

Wireless Instant Messaging (WIM)

Duration: 1 day

Prerequisites: Understanding of basic wireless principles and business, instant messaging and the Internet

Objectives:

At the conclusion of the workshop the student will be able to:

- Understand IM and how it evolved.
- Understand technologies supporting SMS and Wireless Messaging
- Understand the various new wireless data protocols
- Understand the uses and benefits of WIM and the breadth of its application base
- Identify the technology vendors, service providers and players
- Identify the target markets and business issues for WIM
- Understand challenges and opportunities in deploying WIM
- Identify the business models associated with WIM.

Course Outline:

1. Course introduction
2. Introduction to IM
 - 2.1. Why IM and not email?
 - 2.1.1. What it does for you
 - 2.1.2. How it evolved
 - 2.1.3. Convenience to end users
3. Wireless Messaging
 - 3.1. SMS- what it is and how it works
 - 3.1.1. SMS applications
 - 3.1.2. Other wireless messaging mediums
 - 3.1.3. How SMS succeeded in Europe and Asia
 - 3.1.4. Challenges in the American Market
4. Fusing IM and wireless together
 - 4.1. Digital Wireless Data Protocols
 - 4.1.1. GPRS
 - 4.1.2. 1xRTT
 - 4.1.3. SMS
 - 4.2. Platforms for WIM
 - 4.2.1. SIM Toolkit
 - 4.2.2. BREW
 - 4.2.3. WAP

- 4.2.4. Java
- 4.2.5. RIM OS
- 4.2.6. Danger Hiptop OS
- 4.3. Making IM Wireless
 - 4.3.1. Presence detection
 - 4.3.2. Infrastructure Integration
 - 4.3.3. Privacy
 - 4.3.4. Security
- 5. Barriers to WIM
 - 5.1. Applicability of phones for WIM
 - 5.2. Availability of suitable wireless services
 - 5.3. Pricing issues
- 6. Tools for WIM
 - 6.1.1. QWERTY keyboards
 - 6.1.2. PDA phones
 - 6.1.3. TEGIC T9
- 7. Players in the Market
 - 7.1. Carriers
 - 7.1.1. T-Mobile, Nextel, Cingular etc..
 - 7.2. Vendors
 - 7.2.1. 724 Solutions
 - 7.2.2. Logica
 - 7.2.3. Comverse
 - 7.2.4. OpenWave
 - 7.2.5. Active Buddy
 - 7.2.6. AOL
 - 7.2.7. MSN
- 8. Business models for WIM
 - 8.1. For the vendor
 - 8.2. For the service provider
 - 8.2.1. Mobile network operators
 - 8.2.2. IM service providers
- 9. WIM strategy for business
 - 9.1. How to make it pay for your business
 - 9.1.1. Corporate users
 - 9.1.2. Mobile workforce and job dispatch
 - 9.2. Other related presence and community-based applications
 - 9.2.1. Mobile entertainment (games)
 - 9.2.2. Mobile chat, flirting and dating
 - 9.2.3. Mobile alerting and notification