



Business roles enabled by Ambient Networking to provide access for anyone to any network and service

Oscar Rietkerk/ TNO – Netherlands,

George Huitema / TNO – Netherlands,

Jan Markendahl / Royal Institute of Technology – Sweden

This presentation has been produced in the context of the Ambient Networks Project. The Ambient Networks Project is part of the European Community's Sixth Framework Program for research and is as such funded by the European Commission.

All information in this presentation is provided "as is" and no guarantee or warranty is given that the information is fit for any particular purpose. The user thereof uses the information at its sole risk and liability.

For the avoidance of all doubts, the European Commission has no liability in respect of this presentation, which is merely representing the authors view.

❖ Introduction

- Ambient Networks Project
- Problem Domain

❖ Network Composition

- Composition agreement
- Compensation

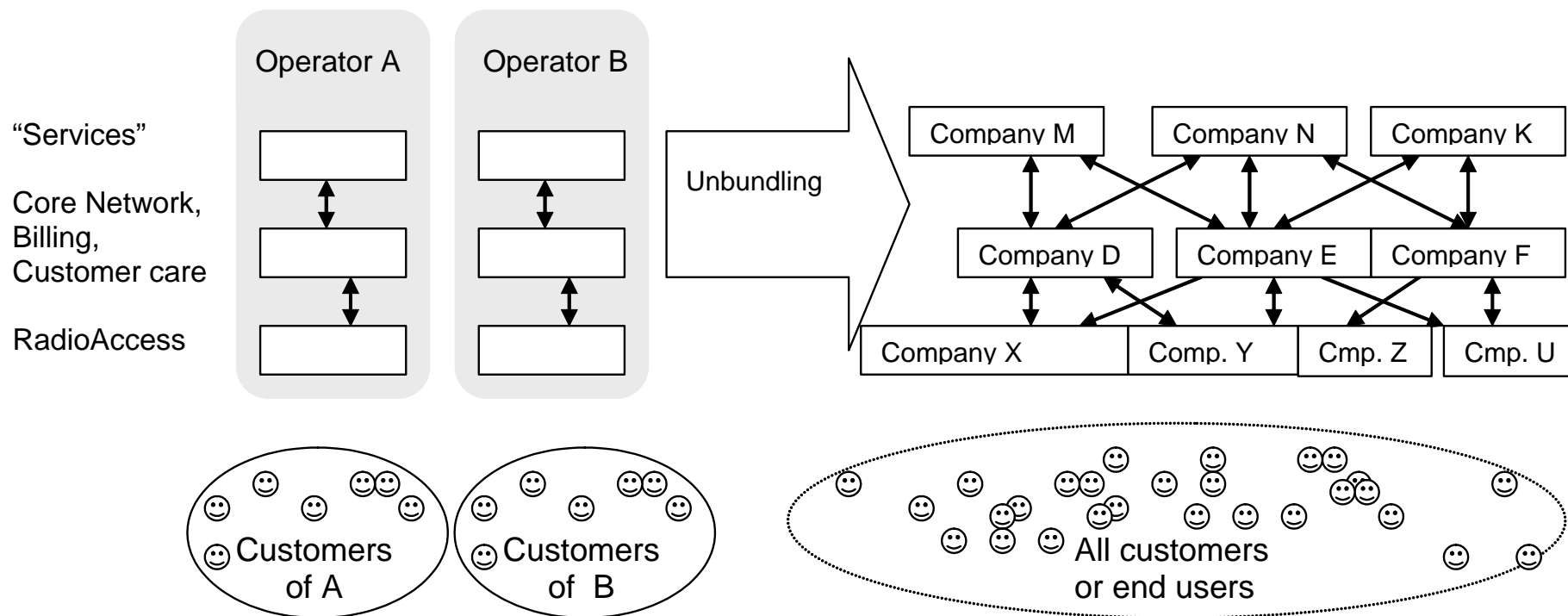
❖ Value network



Ambient Networks Project



- ❖ The Ambient Networks (AN) Project is part of the European Community's Sixth Framework Program for research and is as such funded by the European Commission
- ❖ AN is a founding project of the Wireless World Initiative
- ❖ More AN information like project public deliverables and publications can be found from the project web site; <http://www.ambient-networks.org>
- ❖ The vision of AN is to provide access for anyone to any network and service (after 2015)



