

# INCOMIT INFORMS MOBILE OPERATORS OF THE KEY AREAS TO APPLICATION DEVELOPMENT SUCCESS AT THE IIR CONFERENCE

Submitted by: Motive Public Relations

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IIR Conference – Evolving Service Delivery Platforms & Intelligent Networks – 17th–19th May 2004  
Marriott Hotel, Brussels

Leading telecoms application and partner software specialist, Incomit, today informed mobile operators of the key areas to application development success at the IIR Conference in Brussels.

Speaking at the event Thomas Grönberg, VP Product Management at Incomit said that the '4 P's' of application success include: protection, privacy, partnership and payment. He went on to say that most existing mobile applications have been developed within 'stovepipe' architectures that are becoming increasingly complex, costly to expand and struggle to deal with these four areas simultaneously.

Protection - When allowing access to network capabilities either to the operators own application teams or external partners, operators have to ensure that their networks are not put at risk by rogue, malicious or unexpectedly popular applications.

By implementing service level agreements for different types of partners or even in-house application projects, operators can proactively manage the risk. They can also contain applications and partners and allow commercial trialing, tiered access to network capabilities with different applications and partners being granted different levels of access – based upon the operators perceived trust in those applications or partners.

"The critical requirement here is to have a Policy Enforced network protection engine that makes this process low or zero touch – making it automatic and not an overburdening manual process," said Thomas Grönberg

"The benefits of this approach are that the Network integrity is assured – automatically and cost effectively. A corollary of this is that instead of investing in additional network capacity (just in case) the existing network is fully exploited," he continued.

Privacy - Spam and junk services are a threat and it is something that we all wish to avoid, making sure that unscrupulous parties don't get access to user profiles is critical. By implementing intelligent policy enforcement of subscriber access we can improve the user experience by making them feel more secure and reducing the nuisance factor.

Partnership - With Web Services based tools and APIs like Parlay X, operators can potentially attract a large partner base and give them access to their network capabilities, but it needs an automated mechanism for managing this partner base.

Again, a rules-based approach with Service Level Agreements enforced by these rules means that operators can lower the cost of managing their application partner base. And critically make them the preferred

application delivery partner – they become easier to do business with.

Thomas Grönberg continued, “Is payment the most important of the 4 P’s? Naturally – the only reason to do any of this is to get paid for doing it. Billing and settlement issues have always created barriers to the introduction of new services and applications. The new environment that we envisage with many interested parties and partners does on the face of it multiply the headaches associated with billing, settlement and payment. Clearly there is a requirement for revenue sharing models, but flexibility is key and you need to be able to reduce the cost of offering different revenue and reward sharing schemes.”

Payment - By implementing rules driven accounting and charging with tight integration to an industry leading billing and commerce payments system, flexibility is what you get.

Operators can support the “try before you buy” models – which can automatically be converted over to commercial deployment, based upon SLAs. The whole thing scales from trial to commercial deployment, allowing operators to give the freedom to application developers to innovate – but within a revenue sharing model that they control.

Conference schedule:

Pre-conference workshop - 17th May 09:00 – 13:00 Workshop led by Anders Lundqvist, CTO of Incomit entitled “Developing Secure Telecom Web Services”.

Conference Day One – 18th May 11.20 “Examining the current extent of OSA / Parlay X Mobile Web services and how to effectively migrate towards it” by Thomas Grönberg, VP Product Management, Incomit

About Incomit

Incomit provides a policy-based applications & partner platform for telecom operators.

We catalyse operators’ success by delivering solutions to handle the rapidly growing complexity of increasing numbers of partners and applications.

The Incomit product suite provides secure, controlled access to network assets, and includes policy-based web services enabling operators to empower application developers with telecom enabled standard development environments.

Incomit was founded in 2000 and is based in Karlstad, Sweden and London, UK.

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