

Who, where, what



A new view of www@internet

Olle E. Johansson,

CEO, Founder, Owner,

Edvina International AB, Sollentuna, Sweden

Agenda

- The SIP protocol
- The SIMPLE protocol
- The XMPP protocol
- SSL/TLS implementations
- XML formats used and XML DTD/Schemas for these
- Evaluation of enterprise requirements on presence
- Application integration to the presence system
- A model for enterprise evaluation of costs and cost savings with IM & Presence



No way!

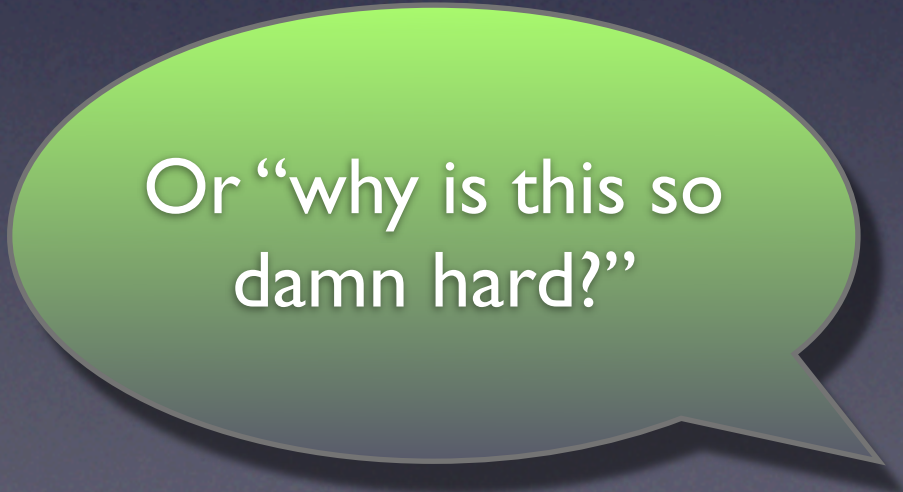
ti

The future of presence


Random thoughts and personal opinions

Olle E. Johansson

oej@edvina.net



Or “why is this so damn hard?”



Or from ICQ to social instant presence network messages

What are we trying to accomplish?

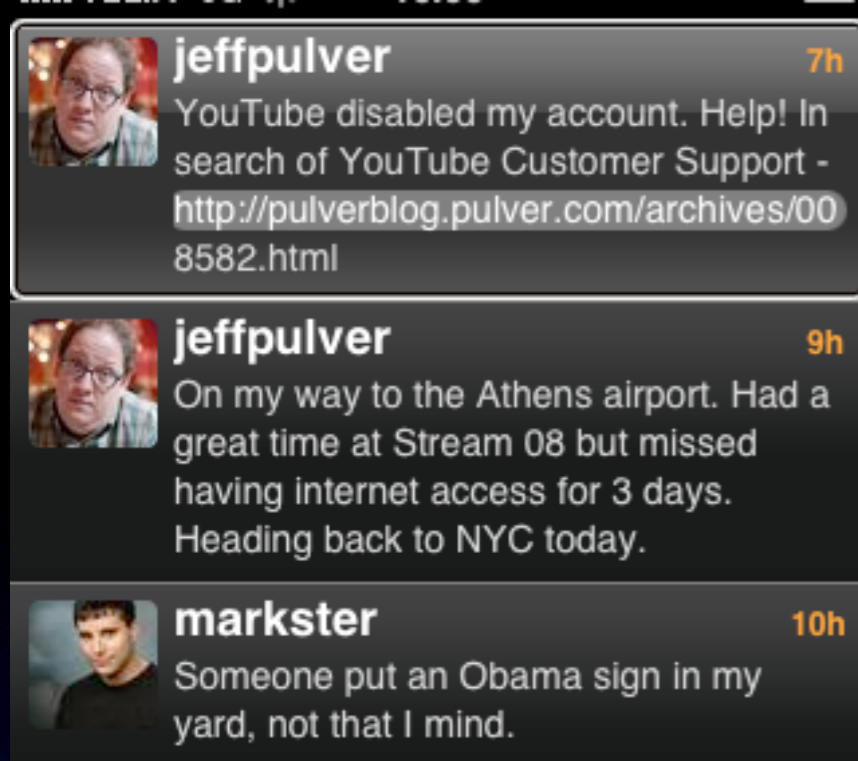
A few questions



Are you available?



Where are you?



What's going on inside your brain?

SIP:063@EDUNA.NR

;transport=UDP;

SIPS:

*

AO



PROMPT.

BACK

SIP:URI.

