



CHALLENGES FOR SERVICE PROVIDERS AND OPERATORS

What if you were a device manufacturer and you realized that, with the proliferation of broadband homes, connected cars and intelligent mobile phones, your products will soon require Internet connectivity?

Assume, for example, that you manufacture climate control devices. Research tells you that there are a hundred-million broadband homes today, with this number increasing exponentially. By connecting your system to the Internet, you could provide services like remote control, automation, security, while at the same time reducing the costs by eliminating unnecessary visits via remote diagnostics. Additionally, you could maintain frequent contact with your customer after the sale, because you would have a point of presence in the home, giving you a desirable position for additional sales.

How could you realize this vision today? Adding a modem is not workable. Using PCs might work but will likely require high support cost due to the PC network idiosyncrasies. Technology is not sufficient to make the overall system reliable and trustworthy. A system needs to be managed to achieve those qualities. So there seems to be a business case for connecting your devices to the Internet, but the current infrastructure is just not ready to connect consumer products to the Internet cost effectively.

THE OSGI™ SERVICE PLATFORM

The OSGi Alliance developed the OSGi Service Platform specifications to create a standard computing environment that enables any manufacturer, service provider and operator to implement a highly innovative service platform while any developer is enabled to write application software for it. This way, costs are driven down for all players and the same services can run seamlessly in the home, the car or the mobile phone because they all utilize the OSGi Service Platform.

The OSGi Service Platform specifications define a managed environment where different applications can execute and cooperate. This environment is similar to an operating system like Linux or Windows. The difference is that the OSGi Service Platform was specifically designed to be:

- **Secure**, so you can trust it with your valuable data and programs
- **Reliable**, so there are no unnecessary support calls
- **Remotely manageable**, so that the platform can be adapted to the wishes of its owner without great cost
- **Usable on a large variety of hardware and operating systems.** Since Java technology provides a virtual machine environment, it means that the OSGi Service Platform can run on virtually any operating system or processor in existence.



By connecting your system to the Internet, you could provide services like remote control, automation, security, while at the same time reducing the costs by eliminating unnecessary visits via remote diagnostics.



Flexible integration based on open standards that are modular, configurable, and scalable.

In return for providing a trusted environment to the service providers, operators can create new revenue streams. The operators can provide central services like billing and firewall security, and can also act as service providers or service aggregators and provide other services such as entertainment, VoIP, telephony, security, etc.



The advantage for operators is that they can significantly increase the revenue from each customer by charging the service providers or end users a management fee (that can be on a subscription or pay-per-use based or other payment mode-the OSGi Service Platform is business model neutral). Additionally, the increased value for the end user provided by the operator may decrease customer churn significantly. Who is behind this technology? Who supports the service platform? Is it already deployed and how can your company benefit from it?

ABOUT THE OSGI ALLIANCE

Founded in March 1999, the OSGi™ Alliance and its members specify, create, advance, and promote wide industry adoption of an open service delivery and management platform. The OSGi Alliance serves as the focal point for a collaborative ecosystem of service providers, developers, manufacturers and consumers.

The OSGi specifications define a standardized, component oriented, computing environment for networked services. Incorporating the OSGi Service Platform in a networked device (embedded as well as servers), adds the capability to manage the life cycle of software components from any other authorized remote network location. Software components can be installed, updated, or removed dynamically during the lifetime of a device with minimal disruption of device operation.

OSGi technology is currently being delivered in products and services shipping from several Fortune Global 500 companies. Device manufacturers and service providers benefit from the improved time-to-market, the reduction of their development and maintenance costs, and unique new after-market sales opportunities. In addition, the OSGi Alliance's horizontal software integration platform is ideal for both vertical and cross-industry business models within mobile, vehicle, home and industry environments.

PRODUCTS & SOLUTIONS

Many OSGi member companies have deployed the OSGi Service Platform in the service provider environments. For a listing of the most current products and solutions, to become a member of the OSGi Alliance, or for other information, please visit our website at www.osgi.org.

OSGi is a trademark of the OSGi Alliance in the United States, other countries, or both. Java and all Java-based trademarks are trademarks of Sun Microsystems, Inc. in the United States, other countries, or both. All other marks are trademarks of their respective companies.



OSGi Alliance
2400 Camino Ramon, Suite 375
San Ramon, CA 94583 USA
web: www.osgi.org
email: info@osgi.org