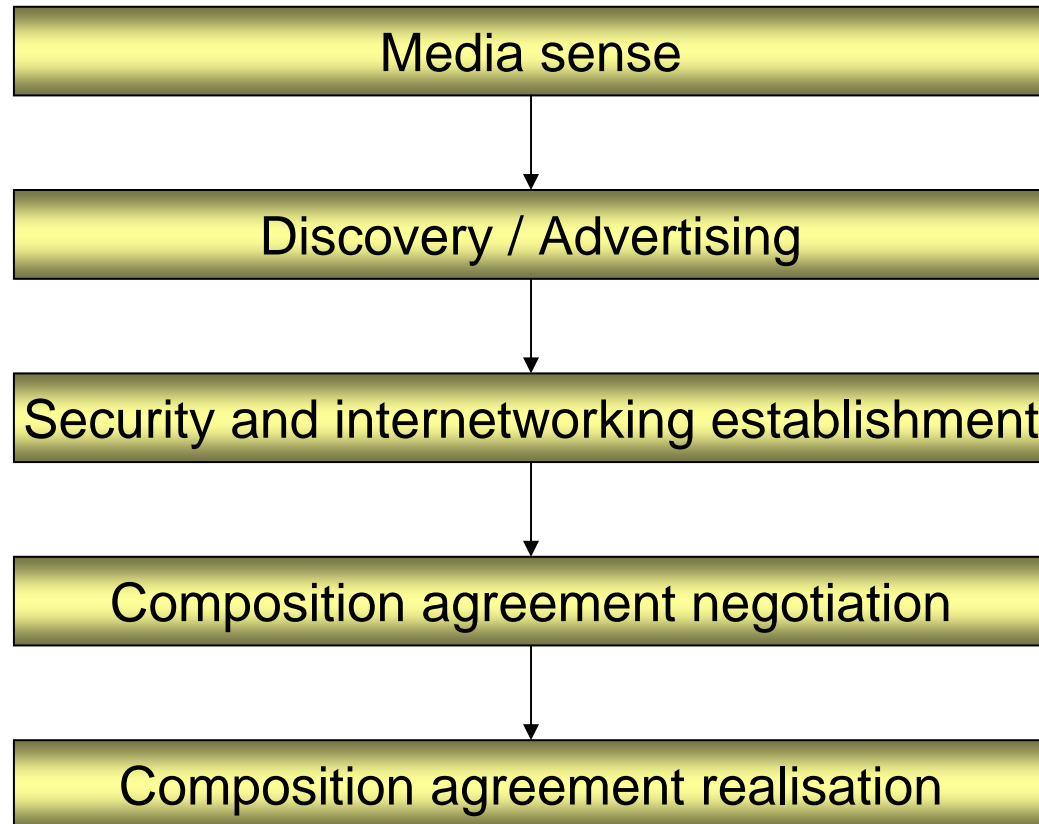
❖ End user

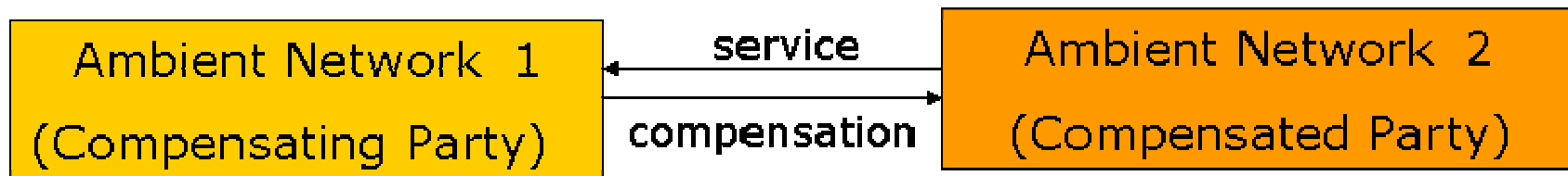
- enjoy seamless service experience
- control cost (of access)
- number of contracts (C2B)

