Personalized Wireless

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Agenda

Why do multi-channel?

Requirements for multi-channel solutions

Emerging standards and key challenges

Development and deployment of scalable, production-level, multi-channel applications

Demonstration

The Evolution of Channels

Book

Newspaper

Radio

Television

Internet
- PC
- Other devices

Mobile Wireless Explosion

830 million mobile devices will access the Internet by 2005
(Wireless Internet Newsletter)

18.5 million units of information appliances will ship in the US in 2001 versus only 15.7 million PC.
(IDC)

49 percent of business professionals say they would access the Internet wirelessly several times a day if the price and services were right.
(Wireless Research)

Wireless Worldwide

~ 16.7 million wireless portal end-users in Europe's top 15 markets

Source: Strategis Group

Japanese wireless subscriptions over 20 million

Source: IDG

chinadotcom corporation and Siemens providing wireless portal services to China

US wireless usage increase 75% expected in the next 12 months

Source: Cap Gemini

ninemsn providing WAP content in Australia
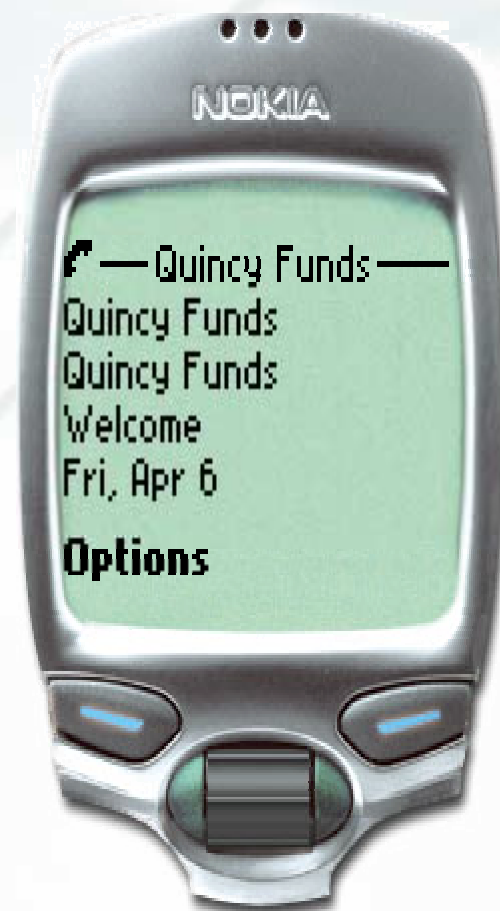
The Business Case for Wireless

