# GSMA 3rd Party Access

## Kevin Smith (Vodafone) &
## Graham Trickey (GSMA)

# Executive Summary

- The GSMA 3$^{rd}$ Party Access (Access) initiative aims to identify and provide means for 3rd parties to more effectively and efficiently utilise operator network and service capabilities

- 3$^{rd}$ parties in this context are Web content and service providers, namely Websites and client applications that access services over HTTP

- The goal is to stimulate innovation; facilitate development and deployment; and increase portability between operators.

- This will improve the mobile Web user experience, and hence benefit users, operators and providers.

# Network assets are under-utilised….

These assets (network services and enablers) are desirable to Web content and service providers.

Why do I need to sign on for each website?
It takes too long to enter my credit card number.
This website doesn't work on my phone!

My favourite new websites are not available through this portal…
I want to use my phone bill to pay securely for all services
I'm worried my private data will be shared on the web

We want to increase ARPU with more and better mobile Internet services, but our commercial and technical framework is too restrictive
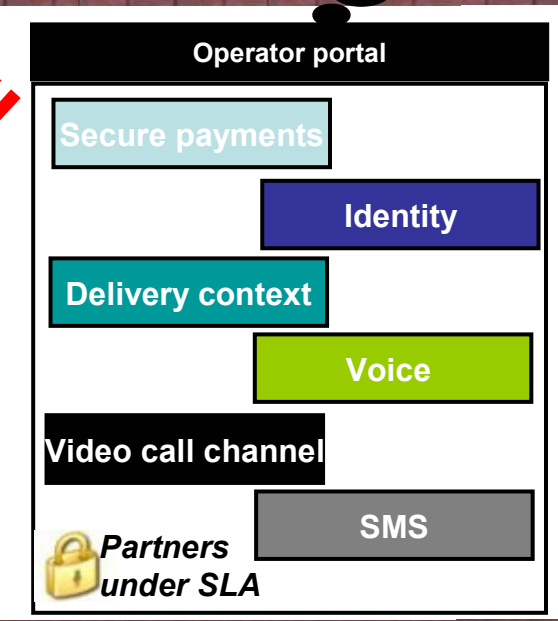
**Web content & services**

**Optimised for mobile**

Difficulty in controlling user experience over many operators and handsets hampers the 'long tail' of user generated content
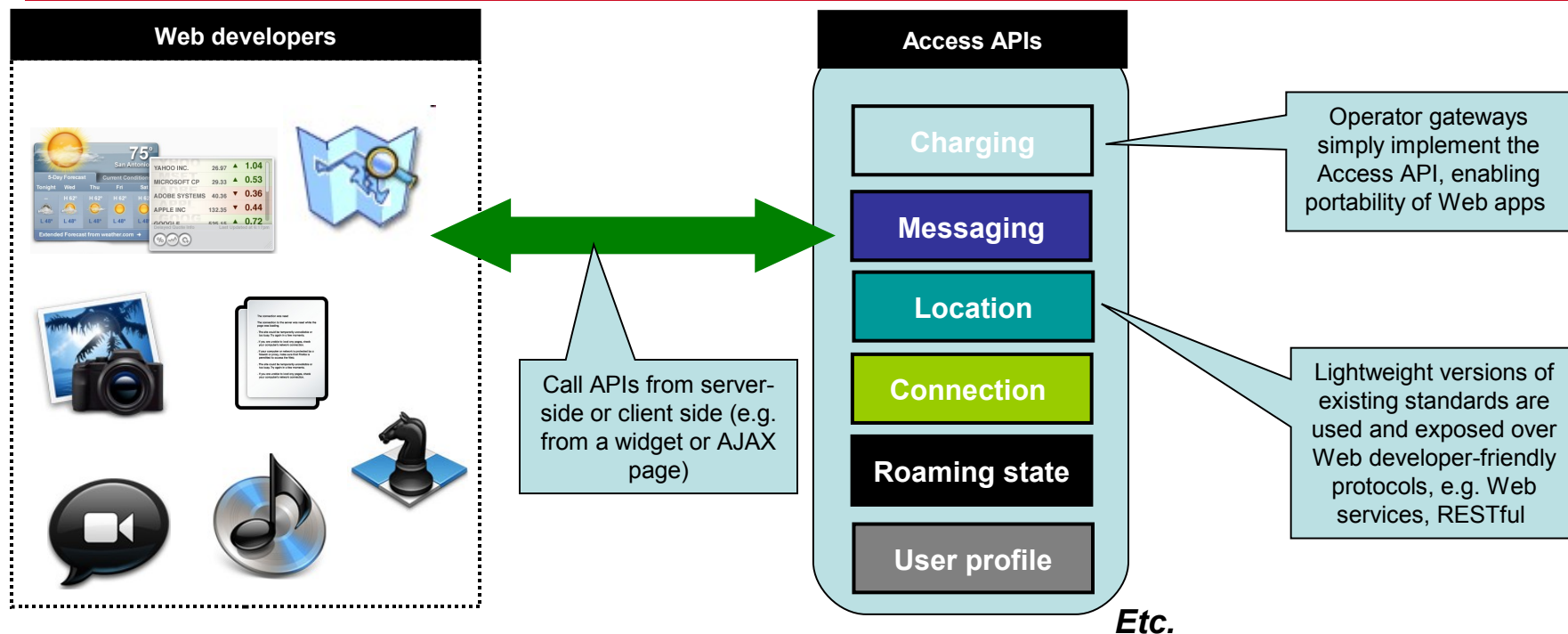
With access to network enablers, our services would be more compelling for users on the move!

