

# The Future of Presence

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## Presence for all of my Communities, Goods, & Services

**It is not just about being reachable on the phone**

Oct / 10 / 2008, The Hague, The Netherlands  
wilhelm@wimmreuter.de



# Agenda

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## → **Beyond Phone calls; Is there further motivation?**

- Presence on the Move
- New areas Presence might useful

## ● **So there is more than Presence for People**

- Challenges and Opportunities for Presence
- A few Services to think about

## ● **Essential side line Business**

- Authentication & Identities for Authorisation

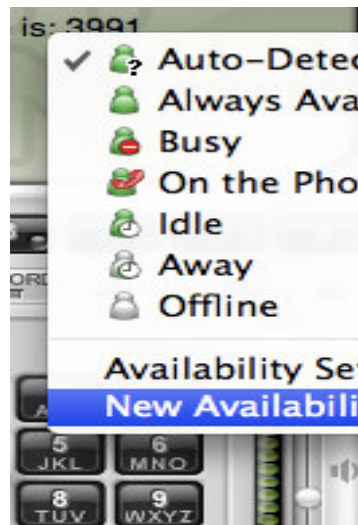
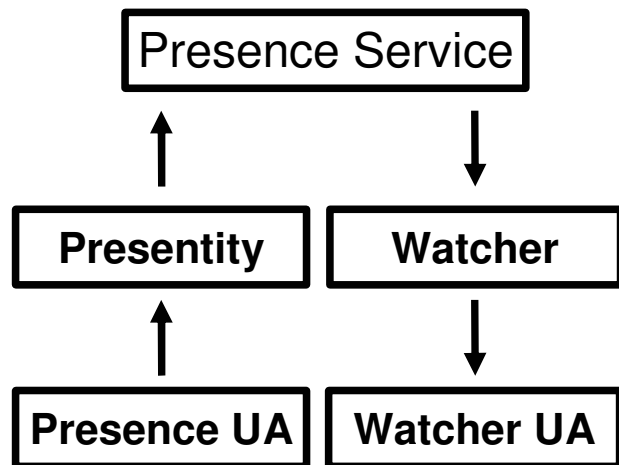
# Presence on the Move



**Presence started with Dorothy,** the only Intelligent Presence System so far, Presence on phone systems started its evolution.



This evolution continued to become **Internet Presence**



.... **nice, but** are we still talking about buddies for phone-calls and messaging only?

# New areas Presence might be useful

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## Are there other Presentity-Clients we can support?

- **Communities and their state summaries?**  
... this is are collections of the above
- **Commodity tracking**  
in the manufacturing chain and warehouses?
- **State of services**  
shipments, trucks, leased out goods, ... ?
- **Immaterial things**  
like datasets, wishes, contracts, project states, ... ?
- ...

# Presence on the Move

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## OK, we know this ...

- Presence allows to locate & query user states
- Determine his/her availability to communicate via phone, e-mail, text, video, ...
- In RFC 3856, "Presence is defined as the willingness and ability of a user to communicate with other users on the network"  
... :-)
- Today the status of presence is broader, including online, offline, busy, away and do-not-disturb, etc.

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# Presence Business beyond Phone Calls Challenges & Opportunities

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- **Challenges** ... **not a real business today**
  - Presence usually comes for free with VoIP & IM clients
  - Business development lags behind technology
  - Real needs & business cases for users are not yet identified
- **Opportunities** ... **make it a business**
  - Charge for, or at least increase stickiness on bundled offers.
  - Find sweet spots that make users and enterprises pay
  - Sell the service and not presence

**... and think about Orwell:**

If you enforce presence ...

Anti-Presence might become the better business ;-)

