




Seamless Mobile Services in the Cloud

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A close-up of Keanu Reeves' face, looking intently at a spoon that is bent into a circular shape. The background is a soft, out-of-focus green.

Do not try and bend the spoon. That's impossible. Instead... only try to realize the truth.

What truth?

There is no spoon.

Then you'll see, that it is not the spoon that bends, it is only yourself.

There is no spoon?

That it is not the spoon that bends, it is only yourself.

Mobility is Really about the USER!

Battery life?

Connection speed?

I wish you knew who I am/what I need/what I like ...

Evolving towards

Screen size?

I move from place to place (context to context) -- mobile

Device is Mobile

— Issues: Capability of device

Connection availability?

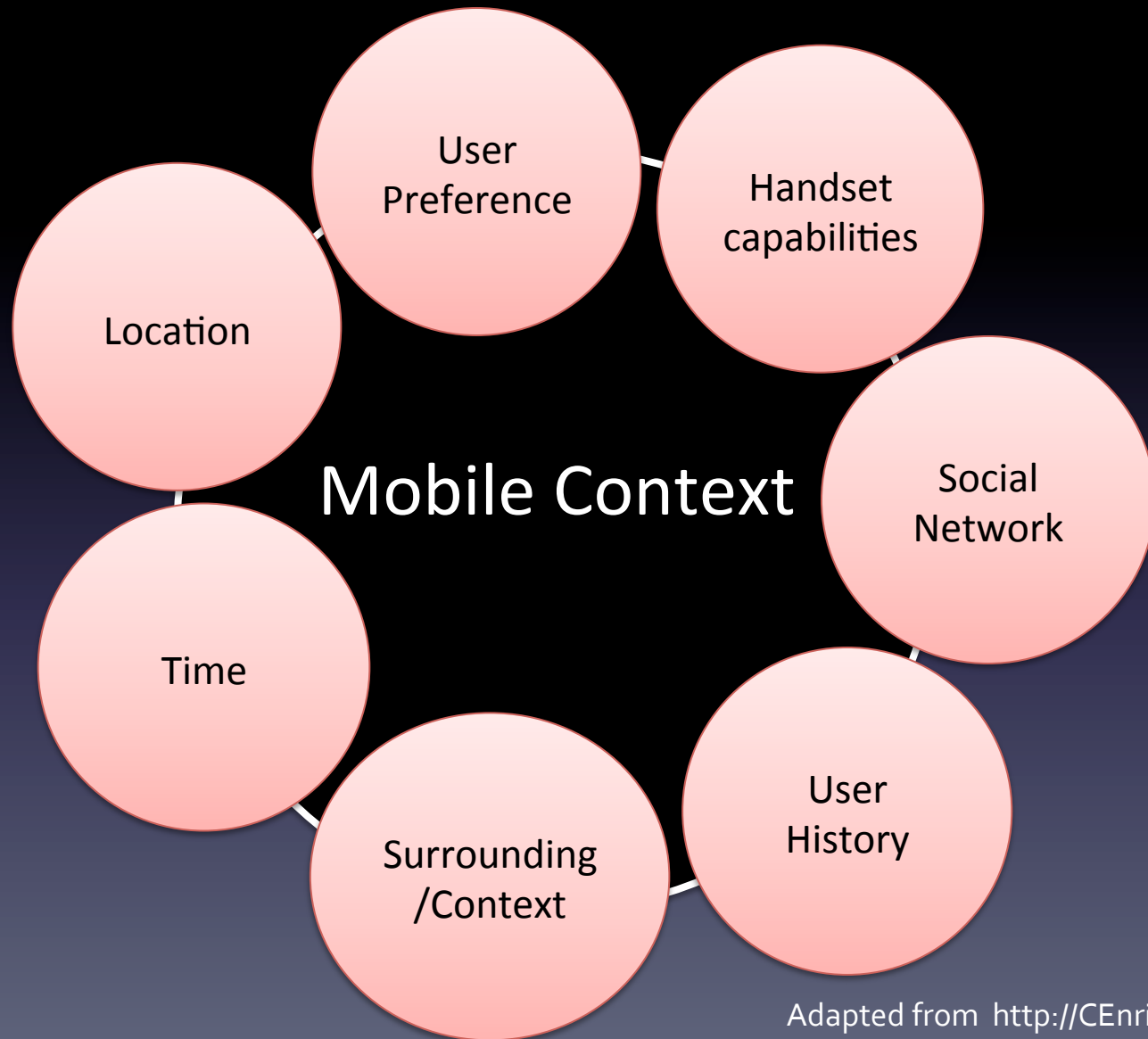
Processing power?

