

Lecture 1

Introduction to Mobile Business I:
Technology, Markets, Platforms,
and Business Models

Mobile Business I (WS 2024/25)

Prof. Dr. Kai Rannenber

Chair of Mobile Business & Multilateral Security
Johann Wolfgang Goethe University Frankfurt a. M.



- Chair of Mobile Business and Multilateral Security
- Teaching and Research Agenda
- Introduction into Mobile Business
- History of Mobile Business & Mobile Telecommunication Systems
- Outline of this Course

<p>E-Finance</p> <p>Prof. Dr. Peter Gomber</p>	<p>Business Informatics (Informatics)</p> <p>Prof. Dr. Mirjam Minor</p>	<p>Business Informatics & Information Management</p> <p>Prof. Dr. Oliver Hinz</p>
<p>Business Ethics & Business Education (associated)</p> <p>Prof. Dr. Gerhard Minnameier</p>	<p>Business Informatics</p> <p>Hon. Prof. Dr. Matthias Zieschang</p>	<p>Economic and Business Education (associated)</p> <p>Prof. Dr. Eveline Wuttke</p>
<p>Business Education</p> <p>Prof. Dr. Helmut Niegemann</p>	<p>Information Systems & Information Management</p> <p>Prof. Dr. Wolfgang König</p>	<p>...</p>
<p>Information Systems Engineering</p> <p>Prof. Dr. Roland Holten</p>	<p>Business Informatics & Microeconomics</p> <p>Prof. Dr. Lukas Wiewiorra</p>	<p>Mobile Business & Multilateral Security</p> <p>Prof. Dr. Kai Rannenber</p>

Chair of Business Administration, especially Business Informatics, Mobile Business and Multilateral Security

Chair of Mobile Business & Multilateral Security

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Team & External PhD Students



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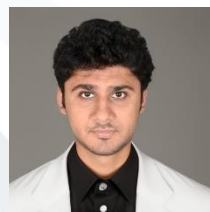
**Ann-Kristin
Lieberknecht**



**Frédéric
Tronnier**



**Ahad
Niknia**



**Basharat
Ahmed**



**Michael
Schmid**
Lufthansa



**Christopher
Schmitz**
Deutsche Börse



**Peter
Hamm**
Capgemini Invent

Selected Alumni



Prof. Dr. Jan Muntermann
Göttingen University
-> Augsburg University



Dr. Stefan Figge
BuyIn (Dt. Telekom / Orange)
-> Microsoft



Dr. Mike Radmacher
Deutsche Telekom
-> Techem



Dr. Andreas Albers
Deutsche Telekom



Dr. Stefan Weiss
Swiss Re
-> CSL



Prof. Dr. Denis Royer
Ostfalia - Hochschule für angewandte Wissenschaften



Dr. Markus Tschersich
Continental



Dr. Ahmad Sabouri
Continental
-> HARMAN International



Dr. Falk Wagner
T-Mobile US



Dr. Christian Kahl
PROCON IT



Dr. Gökhan Bal
Deutsche Bahn
-> AONIC



Dr. André Deuker
KfW



Dr. Shuzhe Yang
GLS



Dr. Ahmed Yesuf
FARO Technologies



Dr. Welderufael Tesfay
Deutsche Telekom



Dr. Fatbardh Veseli
Capgemini Germany
-> eOn



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Google



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Continental



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Capgemini Invent

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- Einbeck, Göttingen, Eystrup, Wolfsburg, ...
- TU Berlin (Dipl.-Inform.)
- Uni Freiburg (Dr. rer. pol.)
 - Dissertation “Kriterien und Zertifizierung mehrseitiger IT-Sicherheit“
 - Standardization at ISO/IEC JTC 1/SC 27 and DIN NI-27

1993 - 1999 Daimler and Benz-Foundation Kolleg “Sicherheit in der Kommunikationstechnik“
“Multilateral Security – Empowering Users, Enabling Applications“

1999-09 - 2002-08 Microsoft Research Cambridge UK (www.research.microsoft.com),
“Personal Security Devices and Privacy Technologies“

2001-10 Call for this chair

2001-12 - 2002-07 Stand-in for the chair

2002-07 - Professor Goethe University Frankfurt, Faculty of Business & Economics (FB 02)

2012-04 - Visiting Professor National Institute for Informatics (Tokyo, Japan)

2020-07 - Professor, by courtesy, GUF, Faculty of Computer Science & Mathematics (FB 12)



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- **Course agenda is online.**
 - Please keep yourself updated!
 - Check the website of the course:
 - <https://www.m-chair.de/teaching?view=article&id=275:mobile-business-i-winter-2024-2025&catid=15:lectures>
- **Exam:**
 - <http://www.wiwi.uni-frankfurt.de/mein-wiwi-studium/pruefungsamt.html>
 - <https://www.wiwi.uni-frankfurt.de/fachbereich/dekanat/geschaeftsbereiche/pruefungsaamt.html>

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	WS 2024/2025	SS 2025
Bachelor	<p><i>Course</i></p>	<p><i>Course</i> Wirtschaftsinformatik 2</p>
Master	<p><i>Course</i> Mobile Business I: Application Design, Applications, Infrastructures and Security</p> <p>INKO: Information & Communication Security</p> <p><i>Seminar</i> Machine Learning: Privacy, Regulations and Ethical Issues</p>	<p><i>Course</i> Mobile Business II: Application Design, Applications, Infrastructures and Security</p> <p><i>Seminar</i> Research on Information and Communication Systems: Multilateral Cybersecurity and Privacy</p>