Prompt id

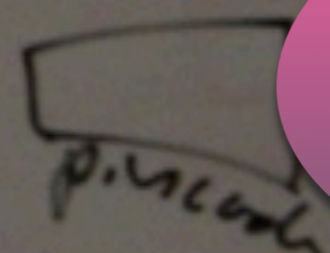
IVR10+0

9

IVRID

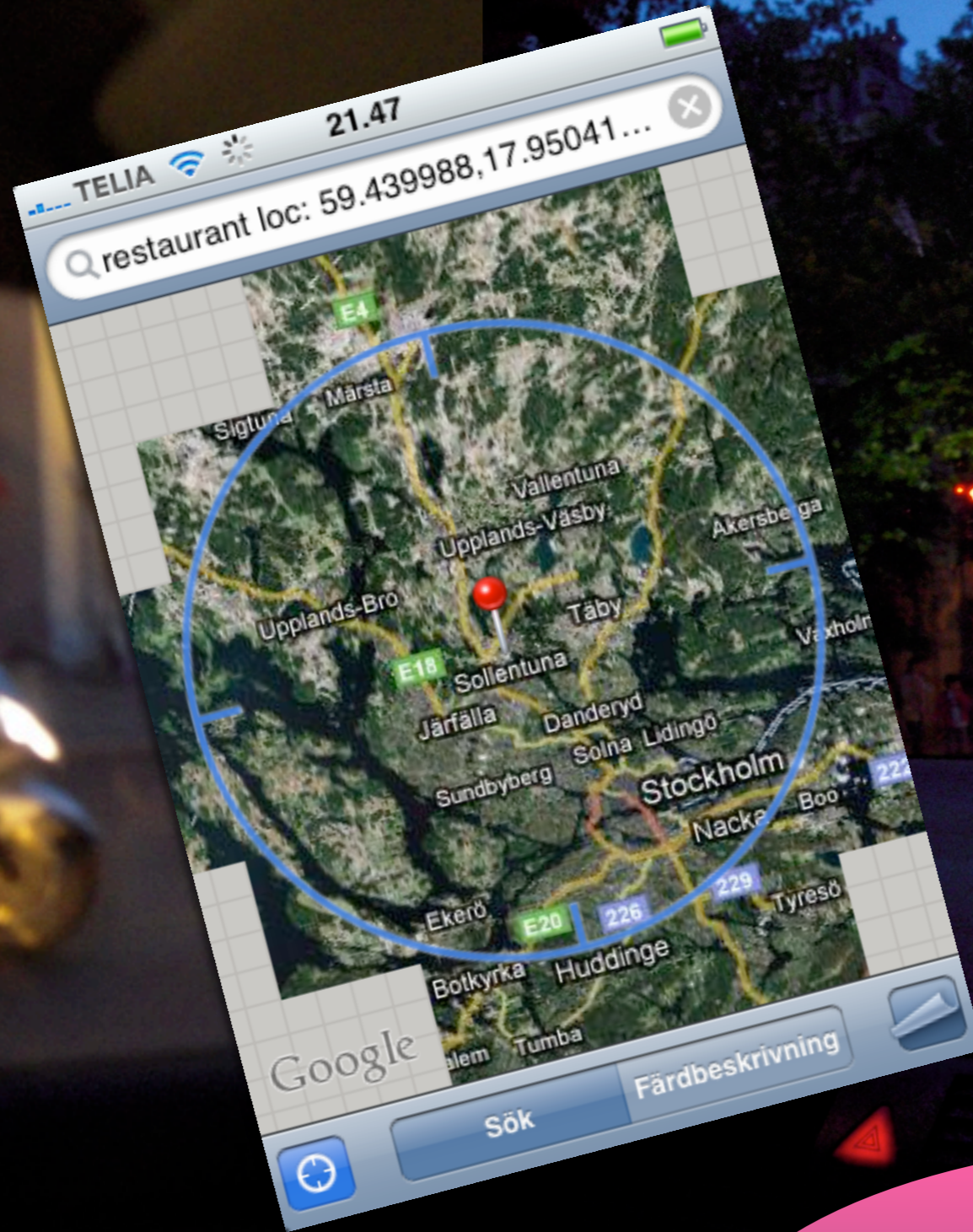
Read

Auth



Connecting to
do things together

@Service. fecnus - am
Conference. fecnus - am



Where are you and where are you heading?



Are you busy on the phone?

