

A little

**Ubiquity**  
ubiquitous computing

bit

forward



International Telecommunication Union

**ITU WORKSHOP ON  
UBIQUITOUS NETWORK SOCIETIES**

**Innovative applications and content for a ubiquitous era**

April 6<sup>th</sup> 2005

Dario Calogero – Ubiquity CEO

# Agenda

- ▣ **Ubiquity in a nutshell**
  - ▣ Who we are, what we do
  
- ▣ **Ubiquitous Content & Applications**
  - ▣ Content is King!
  - ▣ Applications: the “3U” rule
  - ▣ Examples: Banca Intesa Mobile
  
- ▣ **Ubiquitous Architectures**
  - ▣ Any content, any network, any device
  - ▣ Examples: UbiFinance and UbiMessaging
  
- ▣ **The new flavors in ubiquitous computing**
  - ▣ Broadband and Triple Play
  - ▣ Mobile B2B2C and B2B2E
  - ▣ iDTV

# Who we are, what we do

- **Ubiquity is an Application Developer. We make services for a number of Large Accounts: Finance, Media & Telco, Industry**
  - Mobile
  - Internet
  - Interactive Digital TV
  - Intranet, Extranet & Corporate Portals
  
- **Also, Ubiquity collaborate with MNO's and Broadcasters to integrate and realize New Media services and applications, independently form the Network, the Device, the Technology**
  
- **Distinctive experience in system integration within complex legacy environments (i.e. Banking/ Trading transactions)**
  
- **Ubiquity design, develop, manage and maintain ubiquitous applications and when requested, outsource them**

[www.ubiquity.it](http://www.ubiquity.it)

# Innovative Applications and Content

The mega trends that we can observe, from our perspective:

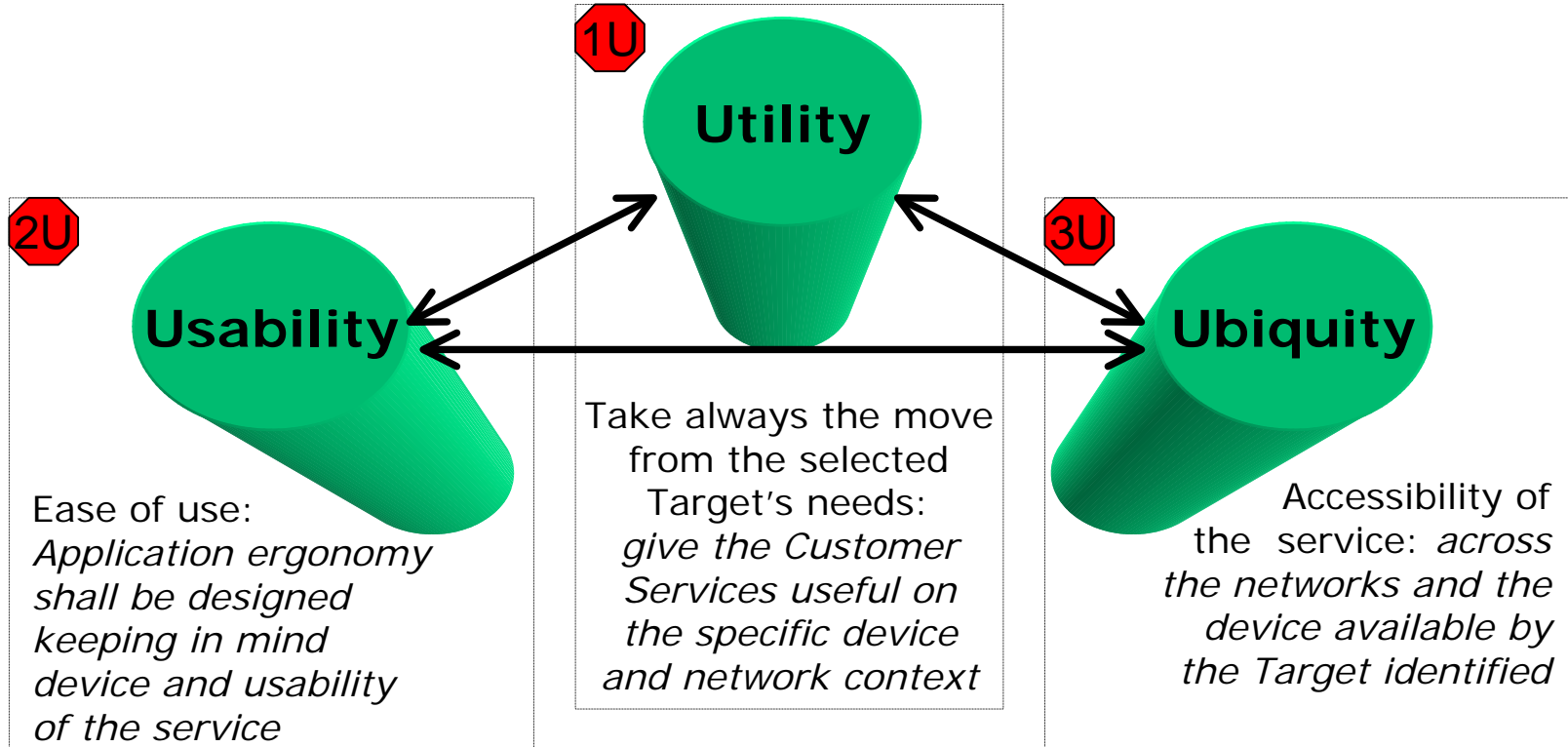
- ❑ Content is getting more and more digital and multimedia
- ❑ Networks are getting broadband, over and over
- ❑ Devices are getting pervasively digital, smaller and ubiquitous
- ❑ Convergence is the real challenge, together with ease of use and availability in volume, at a “right” price
- ❑ Application is the Mean, but we strongly believe that ...