❖ Business actor

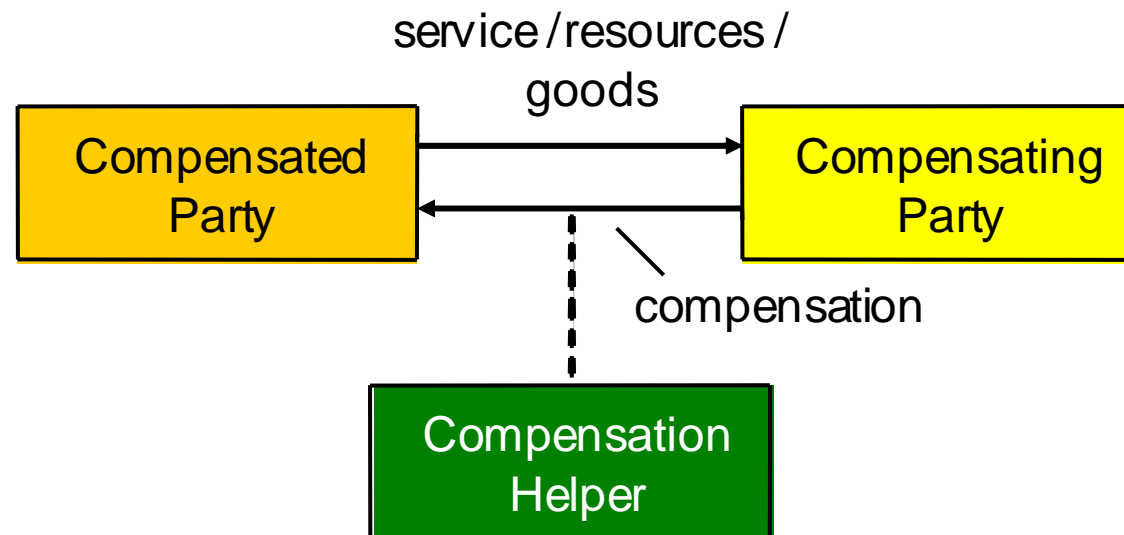
- provide seamless service experience
- control (transaction) cost
- number of contracts (B2B)

- ❖ A unified framework enabling dynamic interworking between networks based on a common agreement
 - “On-the-fly” establishment of agreements
 - “Plug and play”
 - Dynamic
 - Automatic (once triggered)
 - Both technical and commercial aspects supported