User is Mobile

— Issues: Limited slices of attentive time/patience



Mobile Context



Adapted from <http://CEnriqueOrtiz.com>



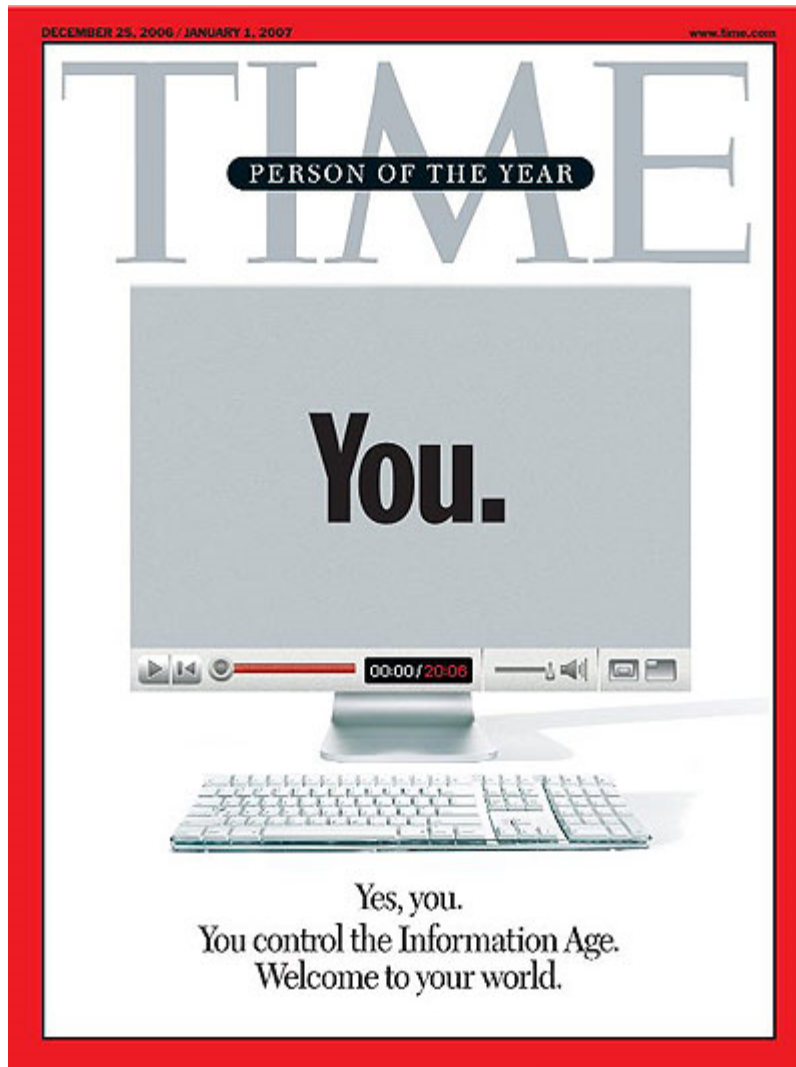
It is not the mobile device that is mobile, but the user who is mobile *even without a mobile device*

