

Press Releases

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NEC's Identity Brokerage system offers operators and end-users a better experience

London, 17 February 2009: NEC will showcase its latest developments in the Identity Brokerage system, the cornerstone of its Identity Management Solution, at MWC 2009. The technology comes from NEC's European R&D Labs and will be available for live demonstrations at Booth 8A125 (Hall 8).

The Identity Brokerage solution supports single-sign-on across a range of domains and technologies. It is also able to handle distributed user profiles and policies for a controlled exposure of user attributes.

NEC's Identity Management system benefits both customers and operators. It brings with it an improved seamless customer experience and the potential for operators to boost important ARPU through a better understanding of their customers' needs. It also provides enhanced privacy and security for the end-user. Anonymous service access guarantees the user's privacy and distributed policy-based profiles enable privacy-aware personalisation.

Operators are under increased pressure to provide richer permissions and entitlements beyond those provided by basic authentication. Moving forward, the end-user will expect multiple services to work seamlessly across multiple devices and networks. The single identity management architecture will ensure that potential revenue opportunities for service providers, primary and third party, will not be missed. It presents opportunities to create dynamic collaborations between players of different sizes who complement each others' service offerings.

Heinrich Stüttgen, Vice President of NEC Europe, says: "Identity Management in the Telco industry opens doors to new services beyond single-sign-on. NEC shows how an appropriate Identity Management solution can foster business collaborations between different business players, resulting in a broader service portfolio offered to end-users.

Heinrich Stüttgen continues: "Users get an improved service experience and are able to easily utilise complex services that are automatically adapted to devices with widely varying input capabilities, such as mobile devices or TVs. In this process, they are able to tightly control the exposure of their data to third parties."

An example of this technology in use is:

The user accesses a third party via a hotspot. The primary service provider negotiates the conditions and pays the hotspot for network access. The user's attributes are then retrieved from the home, and access controls are applied to the Identity Management system. On the hotspot's network, the user accesses an IPTV provider. This third party provider is paid by the operator using the Identity Management system.

The demonstration at MWC will illustrate the potential of Identity Management in several service scenarios around personalised TV and hotspots.