Teaching Topics

- Identity Management
- Privacy
- ICT Security

- Mobile Business
- Business Informatics



Master Courses

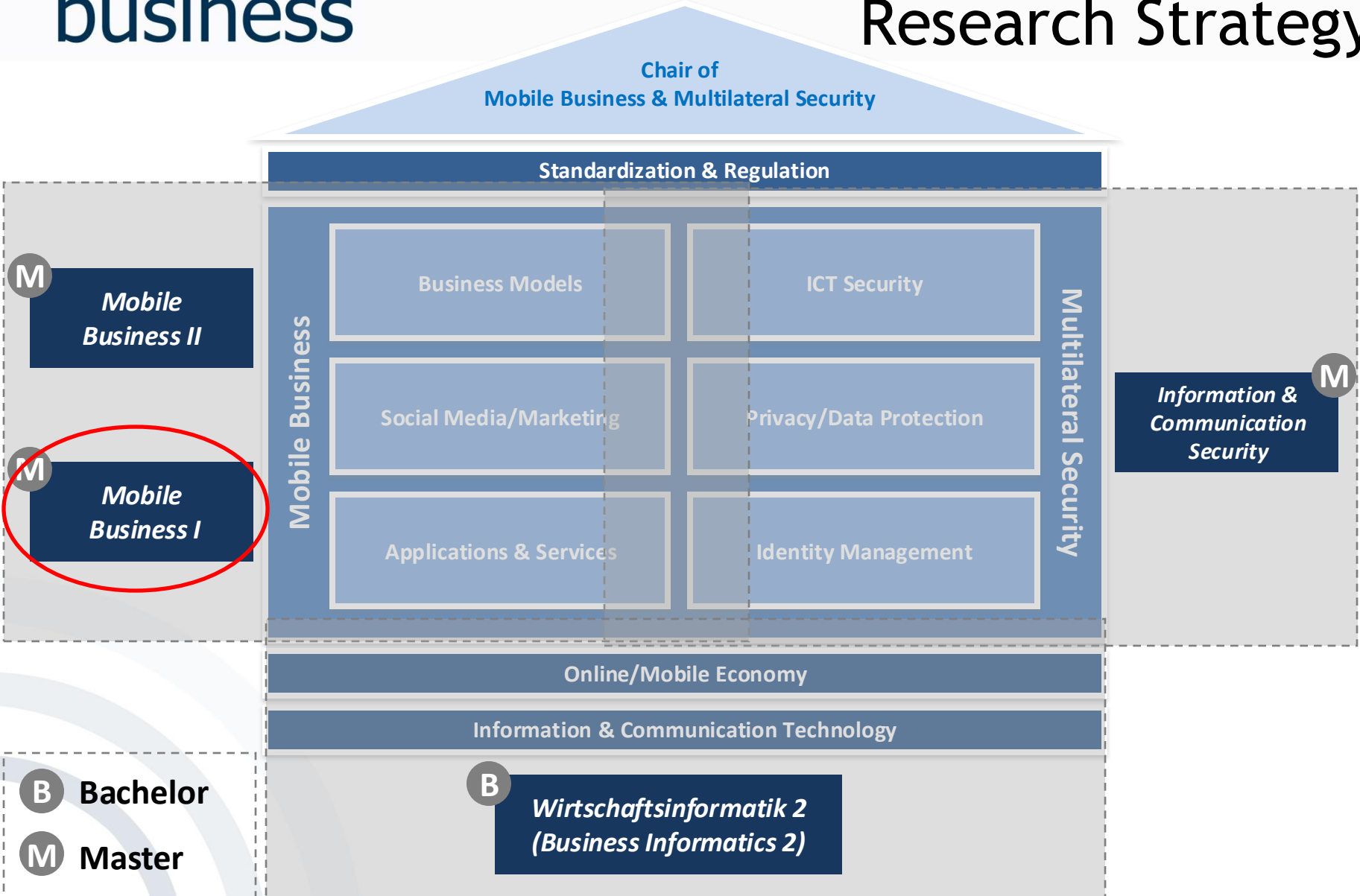
Lectures

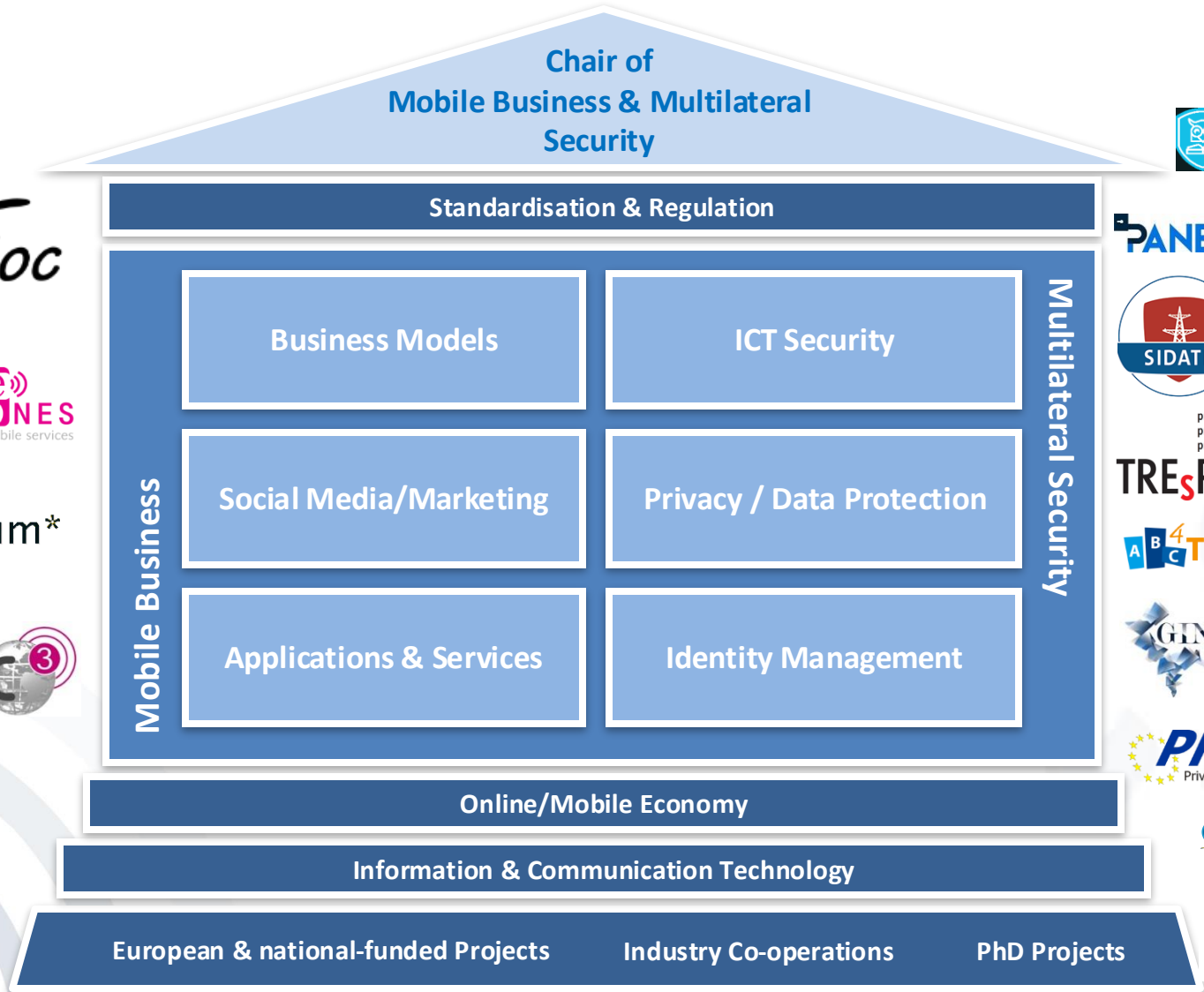
- Mobile Business 1
- Privacy vs. Data
- Seminars
- Mobile Business 2
- Master Thesis
- I & C Security

