SIMposium 2010

Rome, Italy

June 30th, 2010

Update from SIMalliance on SCWS

Christophe Martin

Did you know that….

…the power of Internet is now available in the SIM

The Smart Card Web Server technology allows sending any kind of content to the mobile Internet navigator. As such, it's a real Internet HTTP server hosted by the SIM card that the user can wake up just using local URL in his phone browser. The type of content that the SCWS technology can serve are those frequently used in the Web 2.0 arena: html, java-script but also Ajax or any kind of media files (video or mp3). This allows SIM based applications to provide extended benefits to mobile operators willing to use the SIM as a starter for their services:

- rich and dynamic end-user experience
- easier application development and deployment
- Same technology as for Internet applications development
- Seamless technology for offline and online services
- Independent from handset OS
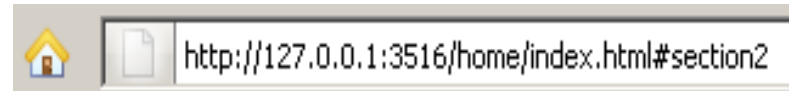- high level of security

Did you know that….

…you have a lot of things to say on the SCWS

In April 2009 we carried out an online survey where you were more than 100 to answer our questions about SCWS. We decided to share with you some of the main results.

1) The top 5 applications that you wanted to launch using SCWS are:
   a) NFC
   b) Mobile banking
   c) Content & applications store
   d) Customer satisfaction service
   e) Information on Demand
2) More than 60% of you intended to deploy SCWS within the next 2 years
3) You saw those services as a mean to increase the data usage (first) but as well to increase paid services revenues and differentiate yourself from the competition
4) One of the main barriers for operator's service adoption was the availability of applications across a wide handset base
5) SCWS solves this issue but handset adoption is a key success factor

SIMalliance is a non-profit industry association made up of the world's leading SIM card manufacturers responsible for nine in every ten SIM cards sold worldwide.
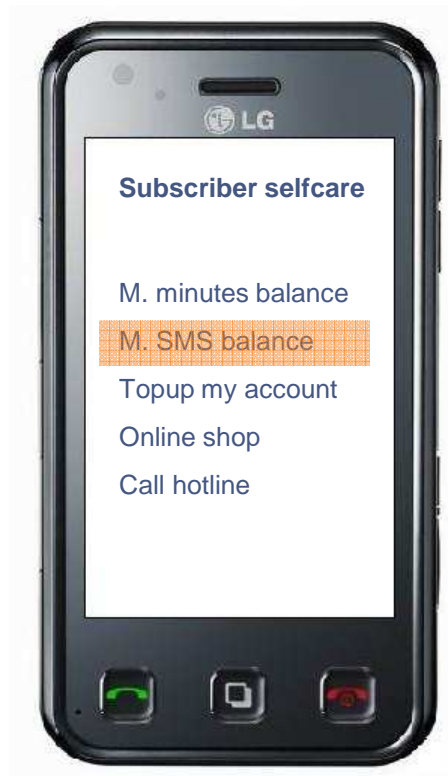
More Information on
www.simalliance.org

http://127.0.0.1:3516/home/index.html#section2

Http Request

Http Response

Quick reminder 1
User experience based on HTML

Subscriber selfcare

M. minutes balance

M. SMS balance

Topup my account
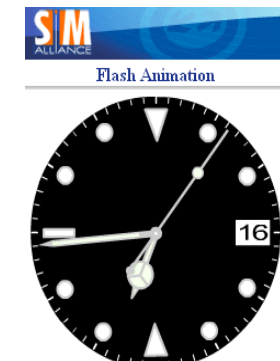
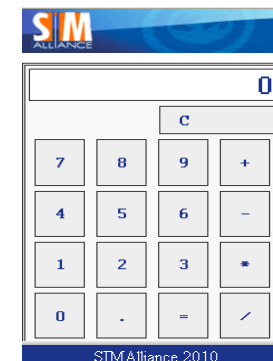Online shop

Call hotline

STK

SCWS

Quick reminder 2
browser based rich contents

Enhanced navigation experience

- CSS
- Javascript / Ajax
- Flash
- Servlets to deliver dynamic HTML

Extended features

- Call and SMS management
- Security functionnalities
- Push

The SCWS value proposition

SIM assets

Belongs to operator

Is a highly personnalized device

Is secure

Is portable

Can be remotely updated

SCWS assets

Rich user interface

Same technology as for the Internet

Independant from Handset OS

Seamless technology for local and online content

Support deployment of rich operators services on mass market devices

- Loyalty
- Image
- ARPU

Decrease cost of deployment

MNO!