Expand offerings
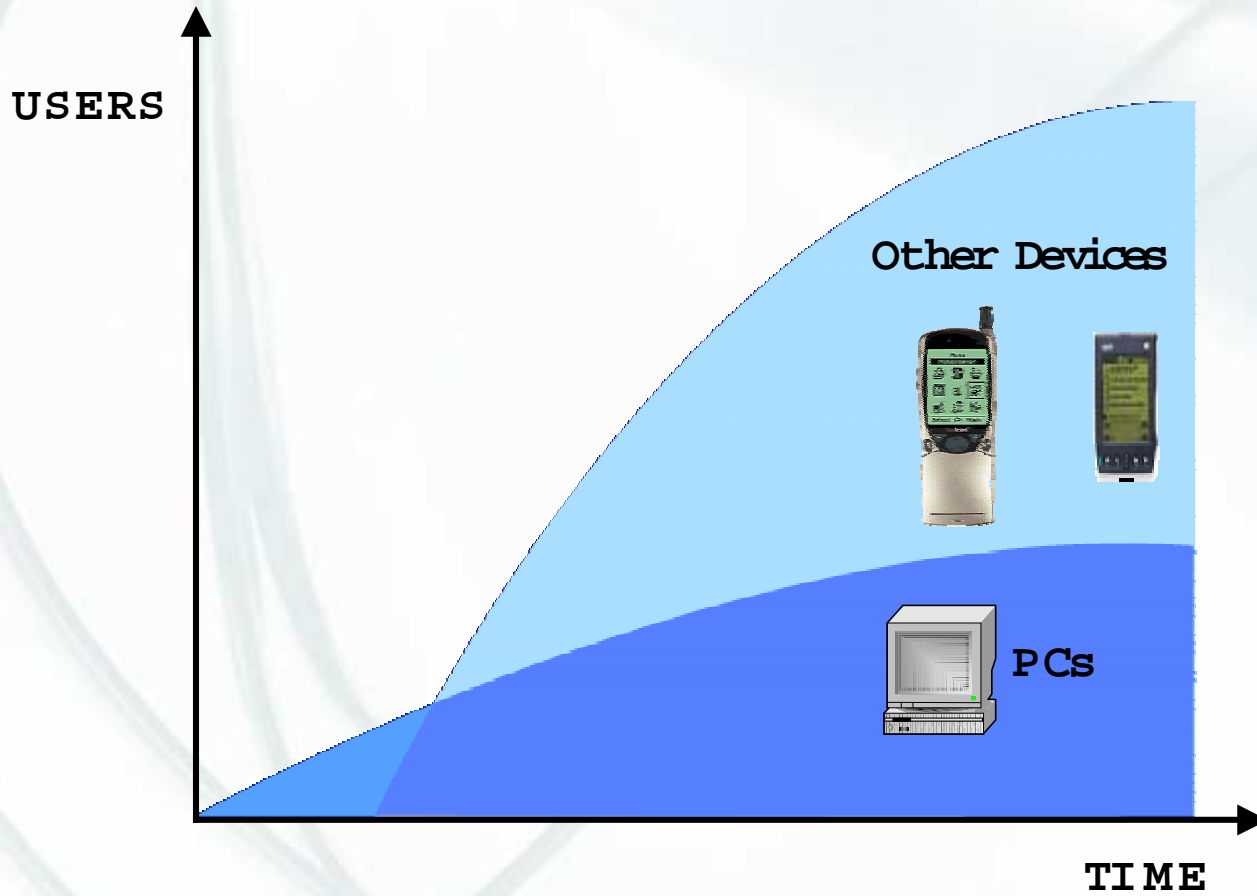
Increase revenue

Improve customer satisfaction

Protect competitive position

Increase productivity

Decrease operating costs

The New Breed of Internet User

The new breed of Internet user is:

- Used to the convenience of consumer electronics
- Used to well-designed usability
- Used to things working out-of-the-box
- Less likely to struggle very long with your online offerings
- Will need (initially) considerable guidance rather than being left to "searches"

User Expectations

If I interact with an organization via multiple channels, I expect:

Consistent customer information

Same level of service

Customer knowledge applied across all channels

Information available instantly

'True' Multi-Channel Solution

Requirements:

Single source for content

Device awareness

Integration with existing e-commerce infrastructure

Personalization

Scalability

Evolving Protocols and Infrastructure

WAP

iMode

3G

Bluetooth

What About "chooseyourfavorite" ML?
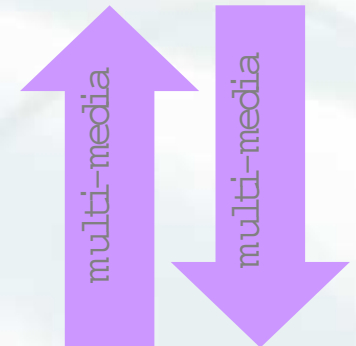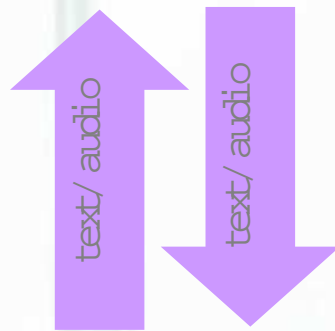
W M L