Bachelor Courses

Lectures

- Business Informatics 2
- Seminars
- Bachelor Thesis





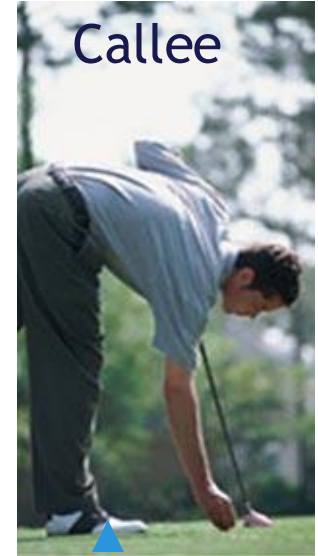
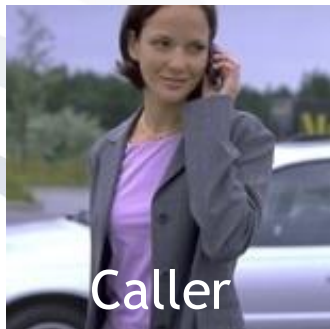
predict
prioritise
prevent



- **Multilateral Security**
 - Security, Trust and Privacy
 - Mobile Signatures
 - Personal Security Devices
- **Mobile Life, Work, and Business**
 - Location Based Services
 - Mobile Communities
- **M-Infrastructures**
 - Combination, Integration, Innovation
 - Standardisation, Regulation

The features

- User specified automatic call filtering
- Higher protection for caller and callee
- Range of possibilities to signalise urgency
- Range of reaction possibilities



Topics of Negotiation

- Extent of identification
- Urgency of the call
- Security requirements
 - authentication
 - confidentiality
 - non-repudiation




RMS Call

Who **Rannenberg, Katrin**

◆ My ID: **none**

◆ Subject: **Meeting?**



Urgency:

Normal High Emergency

Security Settings: View Details

◆ Confidentiality: **Important**

◆ Authentication **Don't care**

Cancel Call

Statement of urgency

“It is really urgent!”

Specification of a function

“I am your boss!”

Specification of a subject

“Let’s have a party tonight.”

Presentation of a voucher

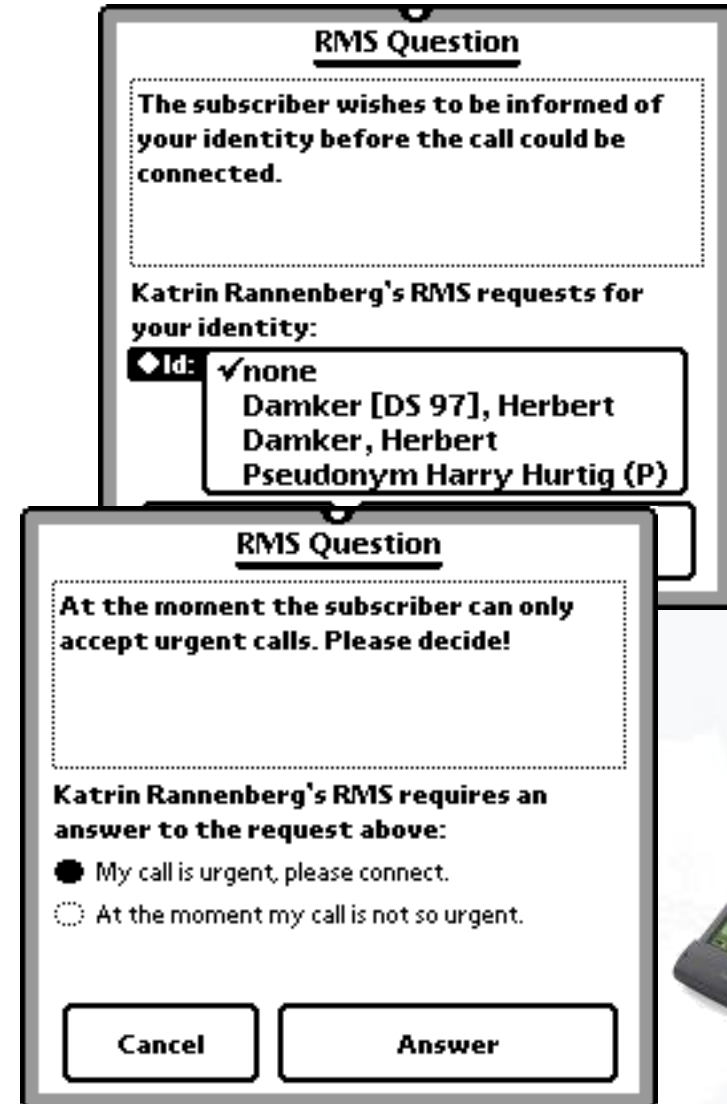
“I welcome you calling back.”

Provision of a reference

“My friends are your friends!”

Offering a surety

“Satisfaction guaranteed
or this money is yours!”



RMS Question

The subscriber wishes to be informed of your identity before the call could be connected.

Katrin Rannenberg's RMS requests for your identity:

◆ Id: none
Damker [DS 97], Herbert
Damker, Herbert
Pseudonym Harry Hurtig (P)

RMS Question

At the moment the subscriber can only accept urgent calls. Please decide!

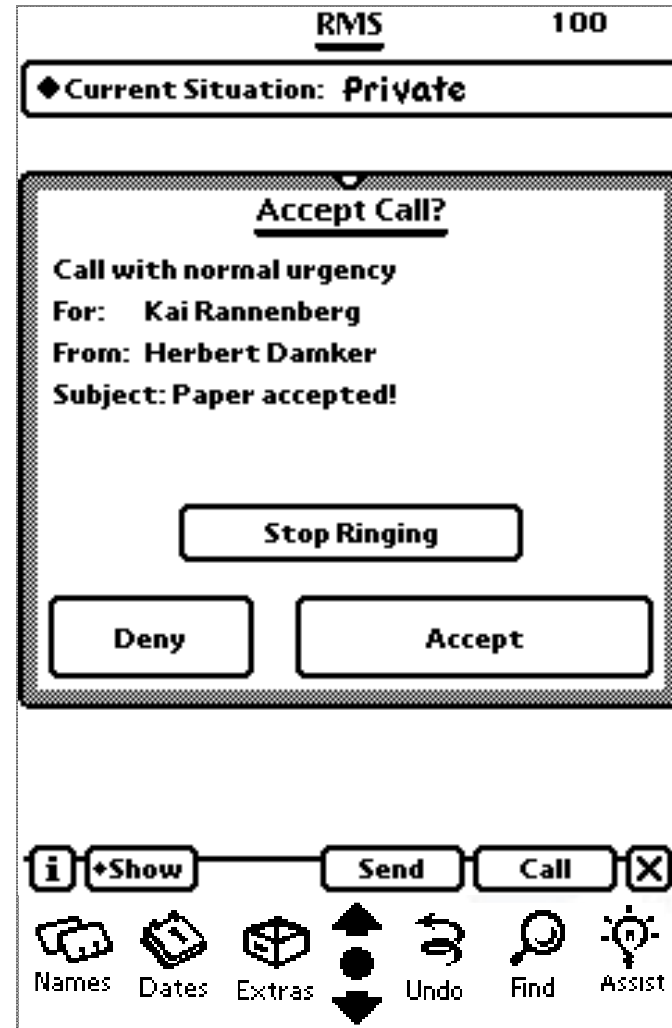
Katrin Rannenberg's RMS requires an answer to the request above:

My call is urgent, please connect.
 At the moment my call is not so urgent.