Kalendrar Alla kalendrar +

fredag 29 aug 2008

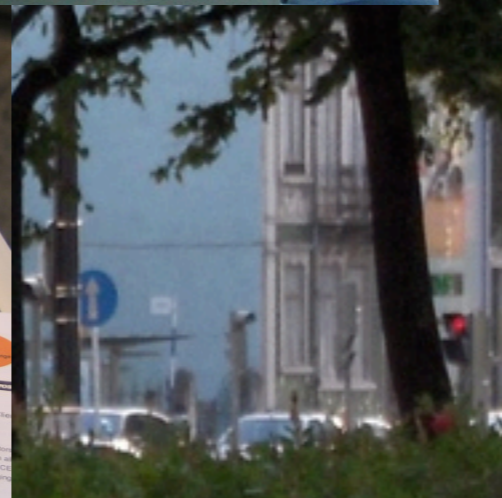
- heldag APNIC 26 Christchurch, New Zealand
- Johansson Mirjam fyller år

17.00	
18.00	
19.00	
20.00	
21.00	
22.00	

What's on your schedule?

To reach support, press 1
To report a service issue, press 2
To ask us to leave you alone, press 3
To be randomly connected to another insulting IVR,
press 4

Communicate with bots.



On multiple devices.

My issues



Sometimes
I want to hide.



I have multiple personas. One might be available, the other not.



Mapping relations again and again and ...

ICQ

LinkedIn

XMPP

SIMPLE

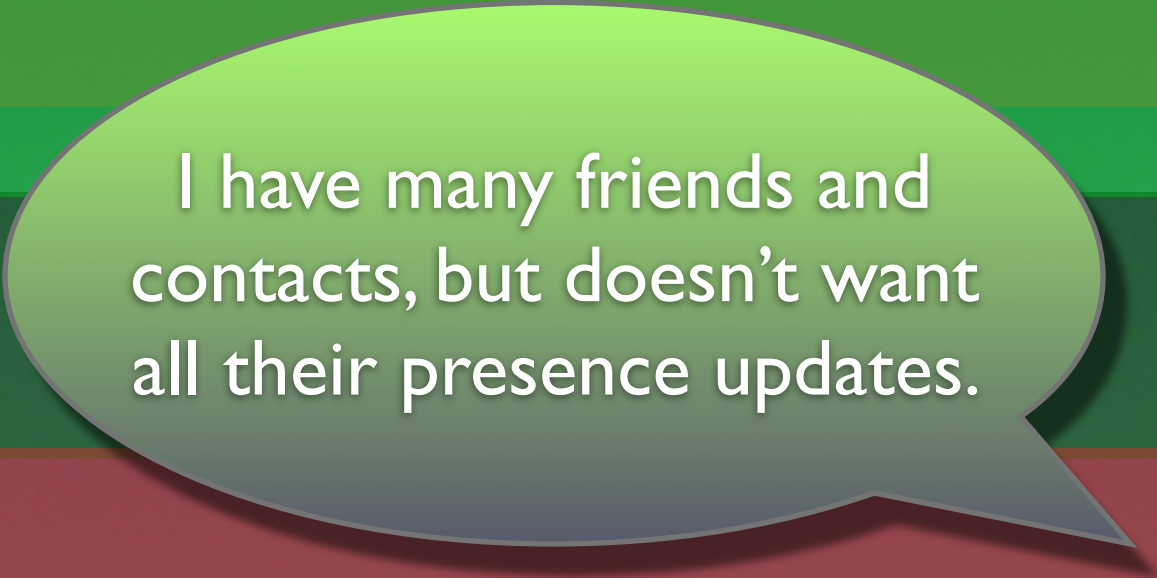
Plaxo

FaceBook

Spock

?????

Some friends, I've
confirmed
more than ten times in
different systems



I have many friends and contacts, but doesn't want all their presence updates.

Over to more traditional boring slides

```
<presence from="oej@edvina.net/laptop"  
  xml:lang="en"  
  to="future-audience@isoc.nl/conf-theatre" >  
  <priority>5</priority>  
</presence>
```

My perfect client

- Handles multiple personalities - various relationship profiles and roles
 - Facebook has this, not my jabber clients
- API for applications to plugin
- Stores my personal state messages centrally
- Should NOT look like a cell phone from the 90's
- Should not assume that I want presence updates for everyone

Adium

- + Multiprotocol (libpurple/GAIM)
- + Good UI
- Multiprotocol
- No audio, video
- Bad XMPP implementation
- SIMPLE is 200% broken



PSI

- + Good XMPP implementation
- Too technical UI
- Bad user interface

Coccinella

- + Fresh approach on user interface
- + Good XMPP support
- + Good service discovery UI
- + Whiteboard
- Doesn't reach all my friends on other networks

SAPO Messenger

- + Based on PSI
- + Better user interface
- Removed some important features

BRIA (Counterpath)

- + SIMPLE implementation
- + Better UI than Eyebeam etc
- Poor XMPP support
- + Integration of video and audio chats (*formerly called phone calls*)
- No MAC version. Yet.