H D M L

cHT ML

X HT ML

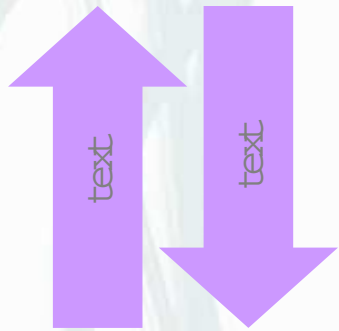PQA

Vox ML

Sync ML

Device Anarchy

Range of Functionality

text	text/ audio	text	text/ audio	multi-media
Pagers	**Digital Phones**	**P D A s**	**W A P Phones**	**Future Devices**

What does a 'true' multi-channel solution look like?

Carrier Gateways

Users & devices

^ ^ ^   ^ ^ ^

Device Rendering & presentation

Tailor content to specific device

^

Non-message-based Requests, e.g. Palm or WAP "surfing"

Message routing Infrastructure

Allows users to maintain profiles, routing instructions, etc. – routing is dynamic

^   ^   ^   ^   ^

Content personalization	Scenario-driven alerts, messages	Commerce "extensions"	Community notifications	mCommerce
Personalisation	Scenarios	Commerce	Portal	Micro Payments & M-wallet

Platform Infrastructure

Content Repositories

>   XML HTML

Personalized Application Provisioning

Evolution of telco services

Voice services...

Data services...

Smart services...