Cancel Answer



- Bell is ringing!
- Callee notified
- Callee can still decide to accept or deny the call



- Call not connected
- Caller gets information (configured by callee)
- Caller can leave a message or request a call back

RMS: Call denied

Unfortunately the subscriber can not accept the call at the moment.

Leave with Katrin Rannenber:

Text message
 Request for callback (with voucher)
 No message

Cancel **OK**



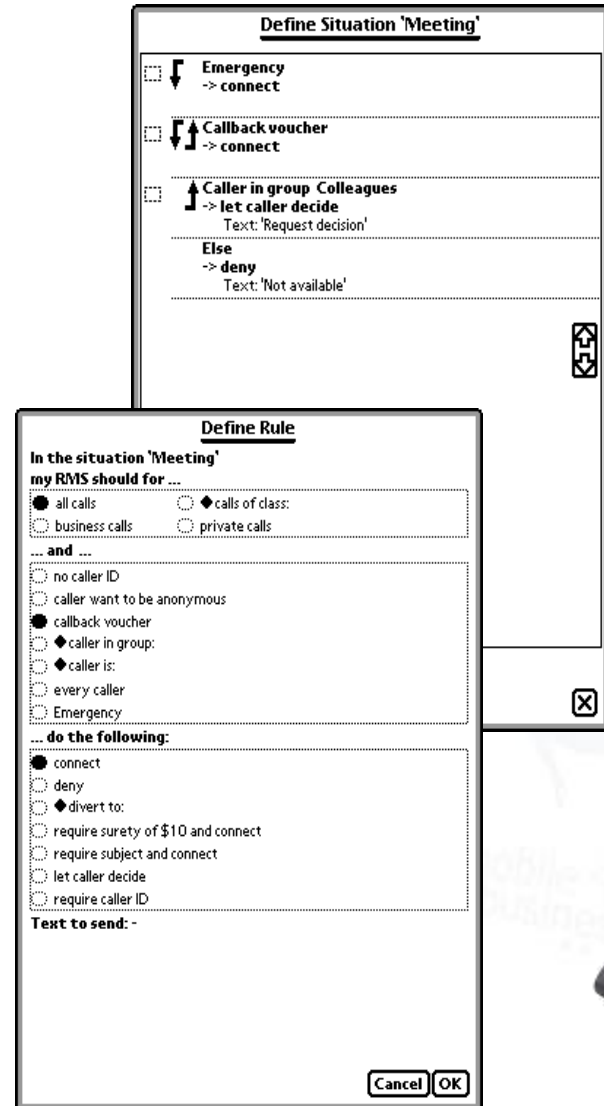
Situations

Set of rules how to deal with an incoming call

Rules

Combination of features

Users can reconfigure initial rules and situations as they like.



Define Situation 'Meeting'

- Emergency
-> connect
- Callback voucher
-> connect
- Caller in group Colleagues
-> let caller decide
Text: 'Request decision'
- Else
-> deny
Text: 'Not available'

Define Rule

In the situation 'Meeting'
my RMS should for ...

- all calls
- business calls
- no caller ID
- caller want to be anonymous
- callback voucher
- caller in group:
- caller is:
- every caller
- Emergency
- calls of class:
- private calls

... and ...

... do the following:

- connect
- deny
- divert to:
- require surety of \$10 and connect
- require subject and connect
- let caller decide
- require caller ID

Text to send: -

Cancel OK



- **Fictitious, but realistic** cases
- **Real users:**
ca 40 doctors, nurses, admin people, etc.
- 1 week **“Playtime”**
- 18 months **preparation and analysis:**
workflow analysis
usability tests, script writing, attack planning



- Reachability manager
- Negotiating security
- Identities and pseudonyms
- Signing device
- Medical information (patient records and knowledge base)
- Hospital communication

Overall results

- High benefit for everyday tasks
- Increasing awareness of security
- Integration of asynchronous messages very useful
- Manual filtering of calls often used

User demands

- Smaller device - RMS functionality in mobile phone
- Integration of full-flavour email
- Authentication also during a call

Many more *design* hints



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What is Mobile Business ?

- There are as many definitions as interested parties.
- “Ask again in 5 years at best, then we will have further information ...“
- A multitude of related notions:
E/C/V-Business, Mobile Commerce, Mobile...
- Hypes and myths
 - “Mobile Business is THE future!“
 - “Mobile Business is just a hype!“

What is Mobile Business ?

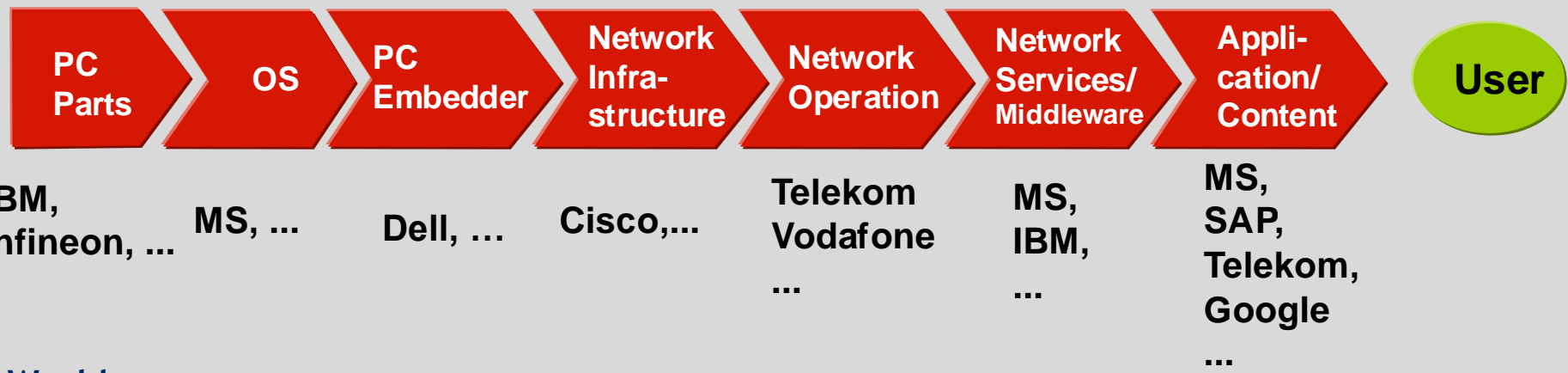
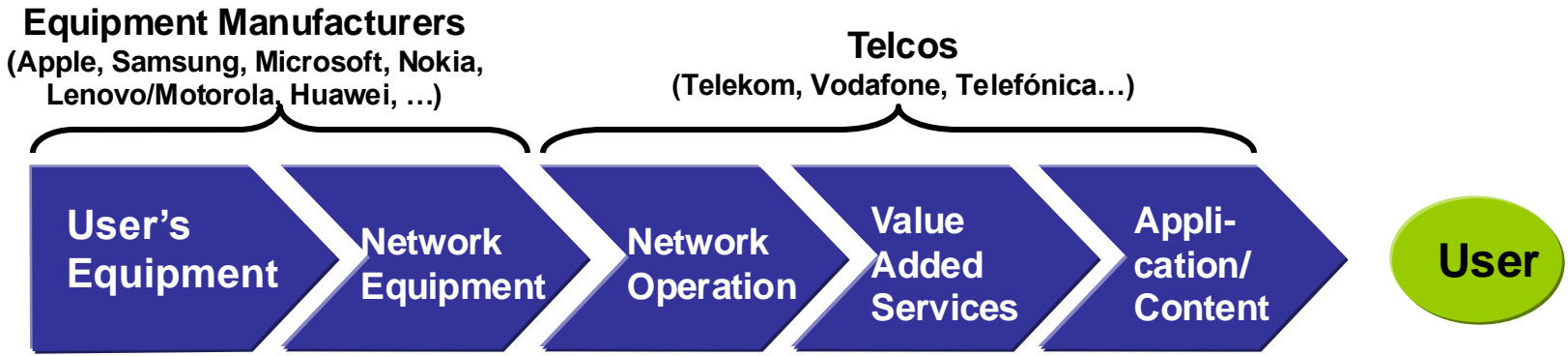
We chose a definition that (hopefully) lets us do interesting things:

