Wireless
Broadband Alliance

NICC Open Forum 2011

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1

Wireless
Broadband Alliance

Agenda

- WBA Overview
- The Issue
- Orange Approach
- Data Usage
- User Experience
- Orange Home
- Eco-System Development
- What is Next

2

Wireless Broadband Alliance

❑ Mission:

The customer-focused, operator-led industry organization driving next generation Wi-Fi experience worldwide

❑ Purpose:

Driving the Next Generation Wi-Fi Experience

3

WBA an Unique Experts Group

WBA was founded in 2003 by a unique mix of Wi-Fi, mobile and broadband network operators who viewed public Wi-Fi as a strategic complement to other networks (3G/UMTS, CDMA, WiMAX, Cable, xDSL etc).

Unique Forum
Global expert group with a unique mix of
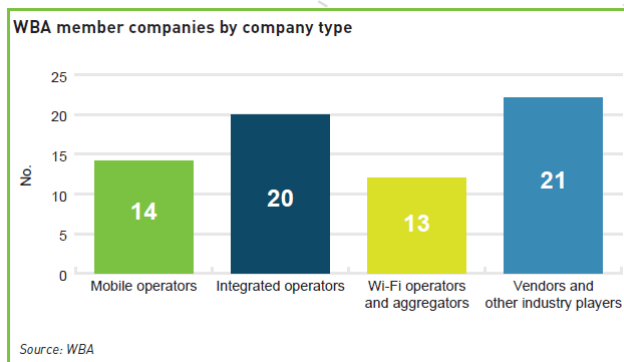Wi-Fi, mobile & broadband operators and
ecosystem players

Focused on enabling global Wi-Fi roaming
Key enablers & strong expertise in Wi-Fi based services
Strong Operator Heritage &Ecosystem Engagement

2

71 WBA Members and growing…………

5

Representing a broad Eco-System

WBA member companies by company type

	No.	
Mobile operators	14	
Integrated operators	20	
Wi-Fi operators and aggregators	13	
Vendors and other industry players	21	

Source: WBA

6

3

Key Industry Forums in Collaboration...

To address the user experience challenge and realize the full potential of Wi-Fi as a complement to 3G/4G technologies

7

Orange is a Unified Operator

❑ Orange is a multi-service multi-access provider

❑ 3GPP network
❑ Fixed line, fibre and ADSL to the home
❑ Wi-Fi in the home
❑ Wi-Fi hotspot Operator

So bring all the parts together to deliver the best customer experience

8

Orange - The Issue

❑Mobile Customers have discovered data
  -(Thank you Apple and Android!)

❑New devices have changed customers behaviour
  -There is no going back

❑Orange France has unique mobile TV services on offer including
  - Ligue 1 Soccer
  - French Open Tennis

Orange - The Issue

❑ Spectrum is Expensive (both existing licences and new spectrum for LTE)
❑ Wi-Fi has a lot of potential spectrum available for free
  - 2.4 GHz, 5 Ghz, 60 Ghz
  - In future also possible TV Whitespace

❑ Why not utilise all available spectrum to serve our customer?
❑ Whether in public spaces, office or in their home.

More Bang per Hertz
Maximise Hertz to Bang!

The Orange Approach
One Solution and an Ecosystem

❑Orange likes standardisation

- One standard and specification universally adopted,
- Brings down costs, Promotes new Solutions and Services,
- Gives us a **happier** better served customer

❑GSM and GSMA has proved this approach works well

❑Unique opportunity for WBA And WFA to give a new user experience with NGH and Hotspot 2.0

A new better user experience for the Mobile user and laptop/tablet customers

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Data Usage

- ❑ We have all seen the figures and diagrams
- ❑ Explosion in number of devices that provide easy access to services
- ❑ Explosion in the amount of data consumed
- ❑ Why should it stop?
- ❑ In the future we will need to utilise every Hertz to maximise data transmission

More Bang per Hertz
Maximise Hertz to Bang!

12

User Experience

❑ One failing of Wi-Fi has always been poor user experience

❑ Some technical knowledge is often needed to use it

❑ Poor security is now recognised to be an issue
- Even though many users do not care – they should do
- We need to care about security on their behalf

❑ User only want to be able to use a service

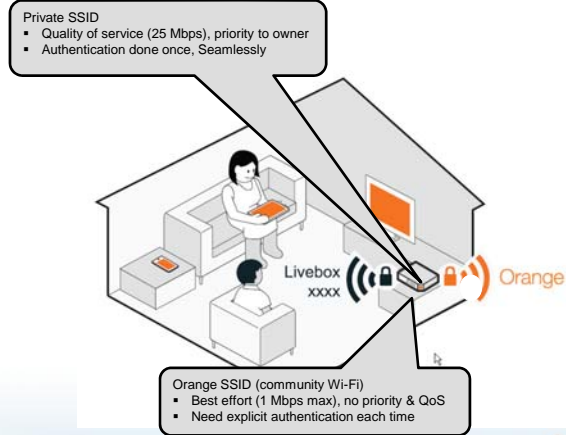❑ Why should they care if it is delivered by 3GPP or Wi-Fi?

13

User Experience

❑ Where do people use their handests?
❑ A large percentage of usage of 3G delivered services such as mobile TV is in the home.
❑ But the home often has Orange fibre/ADSL and Wi-Fi using the Orange Livebox
❑ So lets use the Livebox to deliver the service to the terminal
❑ Proprietary cookie based solution already in use today to overcome immediate need
❑ But we need an Industry standard Eco-system

14

The Orange Home

⇨ **Orange needs to prioritize known* private Wi-Fi network for best user experience**

Private SSID
- Quality of service (25 Mbps), priority to owner
- Authentication done once, Seamlessly

Livebox xxxx

Orange

Orange SSID (community Wi-Fi)
- Best effort (1 Mbps max), no priority & QoS
- Need explicit authentication each time

15

Orange Eco-System Support

❑ Hence our support of the

- Wi-Fi Alliance Hotspot2.0 Program

- WBA Next Generation Hotspot Program

- GSMA Data Offload to Wi-Fi Activity

- OMA Connection Manager API

Evangiliseing the Message to All Who Will Listen

16

Orange - Working Hard In Many Areas

❑Active in ensuring that industry bodies co-operate and work together :-

To develop the vision of a new ecosystem of Hotspot 2.0 and Next Generation Hotspots

❑Active in the GSMA and WBA joint Task Force

❑Active in WFA and WBA cooperating and working together

❑Helping build close relationship between WFA and GSMA

Orange - Where the Problems May Occur

❑Standardisation and specification is traditionally slow work.

❑Orange needs the work to be completed as quickly as possible
   -So do most other operators also active in this area

❑We know that timelines and deadlines are very tight
❑We know we are making a big demand and big commitment

BUT
The operators need this to happen as soon as possible

What Next after NGH

❑When we get the eco-system in place gives us potential
- -Seamless Authentication, Security, Network Selection

❑Deliver Seamless service experience across multiple access technologies

❑Deliver new innovative services

❑Greater Service Areas – better connected world
- -Inside homes, offices, shops, airports

What Next after NGH

The use of Wi-Fi networks is a core part of the Orange Strategy for the future

LTE & Wi-Fi are complimentary

NOT competitive

We need Both of them

And will use Both of them

Thank You

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21