- Voice calls
- Voice mail
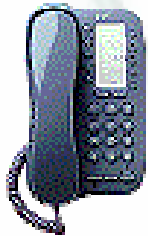
- Paging
- Short text msg
- Text browsing
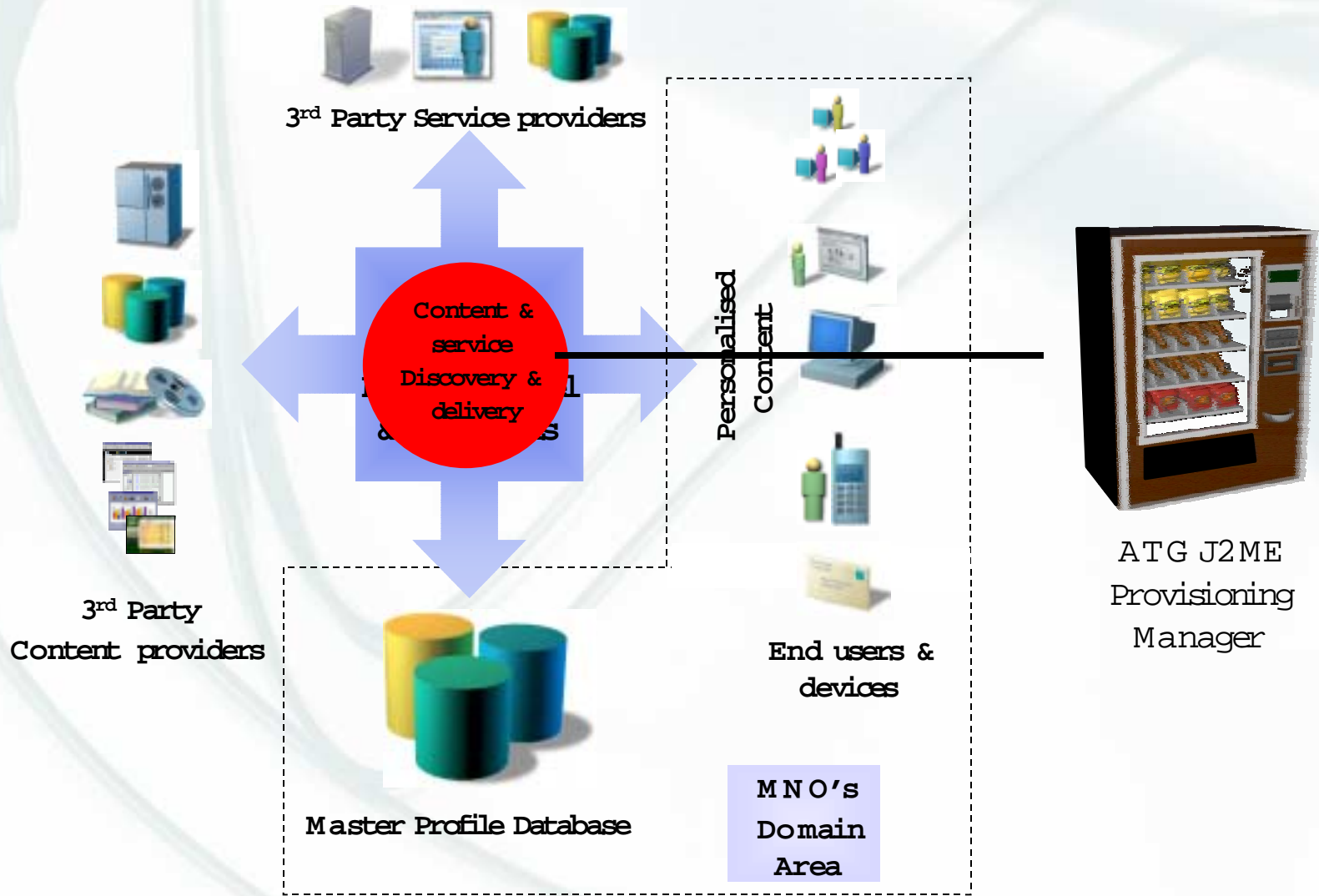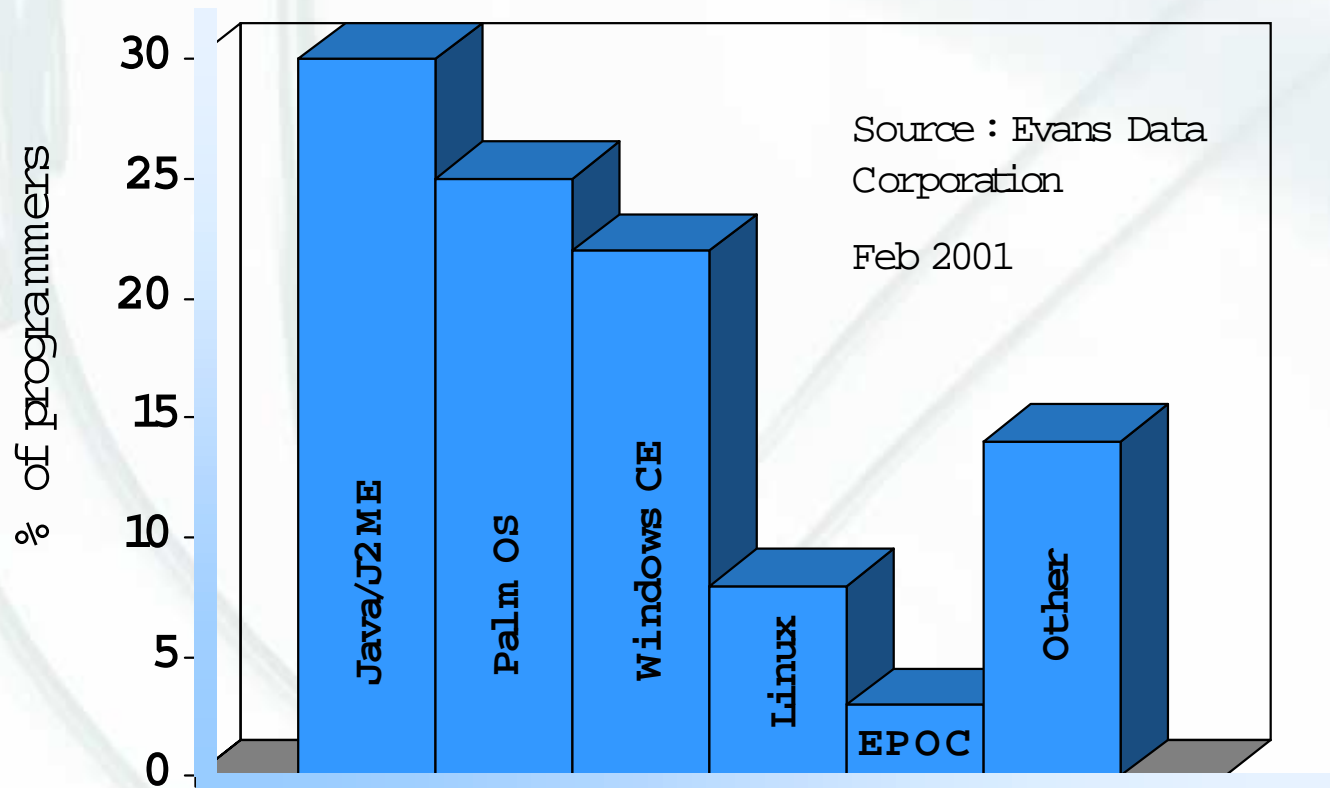- WML browisng