*“The usage of
mobile devices, infrastructure,
communication and interaction
for
mobile applications and
transactions.”*

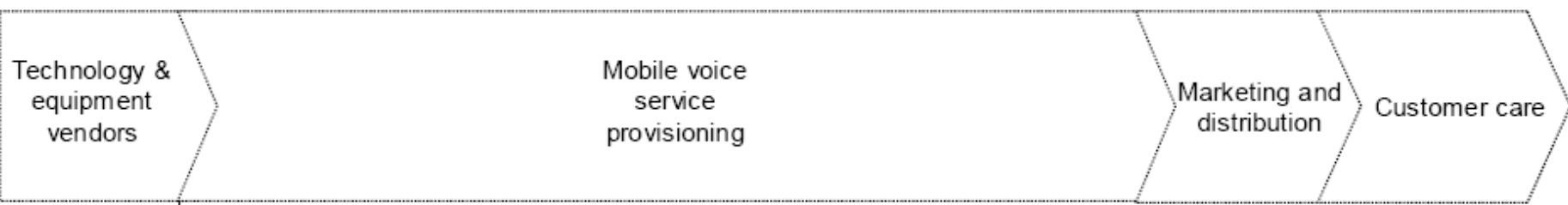
- Workplaces and private life have been changing thoroughly through mobile technologies and services.
- This implies extraordinary challenges and chances.
- The development is strongly influenced by international factors.



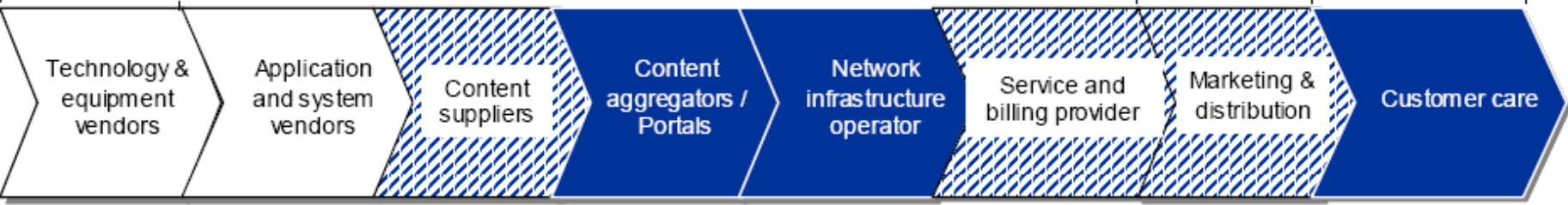
GSM World






TRADITIONAL VALUE CHAIN OF MOBILE SERVICE DELIVERY



EMERGING MOBILE OPERATOR VALUE CHAIN

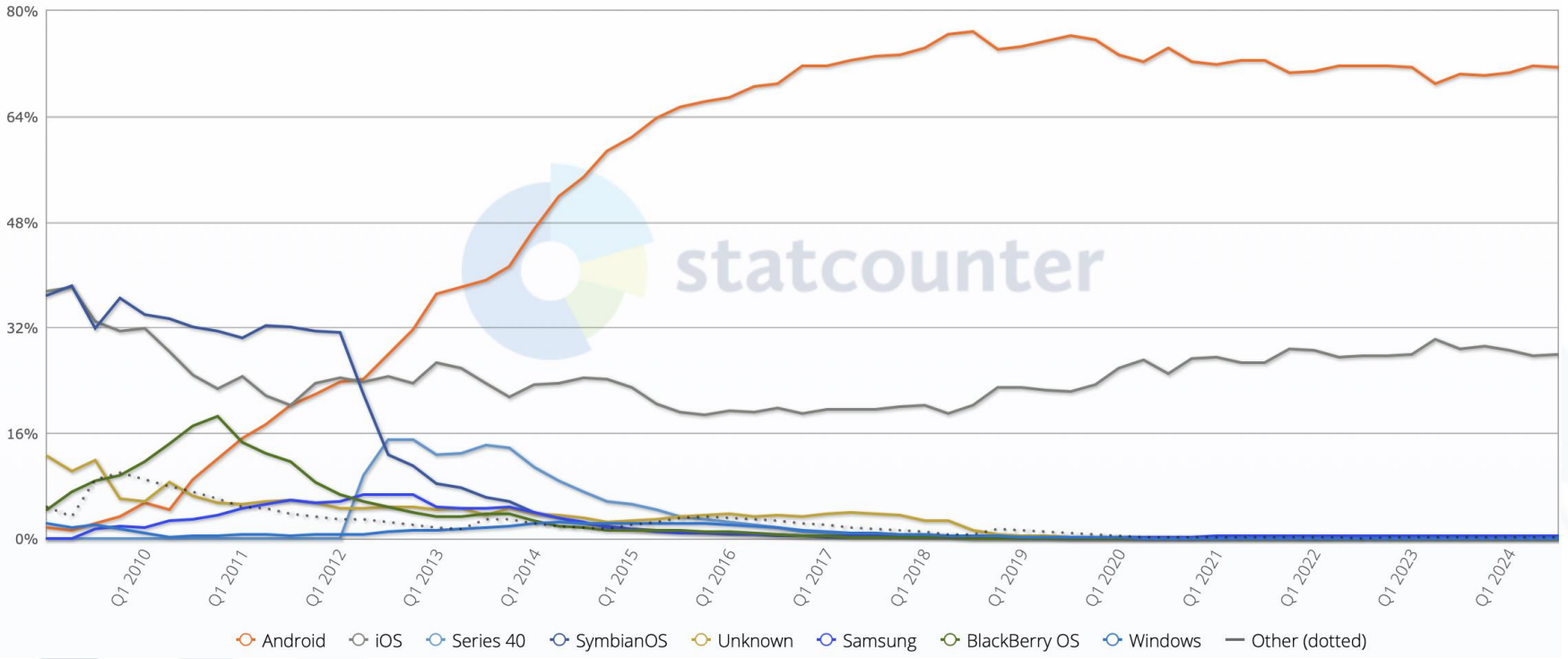


	Primary opportunity for operator		Some opportunity		Opportunity through alliances
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[Passerini et al. 2004]