Operator integration takes so long, and is different for each one!

We don't have the resources for multiple proprietary operator integrations

**Operator portal**

**Secure payments**

**Identity**

**Delivery context**

**Voice**

**Video call channel**

**SMS**

*Partners under SLA*

GSMA

# …= Revenue opportunity through 3rd parties

**Web developers**

**Access APIs**

Charging

Messaging

Location

Connection

Roaming state

User profile

*Etc.*

Operator gateways simply implement the Access API, enabling portability of Web apps

Call APIs from server-side or client side (e.g. from a widget or AJAX page)

Lightweight versions of existing standards are used and exposed over Web developer-friendly protocols, e.g. Web services, RESTful

**User benefit:** More compelling, useable mobile Internet that I can collaborate with…"

**Developer benefit:** "Drives innovation, facilitates the 'long tail' of content production, reduces Time To Market, my apps are now portable …"

*Unlocking value from network assets into the mobile Web value-chain*

GSMA

# How will this be achieved?

- A project run by the GSMA, supported by 10 operators with a global footprint, aims to deliver 'sandbox' APIs in 2008 and live implementations in 2009

- The project is being run as an **open Web beta,** with collaboration encouraged from Web developers, network vendors, operators and aggregators. This will ensure **relevance** and **quality** of the APIs.

- The project will **reuse** parts of existing standards, documented in a way so as to be more easily used by Web developers. An SDK featuring tests, tutorials and a Wiki will be available.

- As well as **facilitating technical portability** of applications/web content, the project aims to simplify the sign-up process for smaller developers working with operators.

- Please register at the project portal to contribute requirements to the APIs: https://gsma.securespsite.com/access/default.aspx

# What are the risks of inaction?

- Fragmentation
    - Multiple proprietary APIs means only 3$^{rd}$ parties with sufficient resources can develop and maintain integrated applications.
    - This creates a ***barrier to entry*** for smaller, innovative players and wastes resources at the larger 3$^{rd}$ parties.

- Disintermediation
    - A closed set of fragmented APIs has led to 3$^{rd}$ party frustration
    - As such any 'workaround' API that offers near-equivalent functionality is attractive to 3$^{rd}$ parties.
    - Users and developers will find a way to apply services via mobile even if it means disintermediating the operator.

# What are the benefits of Collective action?

- Open API in line with 'Web 2.0'
    - A common API implemented by all operators reduces the barrier to entry for mobile Web content and services
    - Less 3rd party time and resources are spent integrating, so more can be spent on innovating
    - 3rd parties benefit if time to market is reduced and new services can be launched across multiple operators through a single codebase.
- Can complement operator developer portals
    - These portals aim to produce compelling applications, which is also the goal of the common API
    - The operator dev portals may choose to offer proprietary APIs on top of the GSMA core set, in order to differentiate their network
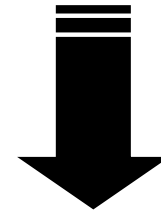


✓Increased innovation
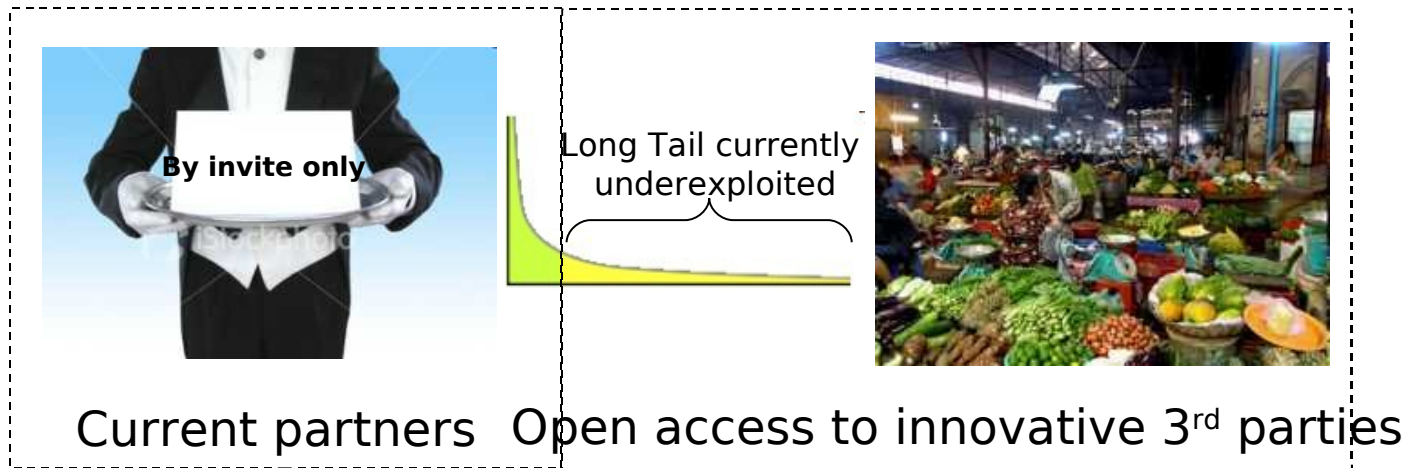✓reduced integration effort