- Targeted delivery
- Intelligent personalisation
- Dynamic download
- Interactive graphics
- Off-line operation
- Security
- Device Independence
- Variety of billing models

VOICE

SMS
WAP
HTML

3rd Party Service providers

Content & service Discovery & delivery

Personalised Content

3rd Party Content providers

Master Profile Database

End users & devices

MNO's Domain Area

ATG J2ME Provisioning Manager

Why Java?

% of programmers

30						
25						
20						
15						
10						
5						
0	Java/J2ME	Palm OS	Windows CE	Linux	EPOC	Other

Source : Evans Data Corporation

Feb 2001

What platform OS will your wireless apps target?

Service Provisioning
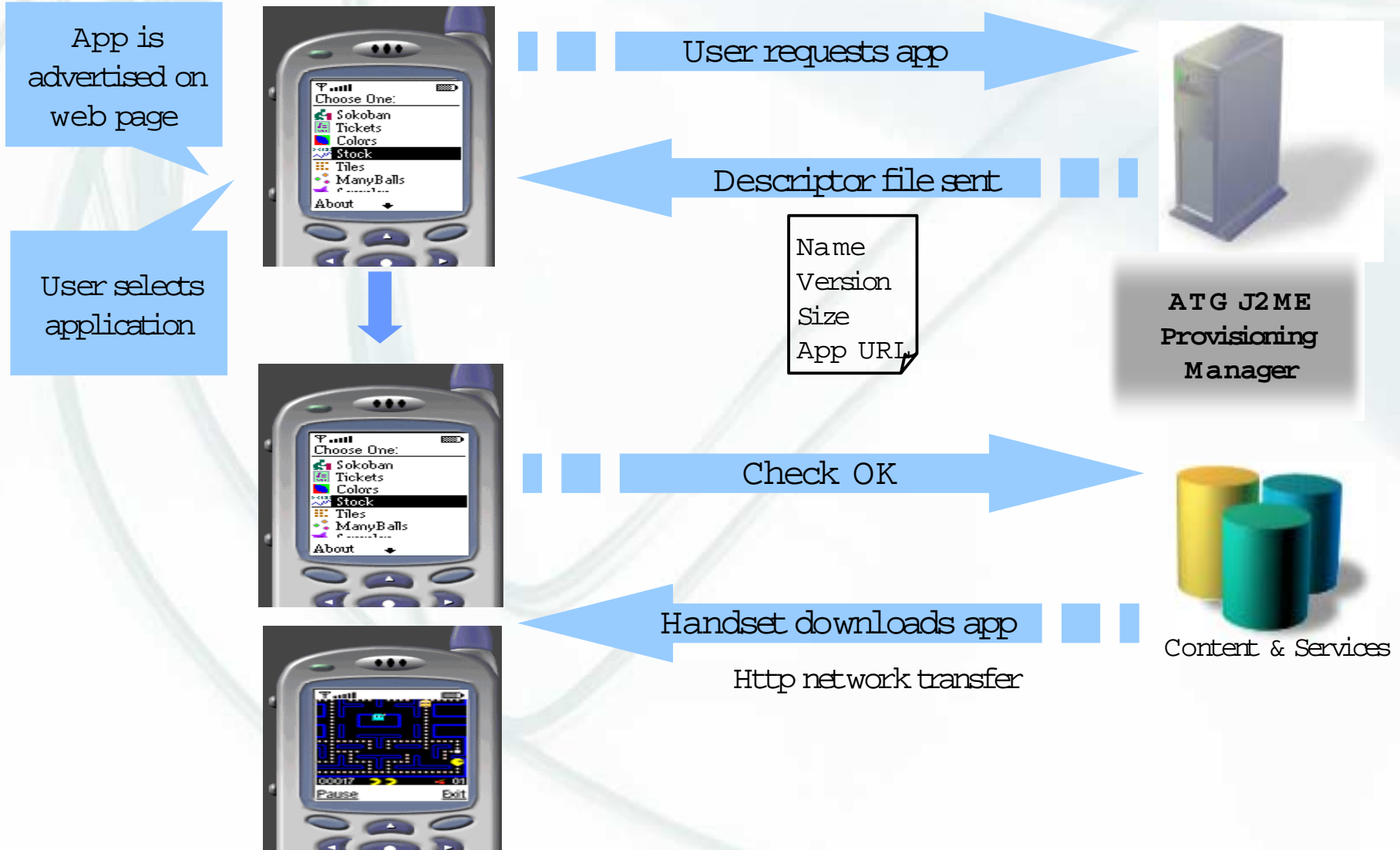
Service Delivery

Real time, contextual personalisation & transactions

User initiated service provisioning

App is advertised on web page

User selects application

User requests app

Descriptor file sent

Name
Version
Size
App URL

ATG J2ME Provisioning Manager

Check OK

Handset downloads app

Http network transfer

Content & Services

Demo

Joe's Device

- Here is Joe's 'home' view on his device.

- You can see some of the applications he already has on his device

Joe's Device

- Joe looks at his Portal view that he has customised.

- His wireless carrier is promoting a couple of applications to him

- Joe is already a 'Surf Monkey' user, but looks like a new version is available

Promoted Applications

New Application appears

- Having purchased 'Que Hablo', it has been downloaded and now appears on Joe's Home view

Your Account

⬆ ▼   ⬇ ▼ | 📤 Reply 📤 Reply All 📤 Forward | 🚩 Flag | 🖨 📝 🗑 | 📧 A⁺ | 📁 Inbox ▼

From: Krystal Telecom <KrystalCustService@krystal.com>
Date: Tuesday, May 28, 2001 3:03 PM
To: jc@atg.com
Subject: Your Account

Dear Mr. Chung,

This is to inform you that your son Joe has recently purchased an application from the Krystal Telecom site for his mobile device. His account is now below the lower limit threshold that you established for him.

If you would like to add tokens to his account, please do so in the account managment section found on:

http://my.krystal.com/acctmgmt

Thank You,

The Krystal Team

- The purchase has triggered an email to Joe's father, because Joe is running out of 'tokens'

- The Portal is customised to Joe's father's interests

Email alert

- An email appears on Joe's device from his dad

More tokens

JOE'S STUFF

FROM: DAD
DATE: MAY 29, 2001 3:05PM
SUBJ: MORE TOKENS ADDED!