Worldwide Smartphone Sales to End Users by Operating System (2010-2024)

Q1 2009 - Q3 2024



Mobile Applications are getting more and more popular

- Over 1.642 million apps available in the App Store in Q3 of 2022, out of the 8.93 million apps available worldwide
- Centralised marketplace for software
- Several (dis)advantages compared with websites like
 - Access to hardware resources (like GPS)
 - Offline functionalities
 - Has to be developed for each OS individually
 - Mobile Native Apps vs. Mobile Web Apps
- HTML5 may integrate the advantages of Apps and mobile websites



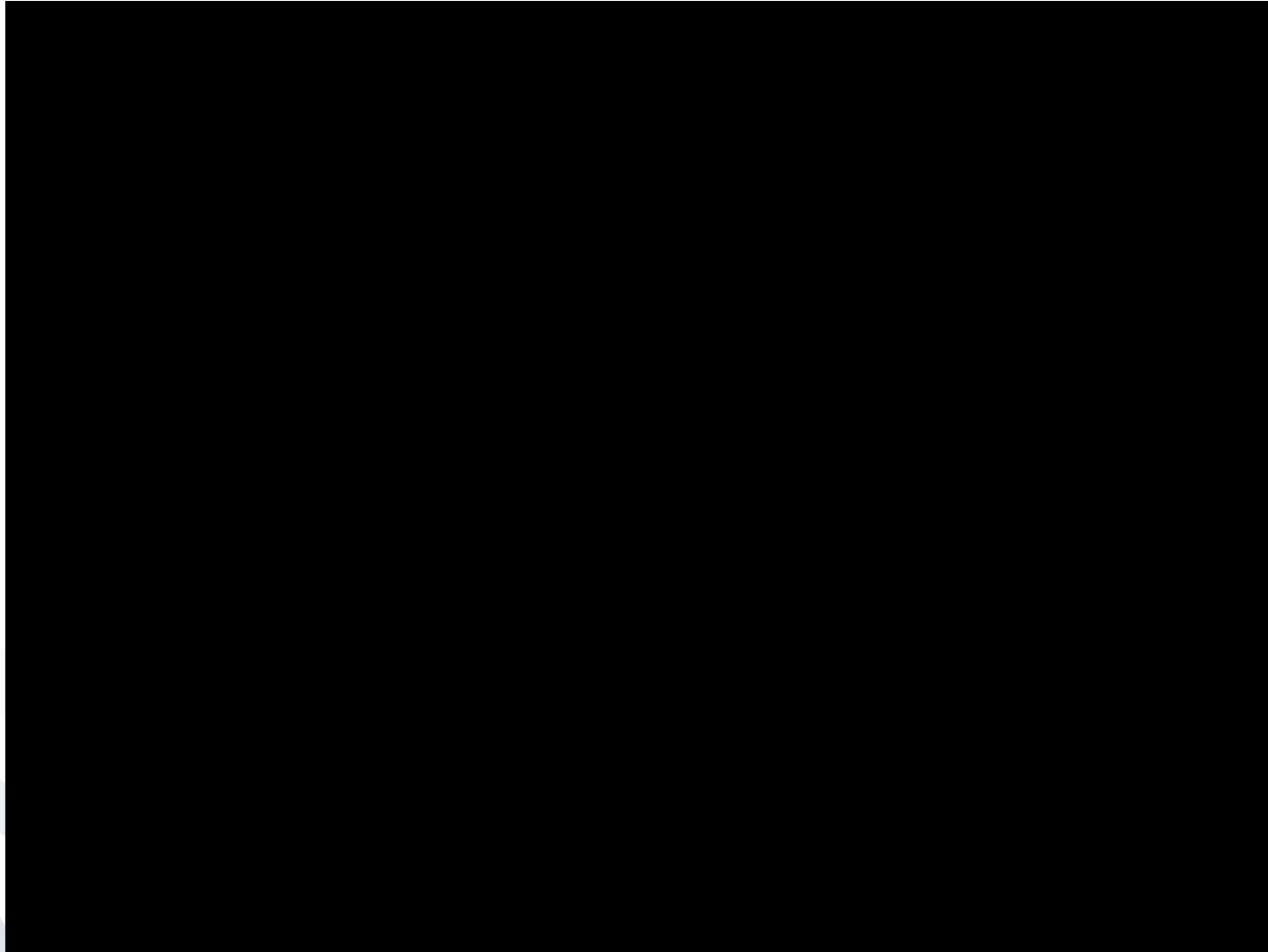
What makes Mobile Business mobile?

- Customers?
 - Terminals?
 - Service provisioning?
 - Means of payment?
 - Possibilities of interaction?
 - Business cases for Mobile Operators (and others)?
- ➔ One instrument for analysing are scenarios & visions.

- Videos are useful because they convey visions.
- Visions have to be benchmarked by reality.
- Learning from videos
 - Which aspects of visions are reasonable / useful?
 - What is necessary for their realization?
 - Can a business model emerge from this?
 - For whom?