Rich Apps on Smartphones

- Most apps merely showcase maturity of mobile application development platform



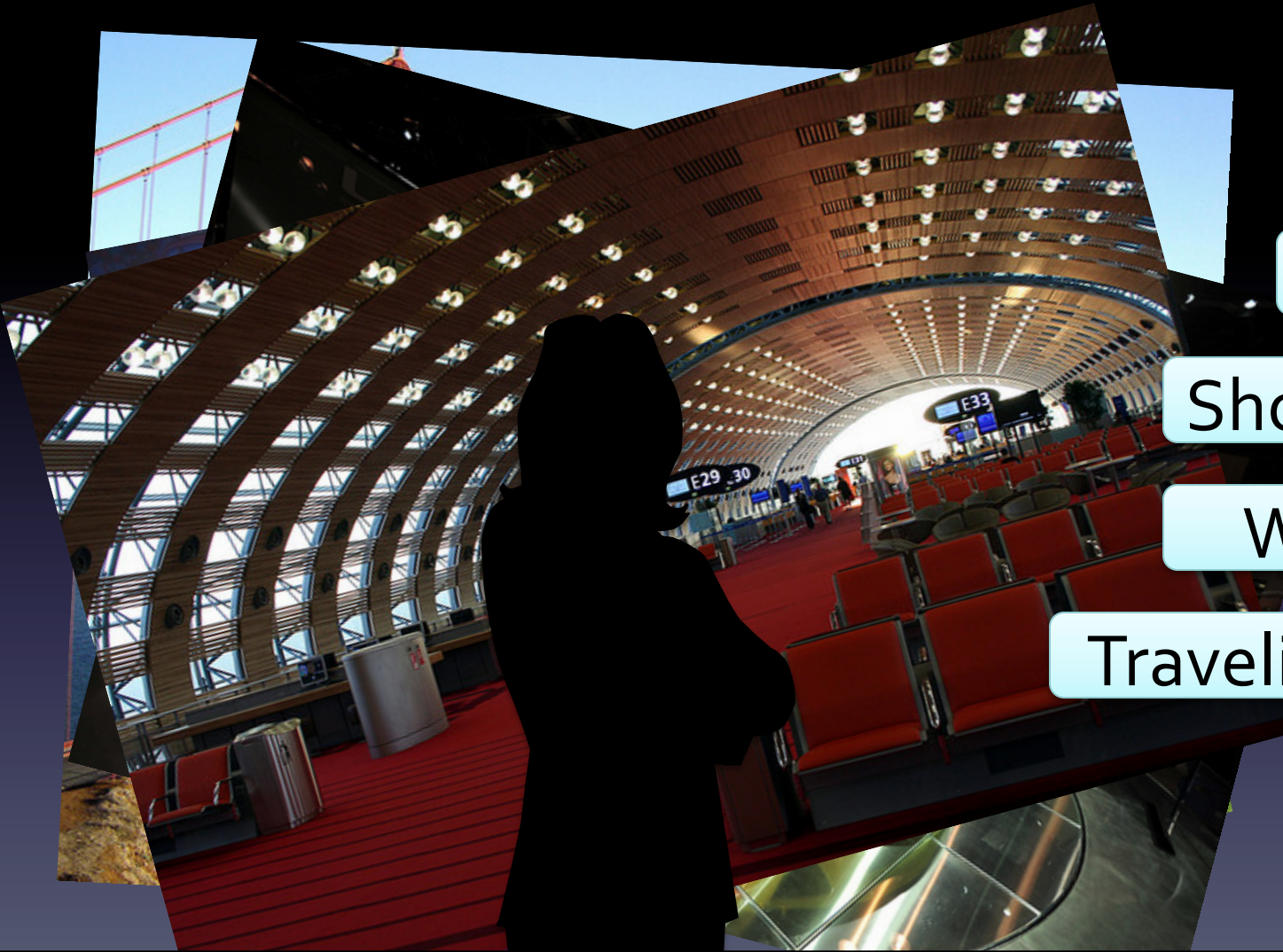
What Do 10 Billion Apps Need?