Hey Joe,
Good to see you spending your tokens on school. I've added more. Buy yourself a game!

love Dad

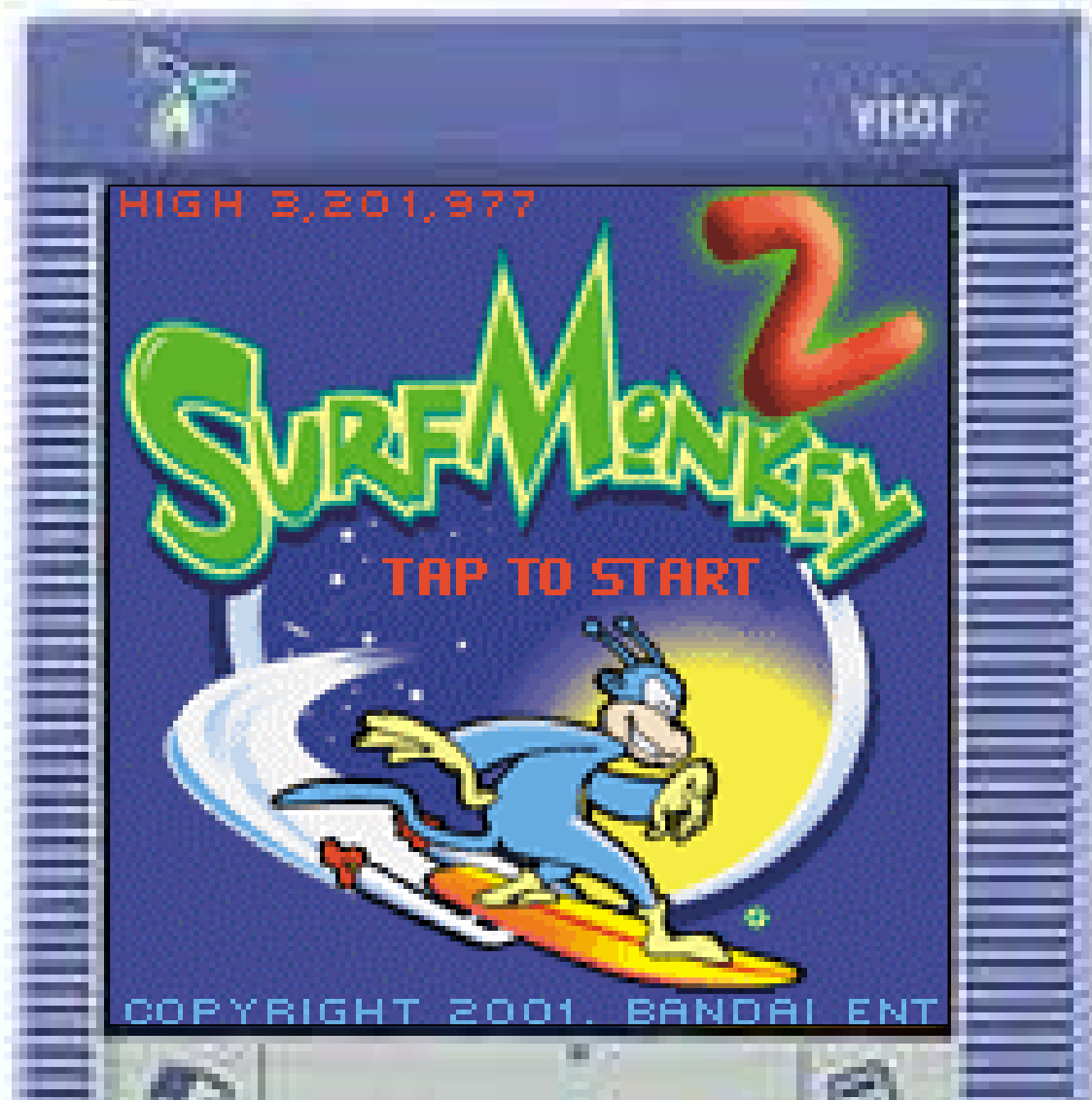- Dad has topped up Joe's tokens

Example Usage

- Joe download's the new version of Surf Monkey
- Since looking at it last time, he is now getting it at a 10 % discount
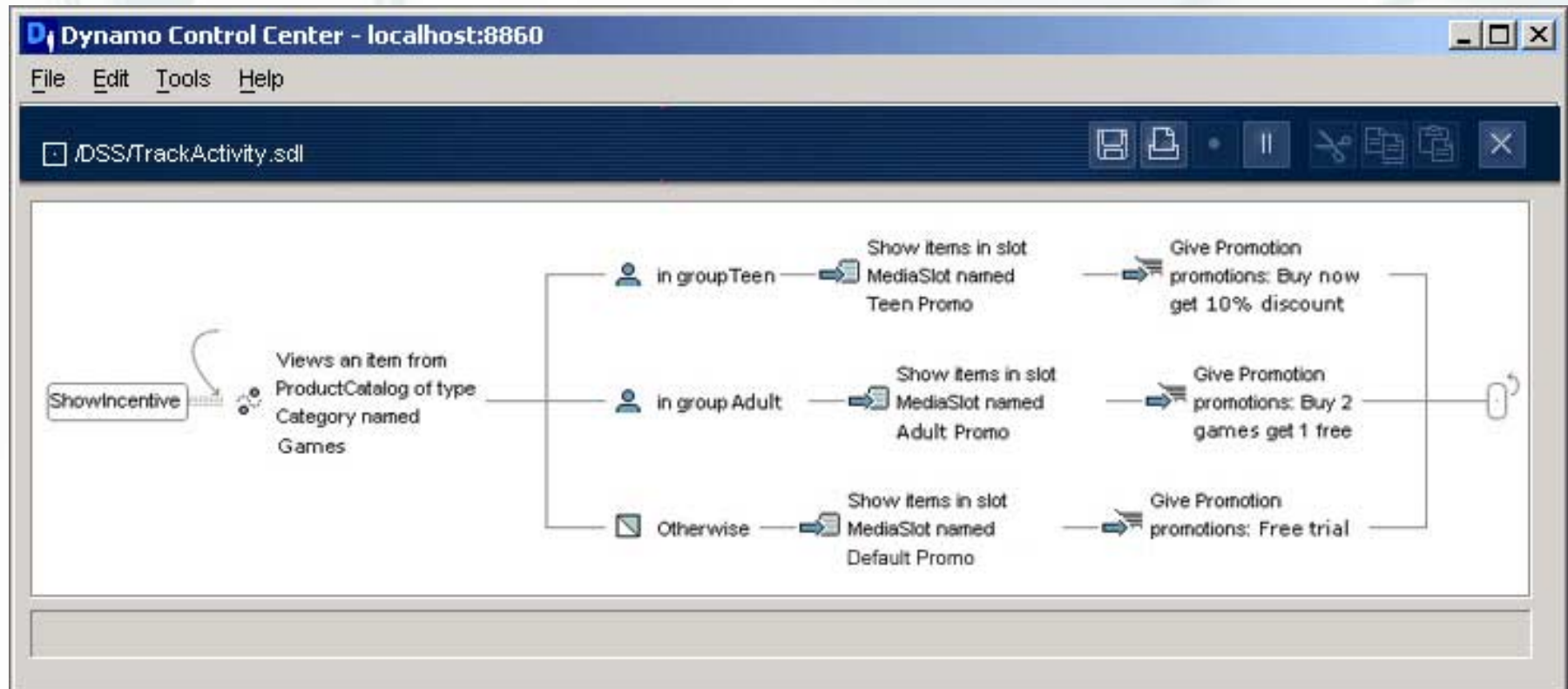
Example Usage

- Surfmonkey II appears on Joe's device, and he is ready to play !

What Just Happened?

Summary

Wireless devices present an opportunity for you to differentiate – and a challenge to implement

Device anarchy is mandating standards

Platform flexibility and personalization is critical

Personalization gets even more powerful with provisioned applications