Illustrative Microsoft Video

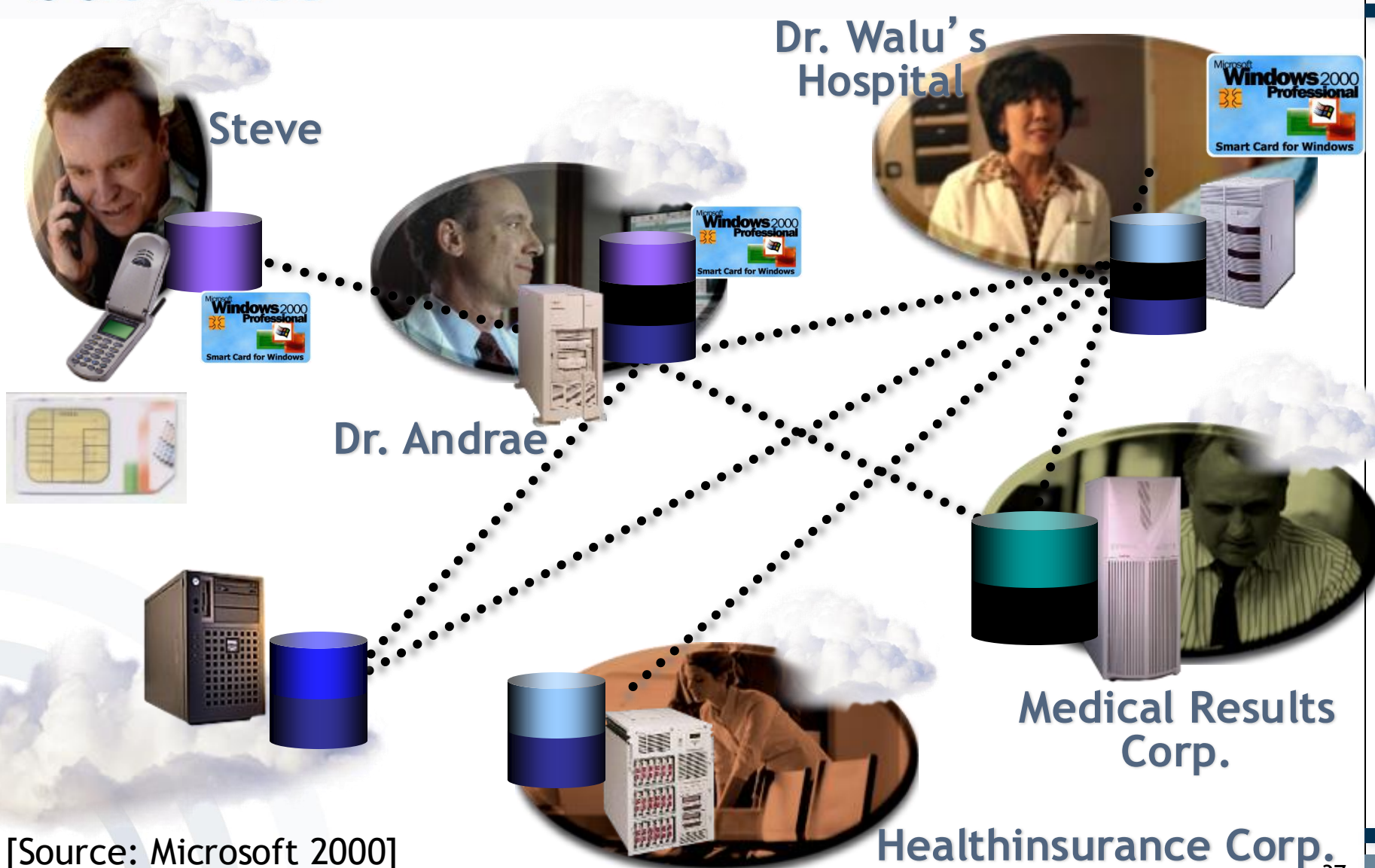


- Not every country's scenario (e.g. health care) can simply be transferred to another country.
- Mobile Business does not only relate to mobile phones. Other platforms are important, too.



mobile business

Parties Involved



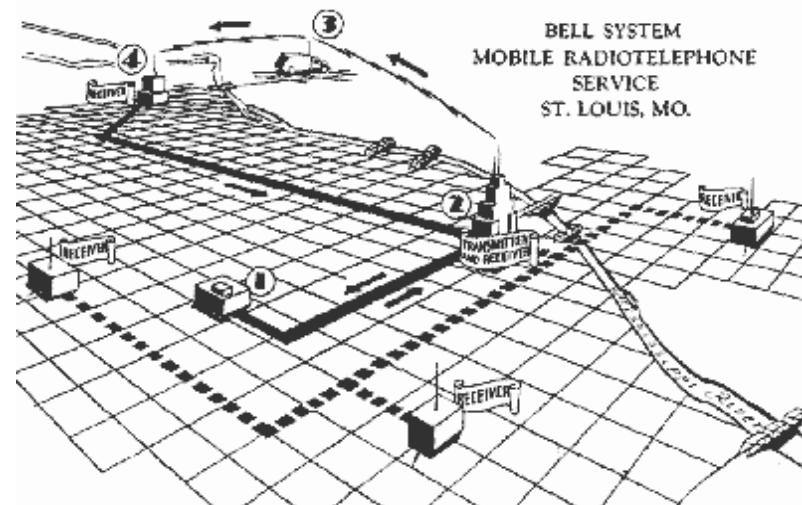
[Source: Microsoft 2000]

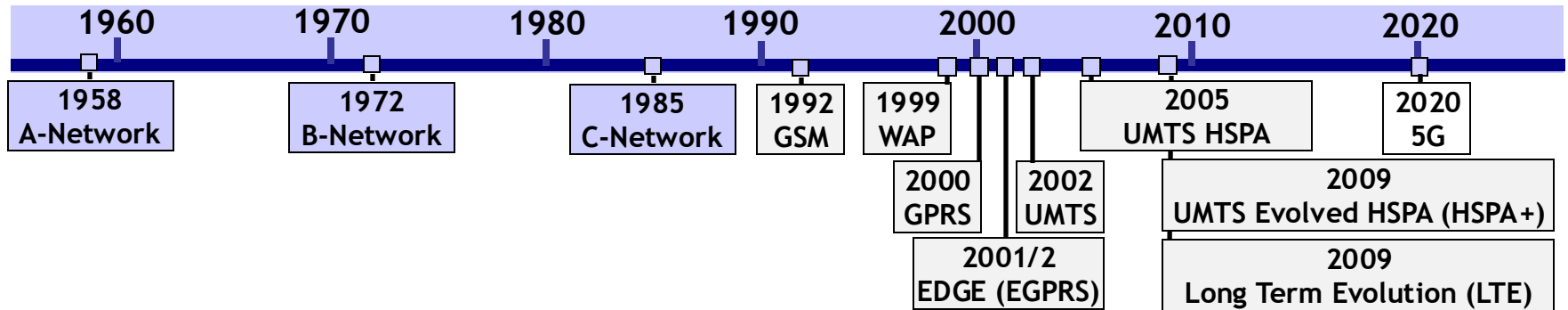
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History of Mobile Business Early Approaches



- February 14, 1876. Alexander Graham Bell, a Scotch deaf-mute teacher, patents his telephone (no. 174.465).
- June 17, 1946. AT&T and Southwestern Bell introduce MTS (mobile radio telephone service) in St. Louis, Missouri.





A-Network (1958 - 1977)

Switching was done manually by operators (switchboard clerks). To call one needed to know the location area of the mobile station.



B-Network (1972 - 1994-12-31)

Callers could call mobile stations directly, but needed to know the current mobile station's area and use the respective area code.



C-Network (1985 - 2000-12-31)

First German cellular mobile radio network with centralized management of the mobile station's location

History of Mobile Business

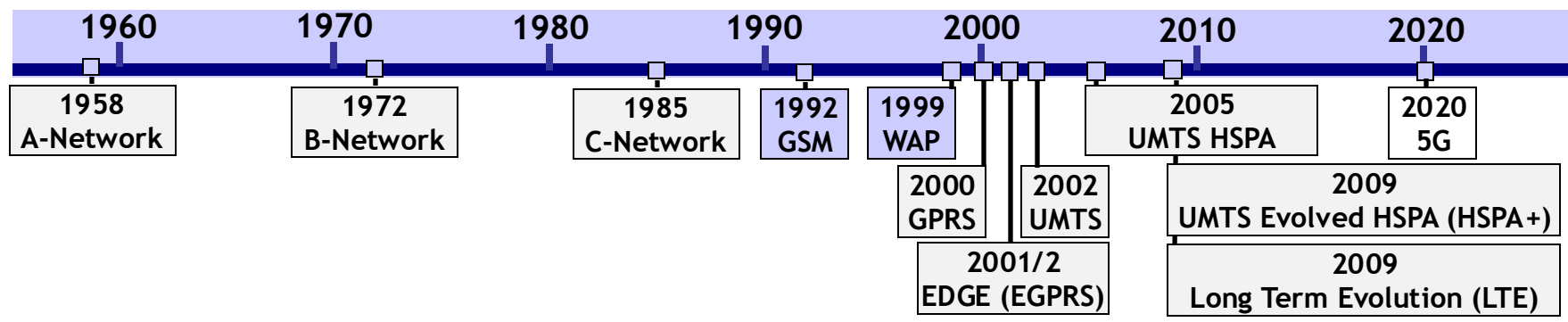
Early German Mobile Networks

- 1958 A-Net (till 1977)
- 1972 B-Net (till 1994)
- 1986 C-Net (till 2000)



- Since 1981 NMT-450 (Nordic Mobile Telephone) in Norway, Sweden, Saudi Arabia, Denmark, Finland, ...