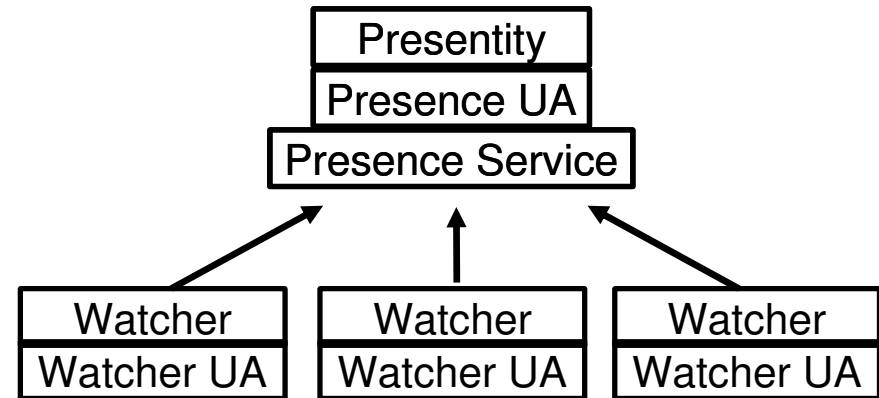
# Presence Business beyond Phone Calls

## Lets start with a look to relations

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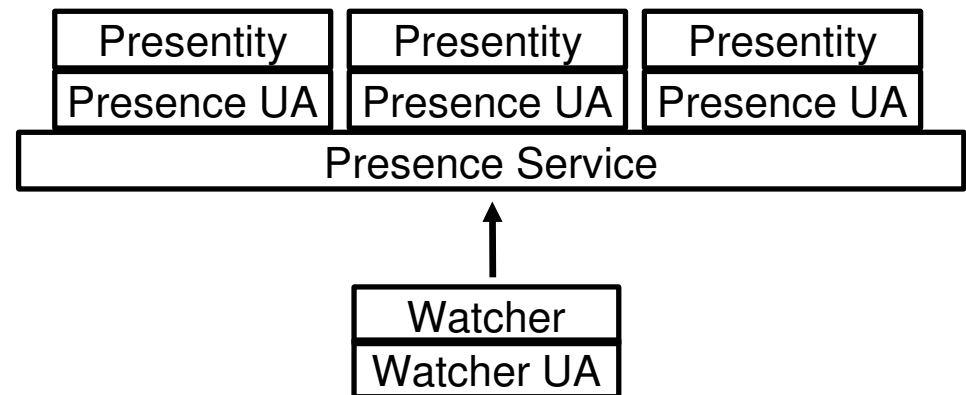
- **One to Many:**

- Is good for Phone-Calls
- Messaging
- Other personal state publishing



- **Many to One:**

- Process Control
- Delivery State
- Flag Services





# Presence Business beyond Phone Calls Services for Location & Management

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- **Location & state of Shipping and Goods:**
  - Current: as pull service with tracking numbers  
e.g. DHL-tracking-number
  - With Presence: Push Services that inform all stake-holders through their desired means of communication. Mail, SMS, ..
- **Project Management:**
  - Current: Various SW to keep and show project states  
e.g. Project
  - With presence: State of various sub-tasks can be collected and project-partners can be informed. This automates collaboration.

# Presence Business beyond Phone Calls Subscription & Incentive services

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- **Shopping Clubs Incentive Programs:**

Users subscribe to Incentive communities

- Current: Receive SMS messages with incentive codes
- With Presence: Receive Incentive codes on any terminal ready to receive the message

- **Dating & Party Services:**

- Current: Subscribe on web pages
- With Presence: Change Presence status of your terminal ... watchers can respond to to announcements.

# Presence Business beyond Phone Calls Services to Push all sorts of Information

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- **Communities:**

Sports-club or Rescue-Organisations, etc.

- Current: Inform all members of the
- With Presence: Push Services that inform all stake-holders through their desired means of communication. Mail, SMS, ..

- **Office Ordering Systems:**

- Current: Call secretary to get supply, services etc.
- With Presence: Flag your Supply demand and publish it through presence.  
... a mailman will pick up the mail next time he is in the building.

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# Essential side line Business Presence & Identities

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## Identities to re-use for Presence?

Typically, Identity life starts with my "certificate of birth" which asserts My "name" and is filled with all sorts of identities like Social- & Health - Insurance, Picture-Ids, Passports, Driving Licenses, Bank accounts, Web- Identities, phone numbers, ...



... This likely goes on until someone issues my "certificate of death"

## What other Identities we could use for Presence?

Actually everything we need to track and check state of Machine-IDs, Shipments, Project states, Health-Conditions, Emotions, ...  
... of course not all of it makes sense.

# Presence & Identities

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## Presence service Shows

- The condition of entities addressed by their Identity
  - ... if the watcher is authorised to be informed

## This requires the watcher to become authorised

- The Presentitiy or the presence service therefore requires
  - Identity of the Watcher
  - Authentication of the Identity holder

Based on the authentication, the Presentity authorises

- Authorisation of the watcher (policy decision)

# Presence & Identities

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## Information Elements for Presence

- Presence user and policy repository:  
The aggregation point for Presence services is the Identity of users, communities and other subscribed entities
- Published attribute:  
A State, Location, Value, or Condition offered to watches
- Identity of the Presentity:  
The subscribed Watcher relies on the Identity of the Presentity
- Identity of Watchers:  
To authorise, the Identity of of Watches must authenticated

# Conclusions

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- **Presence**

- Presence does not come for free as many suggest
- Many services can use Presence  
... It is just hard to think beyond phone calls and IM

- **Presence relies on people or entities to report**

- Authentication of presented identities is required
- Multiple Identities must be handled for combined services



# The End

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## Any Questions?

If they come up Later you may contact me at

SCCT: Wilhelm Wimmreuter  
mailto:wilhelm@wimmreuter.de  
Tel.: +49 89 625 007-03  
Mob.: +49 151 121 64041  
SIP:[willi@wimmreuter.tel](mailto:willi@wimmreuter.tel)