SCWS working group members

SAFRAN Morpho — **Heinrich Muller**

Oberthur Technologies — **Kawthar Telli**

Giesecke & Devrient — **Pawel Chrobok**

incard — **Rosario Tornese**

Movenda — **Claudio Restante**

gemalto — **Christophe Martin**

2010 mission statement & objectives

▶ **Continue industrial push by promoting SCWS to speed up adoption**

▶ **Insure consistency of messages with GSMA SmartSIM initiative**

▶ **Establish a link in between SCWS with NFC and LTE markets**

Deliverables

▶ White paper

➤ Fundamentals of SCWS
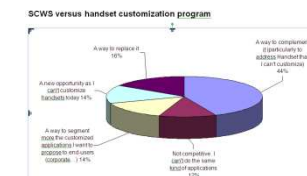
➤ Target MNO

➤ Distributed on MWC 2009 and SIMposium

▶ Demo Kit

➤ Shown during MWC 2009

➤ SIMposium 2009

➤ Shows that SIM industry is ready to deliver

▶ Online survey

➤ Objective : To understand how the industry perceives SCWS technology and interest in order to improve SIMalliance communication effort

➤ Output : 76 responses from the industry answered from all departments from marketing to development team. 50% of the responses come from MNO.
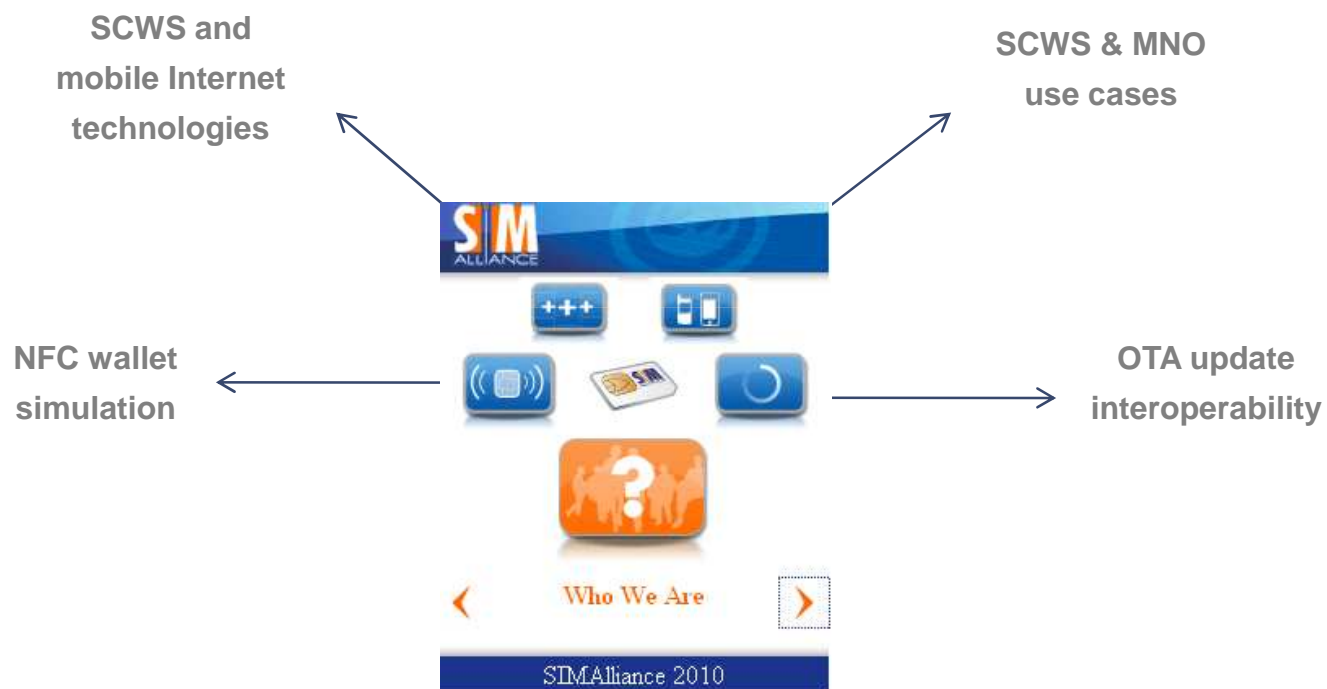
2010 roadmap