SNOM Phone

- + audio chats
- + Good UI for phone state updates
- + Never hidden by other apps. Maybe stuff...
- Bad UI for IM
- No XMPP support
- No SIMPLE support



Cellphone Pres

Set-top-box

Bot providers

The Car Bot

Safety alarms

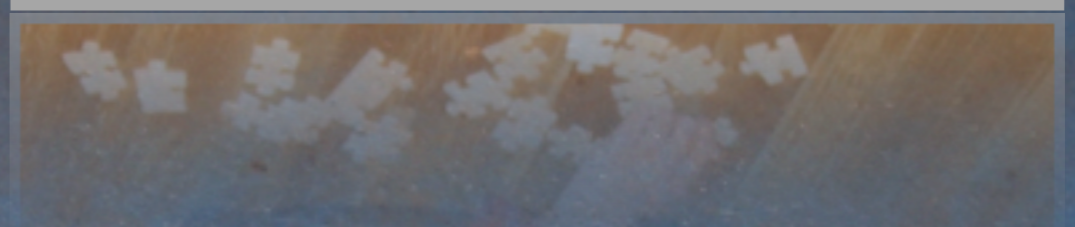
Answer-my-
mother-service

Separating people and bots

- Separation of user and client
- The user owns the account
- The clients connects, authorized by user for a set of services
- The user can at any time revoke authorization

Stepping back, what are we about to create?

- (hopefully only) One open Internet-based realtime platform
- Used to set up sessions in audio, video, text and other applications
- To distribute **uplets** - small updates - moods, thoughts, geolocation, availability
- Also used by bots and apps



Enterprise requirements

- Logging
- Filtering
- Security
 - Confidentiality
 - Secure authentication
- Roles (function addresses)

...meeting the individual's needs

- Feels it is natural to use MSN in the workplace, to connect with friends and family
- Since the enterprise IM is way too secure, connects to business contacts over MSN, Yahoo, Skype or Google
- Who's now in control?

Is the SIP dream just an impossible dream?

- ONE realtime platform for the Internet
- Open standards, available implementations, widespread use
- NOT focused on old telephony, building a new platform
- Will it be possible to make this an IETF standard? Is anyone interested? Does it matter?



SIMPLE & XMPP

- Two different architectures
- XMPP is implemented
- SIMPLE is, not, simple - very few open source implementations
- Both will exist for a long time
- Lots of duplicate work. Different groups solving the same problems.
- We need to focus on interoperability between SIP & XMPP

SocNet vs IM&P

Facebook chat

XMPP Pubsub

Laconia - openmicroblogging

SIMPLE

**The winner might
not be SIMPLE or
XMPP at all!**

Asterisk update

Blink, blink, blink



Asterisk is a trademark
registered by Digium
Inc.

Asterisk blinking lamps

- **Asterisk 1.2** :: Improved blinking lamps
 - Exposes call states to telephones
 - *Ringin*g, on the phone, on hold
- **Asterisk 1.4** :: Metermaids - parkinglots, SLA, Meetme (conference)
- **Asterisk 1.6** :: Full control from dialplan (devicestate functions)

Asterisk & P & IM

- **Asterisk 1.4** :: Google Talk!
- **Asterisk 1.4** :: XMPP component
 - *Presence integration in the dialplan*
- **Asterisk 1.6.0** :: Realtime text
- **Asterisk 1.6.2** (future) :: Calendar integration, skype IM/Pres integration
- **Beyond**: Multiprotocol presence & IM PBX?



So what do we do?



Oej :: busy.

- Building an XMPP & SIP platform for 250.000 users (customer project)
- Trying to find out what will be needed to get the users to prefer to use the platform instead of their old MSN/Yahoo/whatever account
- Launch propably december 08

Yeah right...


- But what do WE do about this mess?



We need to find the perfect balance!



untie the knots...

A sunset scene over a body of water. The sun is low on the horizon, creating a bright orange glow. The sky transitions from orange near the horizon to a deep blue at the top. There are some lens flare artifacts in the upper left. A pink speech bubble is overlaid on the right side of the image.

...and happily sail into
the sunset together.
Here and now. Sharing
the experience.

My way.

- **Open Standards** wins
- **Interoperability**
(proven by applications, not by paper format compatibility)
- Build **extensible platforms** for cool people to add cool stuff to



Thank you!

I hope that you enjoyed my photos,
even if the presentation was disorganized and confusing...