**... Content is King !**

# Innovative Applications and Content

Having developed several ubiquitous applications, we have systematically experienced and assessed what we use to call

▣ The Rule of the “3U”



# Examples: Banca Intesa Mobile (B2B2C)

- By far, the largest and more successful Mobile Banking implementation In Italy: 70k active users already, target 200k EoY
  - Massive SMS traffic, up to 10 SMS month/user
  - Very high Customer, satisfaction e loyalty
  - Cost Reduction BizCase on traditional Channels



SMS Premium



MMS Premium

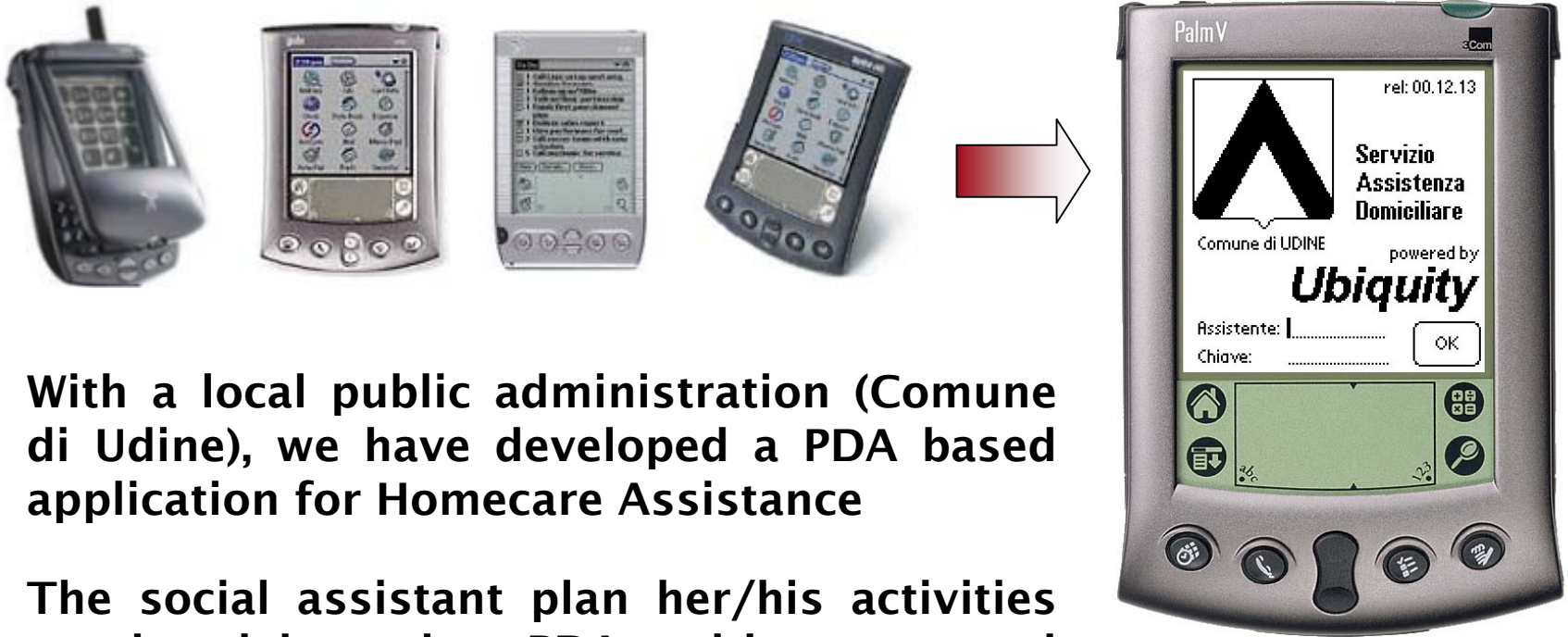


WAP Front-end



PDA/SPhone Front-end

# Homecare assistance on palmtop (B2B2E)



**With a local public administration (Comune di Udine), we have developed a PDA based application for Homecare Assistance**

**The social assistant plan her/his activities synchronizing the PDA with a central system, that collects also the daily reports and interfaces the central admin systems**