SIMposium 2010

1- Continue communication toward MNOs

- MWC / SIMposiums
- Dedicated Customers meeting

2- Increase Internet presence

- Professional social network presence
- YouTube video evangelization

3- Develop proximity with handset makers and application developpers

- Dedicated business dev actions
- Application developpers web community

New deliverables

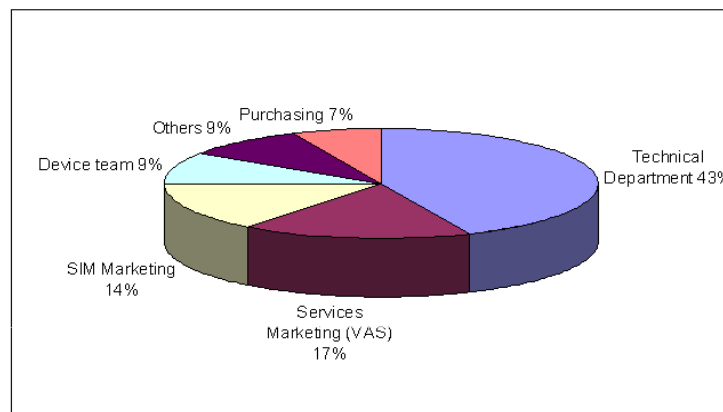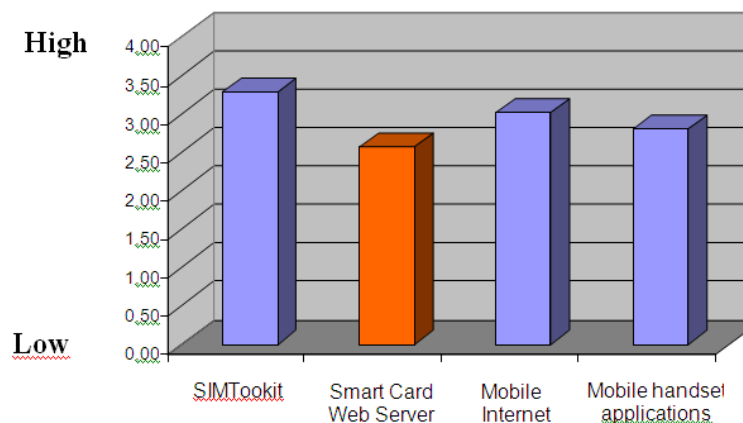| What	Usage	Target
LinkedIn dedicated discussion group	Internet presence	H1
Flyer	MNO	H1
Dedicated web page on SIMalliance	Internet presence	H1
SIMalliance SCWS presentation slideware	Business dev actions MNO	H1
Dedicated meetings with Handset Makers & MNO	Business dec action handsets	H2
New demo kit	Event & business dev actions	H1
Video	Internet presence	H2

New SCWS demo

**SCWS and
mobile Internet
technologies**

**SCWS & MNO
use cases**

**NFC wallet
simulation**

**OTA update
interoperability**

Online survey main outputs

Orange Group

Starhub

Swisscom

Bouygues

Airtel

TelecomItalia

Vivo

Telstra

MTN

Vodafone

Singtel

T-Mobile

SKT Telecom

SFR

Question 1: Specify your operational role within your company:

Purchasing 7%

Others 9%

Device team 9%

Technical Department 43%

SIM Marketing 14%

Services Marketing (VAS) 17%

Question 2: Please rate your familiarity with following technology

High

4.00

3.50

3.00

2.50

2.00

1.50

1.00

0.50

Low

0.00

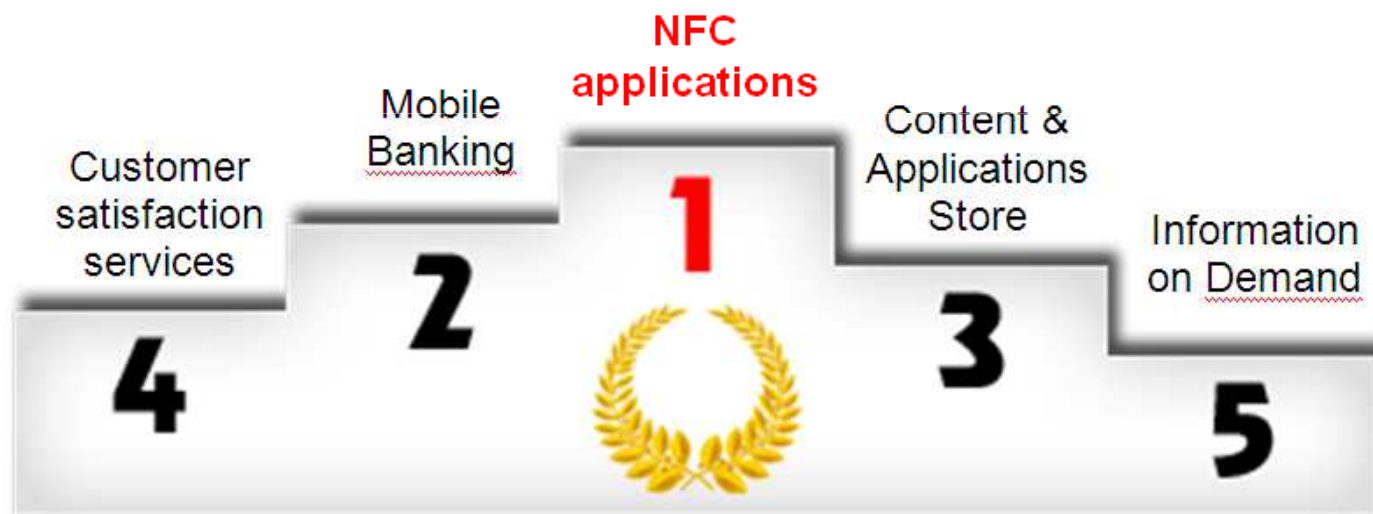SIMTookit   Smart Card Web Server   Mobile Internet   Mobile handset applications