# Technology neutral API
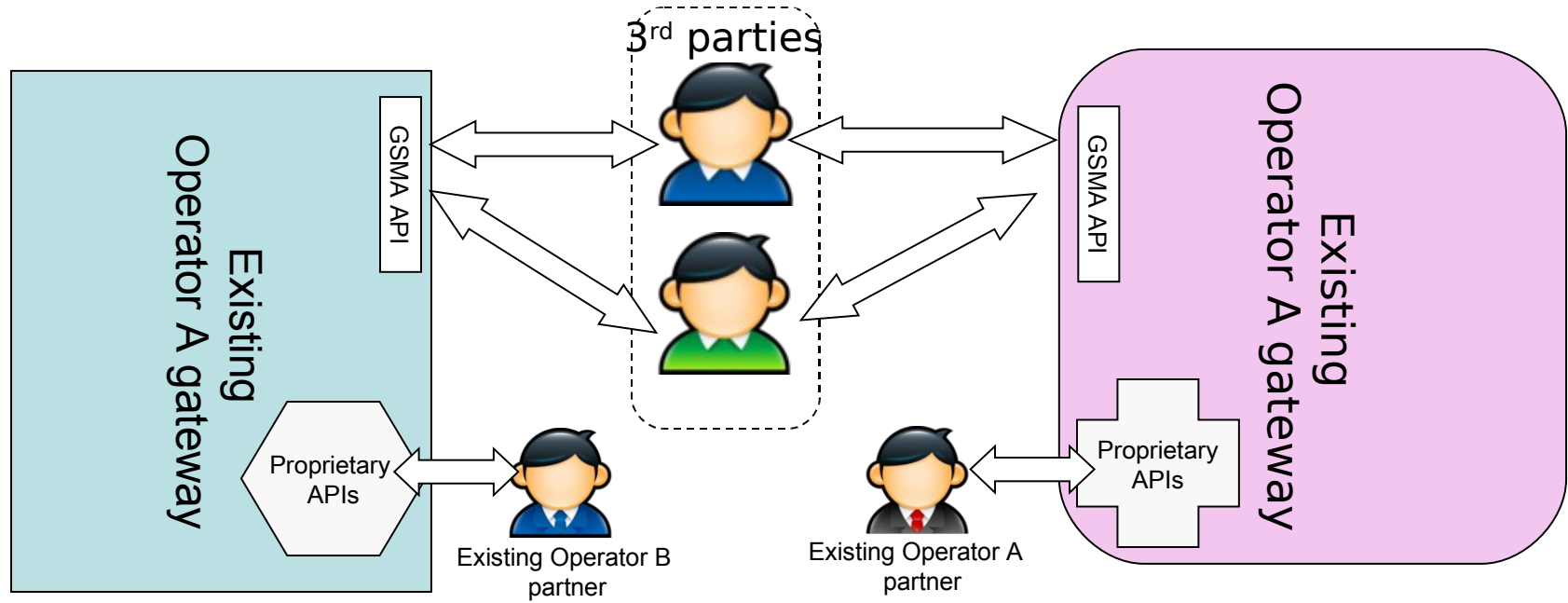


- The API allows a 3rd party to invoke a method and get a standard response from participating operators
- The API must be exposed over HTTP(s), but beyond that the implementation is not prescribed: it is up to the operator to integrate into their existing gateway for network and SDP enablers.
- The Access API can co-exist with Proprietary APIs for incumbent partners

# "Build it, and they will come"

- **Operators cannot easily predict Web innovations**
  - …but by providing a common API, we can encourage them on the mobile Web
  - By reducing the barrier to 3$^{rd}$ party entry we reach out to The Long Tail of customers desiring niche services



**By invite only**

Long Tail currently underexploited

Current partners   Open access to innovative 3$^{rd}$ parties

GSMA

# "But our network assets are our Crown Jewels…."



- Precious
- Provide a unique customer relationship (identity, activity, billing)…

- …but like the real Crown Jewels, they can create revenue by being **securely** and **publicly** exposed. *Hide them away, and people will go elsewhere*….



**Tower of London**

Book online…for tickets at lower prices and to beat the queues. Save £1 on every adult, 50p on every child and £3 on every family ticket.

GSMA

# The final word – your support is needed!

- Only joint commitment will ensure success and avoid fragmentation
- The benefit to Web Developers increases as more operators per territory adopt the API…
- The value to operators increases as more Web developers let us know what they want from a common API….
- …meaning the value of the mobile Web grows.
- Support the core API to ensure it meets your requirements and grows your traffic!