GSM

The technical standard for digital mobile radio networks in more than 100 countries; GSM includes data transfer services.

WAP

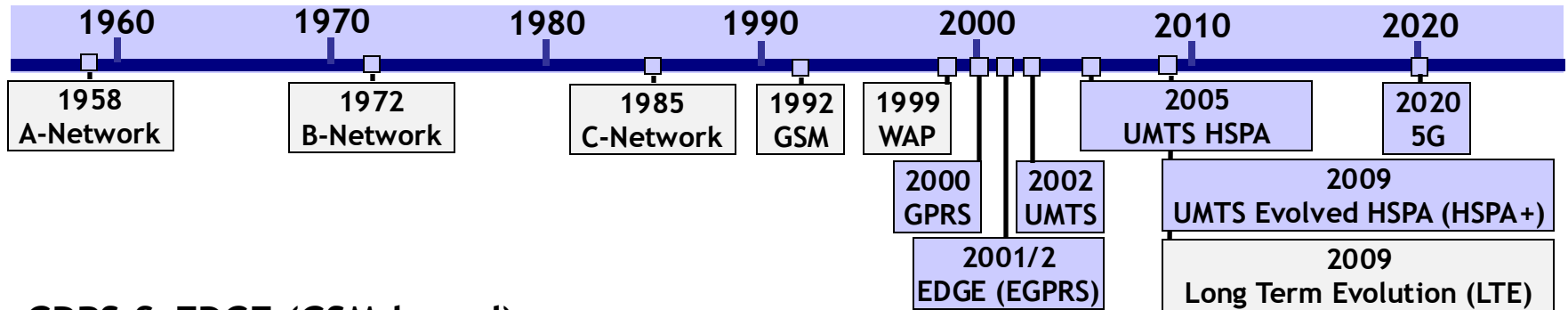
The WAP standard describes a protocol suite. With special mobile phones certain mobile contents (pages) are accessible using WAP-enabled mobile phones.

[Source: WAP 2010]



- First GSM trials 1991
- Commercial usage since 1992
- First digital mobile radio network with high voice quality and reliability (roaming).
- Global diffusion in more than 212 countries with more than 1 billion users.
- In February 2004 the first commercial mobile radio network (based on GSM) was launched in Iraq.
- GSM is the basis of data services like GPRS and EGDE.





GPRS & EDGE (GSM-based)

Further development of the GSM standard: Data is transferred in packets. EDGE is an enhancement to GPRS and provides increased data transmission rates (3 to 4 times faster than GPRS).

UMTS (3G) network

Third mobile radio standard and the successor of GSM for mobile multimedia incl. video and audio transmissions

UMTS High Speed Packet Access (HSPA), UMTS Evolved HSPA (HSPA+)

HSPA and Evolved HSPA (HSPA+) provide enhanced performance in speed and latency.

Long Term Evolution (LTE)

LTE is the first all-IP mobile network technology. It provides significantly higher data rates, capacity and lower latency than HSPA and HSPA+.

Fifth generation cellular network technology (5G)

5G offers higher data rates (up to 10 Gbit/s), lower latency and use of higher frequency spectrums.

Sixth generation cellular network technology (6G)

Research on 6G started in 2017, data rates up to 400 Gbit/s

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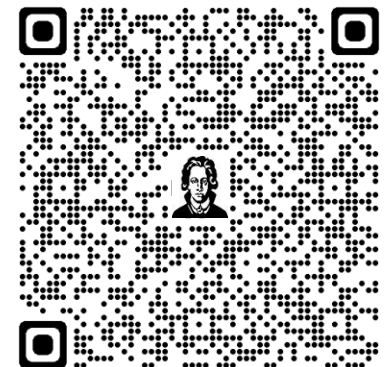
- Interest ...
 - ... in new topics
 - ... in the interaction of technology, business, economy and society
 - ... in experiments

- Other Business Informatics lectures help but are not mandatory.



Lectures

1. Introduction to Mobile Business I
2. Mobile Telecommunication Infrastructures
3. Wireless Internet-oriented Infrastructures and Protocols
4. Mobile Communication Services
5. Electronic Business vs. Mobile Business
6. Market Structure and Value Chain
7. Business Models
8. Smart cards and Infrastructures
9. Mobile Devices
10. Concepts of Mobile OS
11. Mobile OS and Security Aspects – Examples
12. Trusted Devices
13. Acceptance and Success Factors in Mobile Business
14. Q&A



Please Note:

Electronic library of journals, access to more than 2000 journals

<http://www.ub.uni-frankfurt.de/online/emedien.html>

Available only for university members via HRZ account (141.2.XXX.XXX IP-addresses; PC Pool) or via university library login:

www.ub.uni-frankfurt.de/login.html



search.epnet.com/login.asp
www.jstor.org



Internet search engines:

scholar.google.com
academic.live.com



[Microsoft 2000]

Microsoft (2000) Materials for the Introduction of .net

[Passerini et al. 2004]

Passerini, K.; Gagnon, S. Cakici, K. (2004) Opportunities in the Digital Economy: A New Value Chain and Services for Mobile Telecom Operators, in: C. Bullen and E. Stohr (Eds.) *Proceedings of the 10th American Conference on Information Systems*, New York, NY, USA, pp.2530-2535.

[statcounter2023]

<https://gs.statcounter.com/os-market-share/mobile/worldwide/#quarterly-200901-202302>

[Statista2014a] <http://de.statista.com/statistik/daten/studie/73662/umfrage/marktanteil-der-smartphone-betriebssysteme-nach-quartalen/>

[Statista2020a]

Marktanteile der führenden Betriebssysteme am Absatz von Smartphones weltweit vom 1. Quartal 2009 bis zum 4. Quartal 2020.

<https://de.statista.com/statistik/daten/studie/73662/umfrage/marktanteil-der-smartphone-betriebssysteme-nach-quartalen/>

[Statista2023]

<https://www.statista.com/statistics/779768/number-of-available-apps-in-the-apple-app-store-quarter>

[WAP 2010]

www.wapforum.org/what/technical.htm, accessed 01-10-2010.

<https://www.wapforum.org/what/index.htm>, accessed 01-10-2022