Main improvements

Question 8: Please rank the top 5 aspects that SCWS will improve for SIM applications

Applications

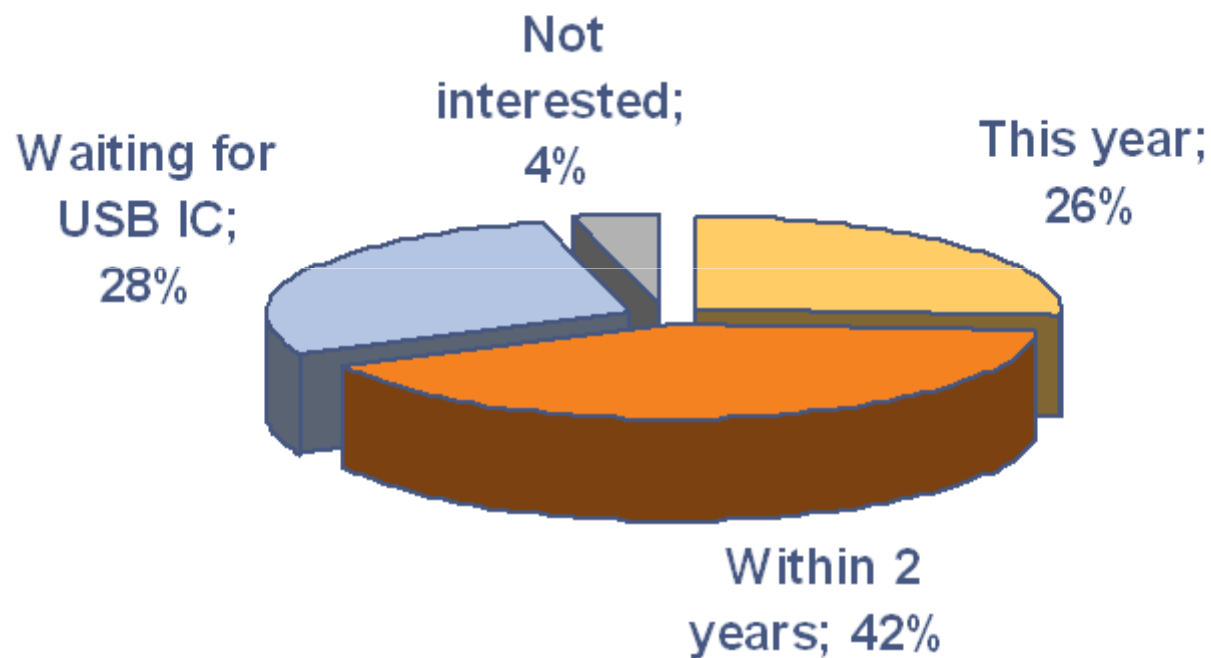Question 10: Rank the top 5 services you would like to introduce with the SCWS

NFC applications

Mobile Banking

Customer satisfaction services

Content & Applications Store

Information on Demand

1

2

3

4

5

Barriers

Question 12: Rank the top 3 barriers to Smart Card Web Server wide adoption

Limited handset/card speed — 2

Handset support — 1

Memory limitation for desired services — 3

Deployment intentions

Question 14: When would you like to deploy the SCWS based services

Not interested; 4%

Waiting for USB IC; 28%

This year; 26%

Within 2 years; 42%

Handset corner

NOKIA Connecting People

Nokia **C3**

LG

❑BL 20

❑BL 40

❑PopCorn

SAMSUNG

Samsung Corby TXT

Available ON DEMAND

Several other manufacturers already have BIP implementation of SCWS

We are expecting others SCWS from big players this year 2010

Considerations when requesting SCWS to handsets makers

- **Ask for SCWS in your device requirements documents**

- **Help us to test**

- **Access to the service : ask for a shortkey on the desktop for direct access to SCWS URL. (ask for ETSI 102 221)**

Thank you

▶ **Christophe.martin@gemalto.com**

  ▶ White papers

  ▶ Detailled result of online survey

  ▶ Ask for a demo

  ▶ Any question