have a complex service supply in which many parties are responsible for providing the end-to-end service, resulting in a confusing and inconsistent experience for the customer. Making data services simpler to use and more intuitive will drive usage. At present a lack of consistency and poor usability are some of the greatest barriers to service adoption. It is in this vacuum that OMTP has been created to operate. Crucially, OMTP is driven by usability not technology; it concentrates its efforts on optimising the user experience. Read more at www.omtp.org.

About OMSI

The Open Mobile Service Interface (OMSI) is a set of web service interfaces at for example point-of-sales and service-point PCs. The idea is to be able to perform Device Management on mobile phones from different manufacturers by using a single PC application. The work to standardise OMSI is done in the OMSI Forum, facilitated by Cybercom, where the specifications are followed by a reference implementation and a test suite in order to prove the concept and promote stable commercial components. Read more at www.omsiforum.org.

About Cybercom

The Cybercom Group is a high-tech consulting company that offers business-critical IT solutions and guidance within telecom and selected technologies. Thanks to its extensive industry and operations experience, the company can offer technology expertise within telecom - for network and terminal development. Cybercom was launched in 1995; since 1999, its share has been quoted on the Nordic Stock Exchange. The Group runs project worldwide and has offices in Denmark, India, Singapore, Sweden, and the UK. Read more at www.cybercomgroup.com.