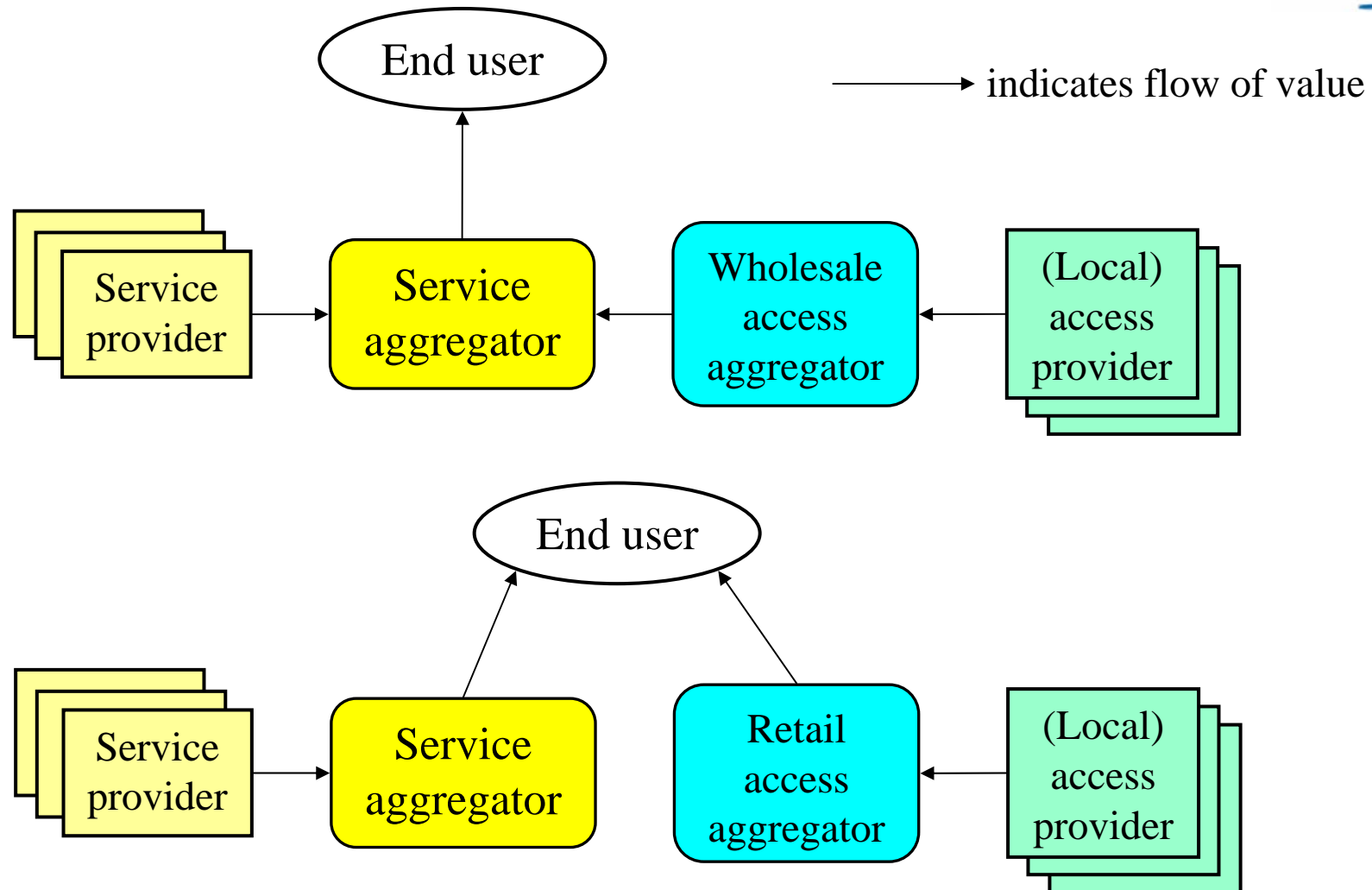


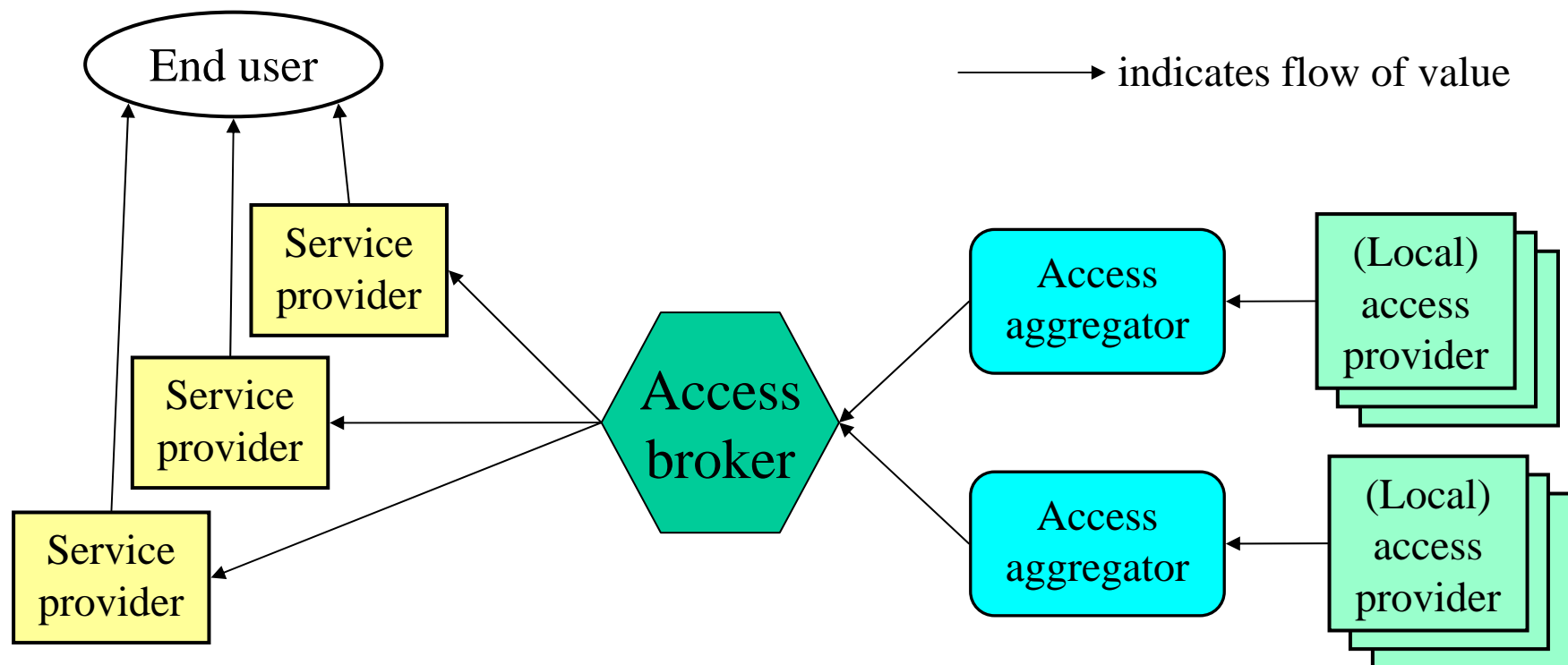
- ❖ If agreement is ad hoc and on the fly compensation should be handled ad hoc and on the fly as well