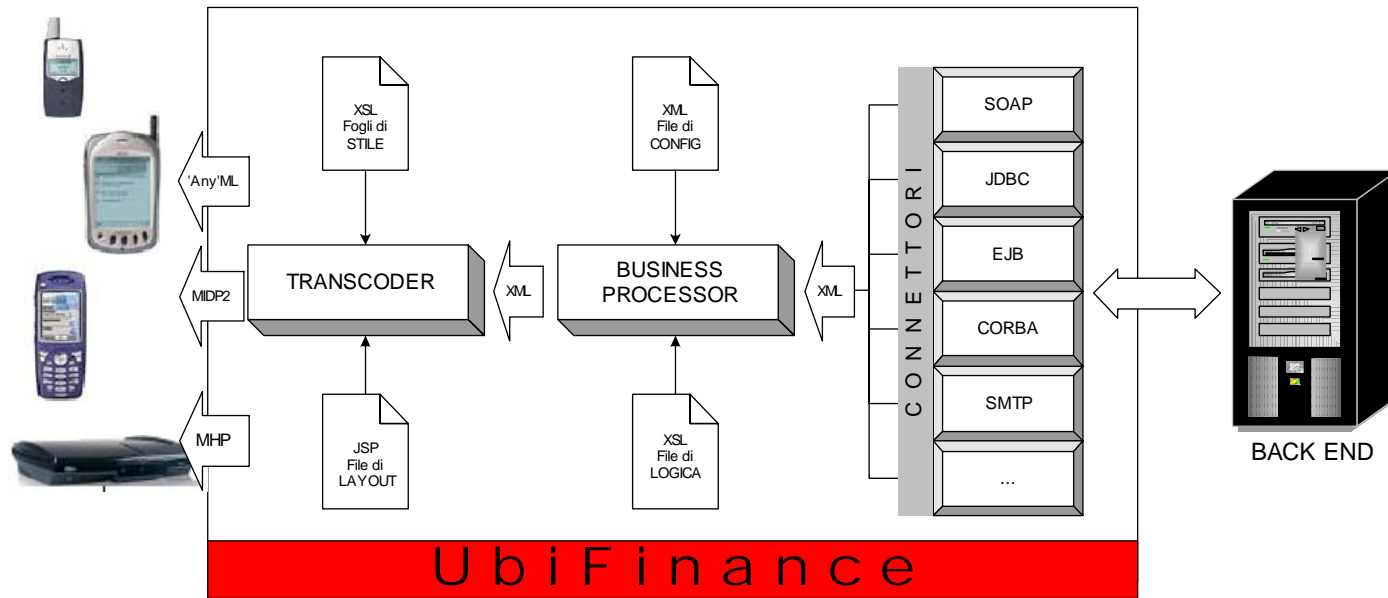
# Ubiquitous Architecture

- ❑ In a Ubiquitous environment, you have many different technologies, networks, devices, and technical small things that should come together to satisfy the Customers' needs
- ❑ In a recent study, done by the Politecnico di Milano and Assinform, we have analyzed more than 70 ubiquitous applications
- ❑ To get a good cake, we'd better understand thoroughly the variety of different technological ingredients to be melted together in it
- ❑ Moreover, quite often Industry Players do the same thing in different ways. Take SMS Premium as a good example of this trick:
  - ❑ TIM → it's Socket UCP, or Http connection on a CDN
  - ❑ Vodafone → it's MAM, that is Socket again on a CDN, or VPN
  - ❑ WIND → it's Http Soap, and Socket UCP
  - ❑ H3G → Will be Http, but not available yet...
- ❑ Bottomline, we have understood that we need standard and open architectures to make the things happening...

**...Java and XML/XSL is the glue**

# Ubiquitous Architecture: UbiFinance

- UbiFinance: a multichannel and multidevice architecture for Banking/Trading, ready for DVB/MHP on iDTT



- Significant synergies with Messaging (SMS, MMS, Mail...)

# New Ubiquitous Flavors

## ▣ Triple Play & BroadBand

- ▣ BB + VoIP + TV is getting real, in Italy as in many other countries
- ▣ Exploiting the opportunity means creating applications e services, compliant with the 3U rule

## ▣ Mobile B2B2C and B2B2E

- ▣ Mobile is ubiquitous, but a segmentation effort is highly desirable, not to say necessary
- ▣ Customer Relationship Applications are different from the ones for the Employee's

## ▣ iDTV

- ▣ Digital Terrestrial TV is boosting ahead, at least in Italy
- ▣ Interactivity requires a back channel available, which might be cumbersome
- ▣ Very interesting opportunity, also in a social perspective

## ▣ Never, never loose the End User perspective !!!



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Thank you for your attention!

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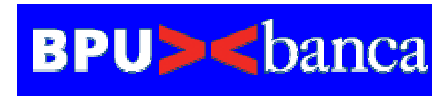
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# Products and Services

## ▣ Standard Java2 & XML Products

- ▣ UbiFinance ..... Mobile and TV banking
- ▣ UbiMessaging ..... multimessaging
- ▣ UbiML ..... microbrowsing abstraction layer
- ▣ UbiSales ..... sales force automation
- ▣ UbiCare ..... field force automation
- ▣ Venice ..... enterprise application integration

## ▣ Professional Services

- ▣ Architectural and Technological Consulting
- ▣ System Integration and Application Development
- ▣ Application Management
- ▣ Application Outsourcing

# Ubiquitous Architecture: UbiMessaging

## A configuration example

- Built using standard logical objects
- Structure defined by using XML configuration files
- Adaptive sizing of the structure, based on the actual needs (scalability)
- Absence of custom code, anything is standard J2EE and XML/XSLT