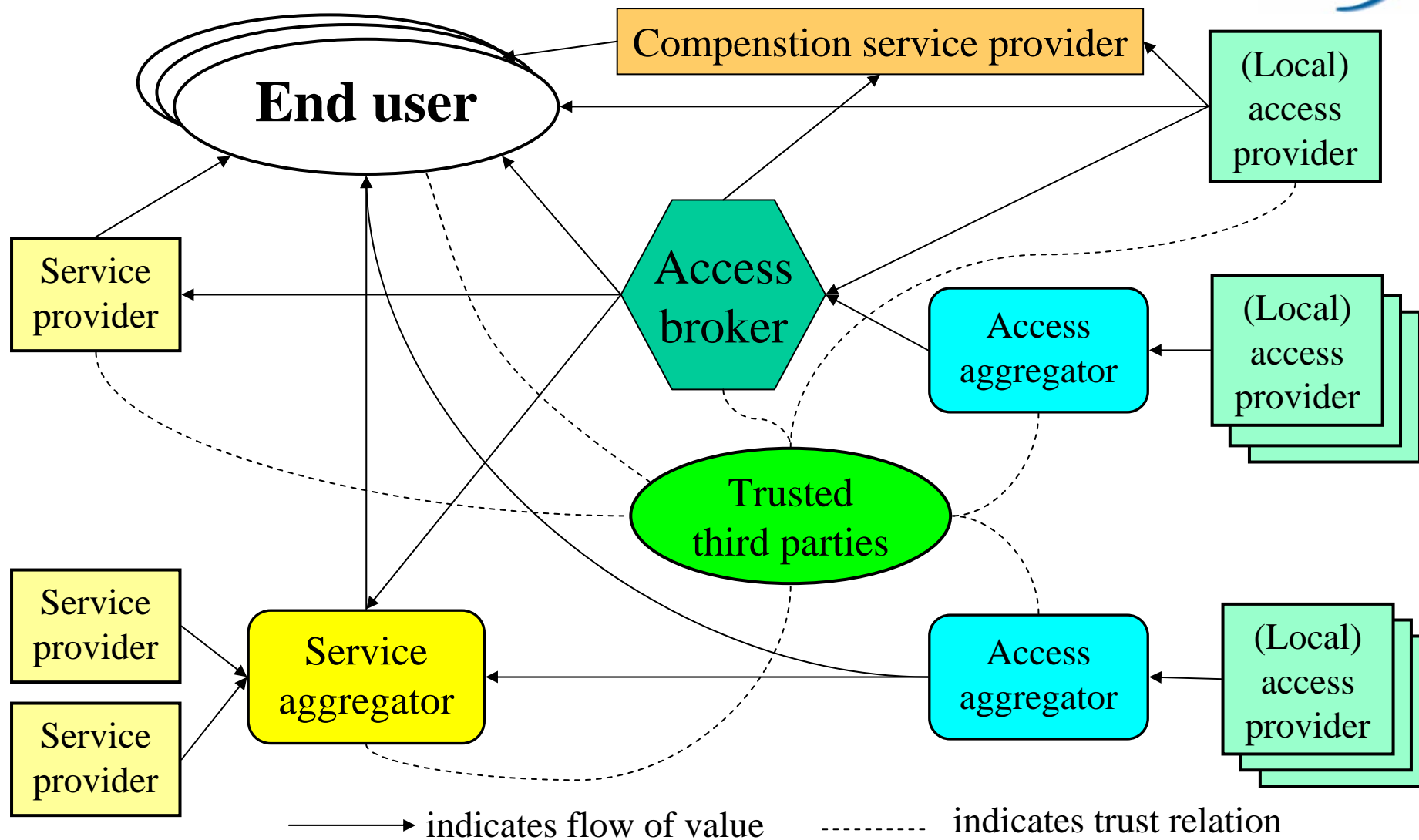
- ❖ To reduce complexity for the end user
 - Service Aggregator
 - Retail Access aggregator
 - Retail Access broker
 - Compensation Service Provider
- ❖ To reduce complexity for business actors
 - Wholesale Access Aggregator
 - Wholesale Access Broker
 - Trusted Third Party
 - Clearinghouse

Value network: easy





Value network; all in one



- ❖ The AN concept of any user connecting to any network and the main concept of 'composition' enable new business models and new business roles to be played by new actors
- ❖ The development and research work is continuing in the AN project to study
 - Compensation and charging
 - Overall feasibility (qualitative and quantitative)
 - Business requirements
 - Migration