Apps need to
have an
sophisticated
picture of
user

To succeed and
differentiate in this
crowded space

Mobile User's Context



Lives in SF

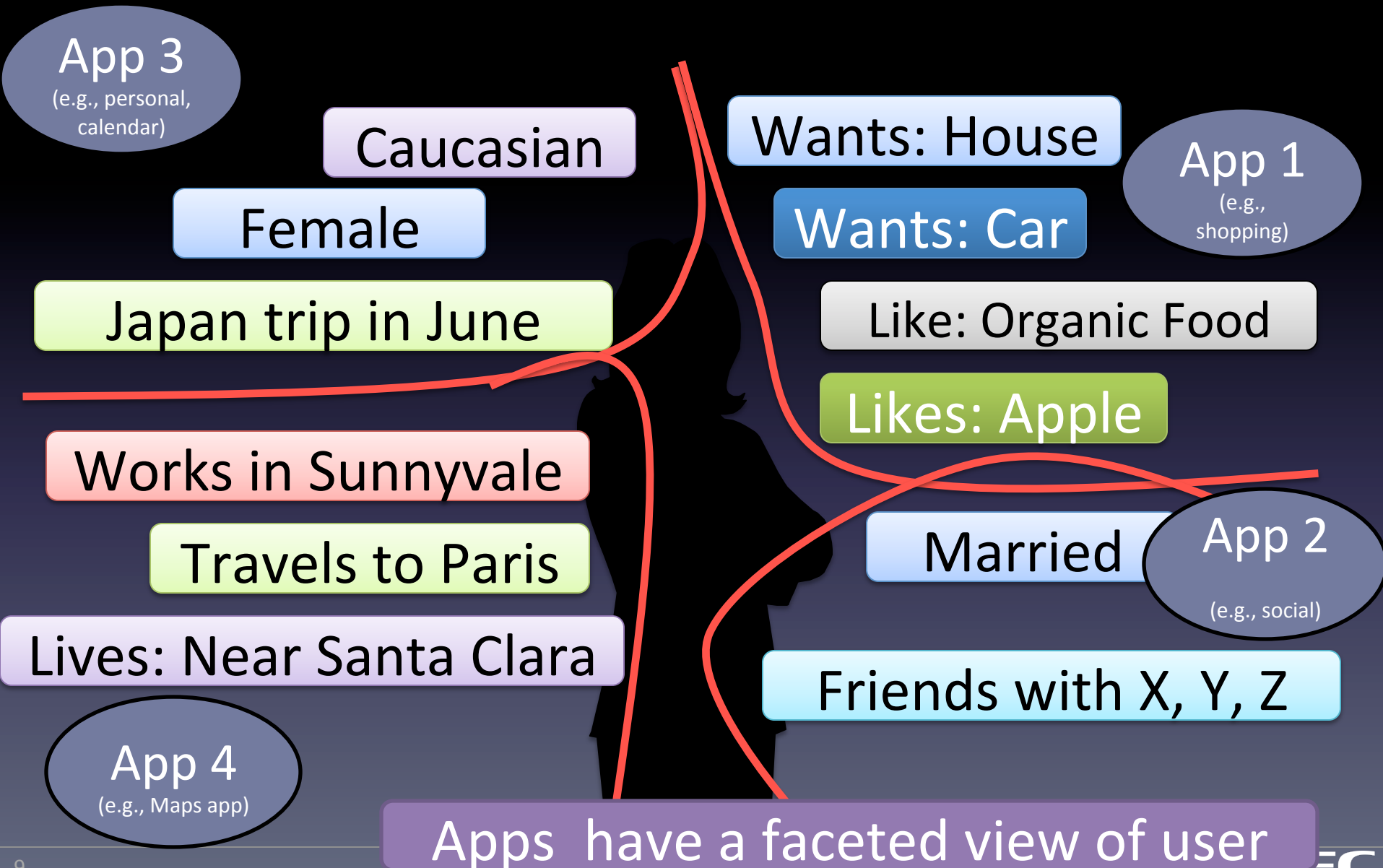
Shops Organic

Wants: Car

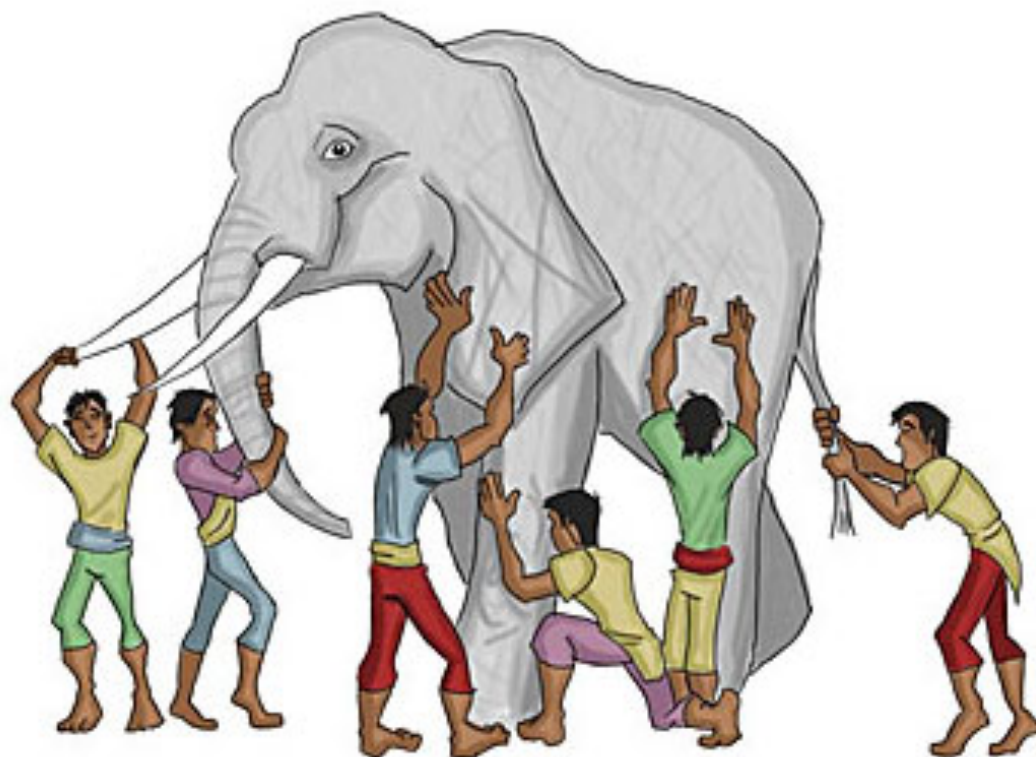
Traveling to Paris

Mobility presents opportunity to assign labels as user navigates through *mobile context*

Faceted View of the User



Apps and a User, akin to:



Real Picture of User

App A

App B

App D

App E

App D

App C

App F

App G

App H

App P

App I

App K

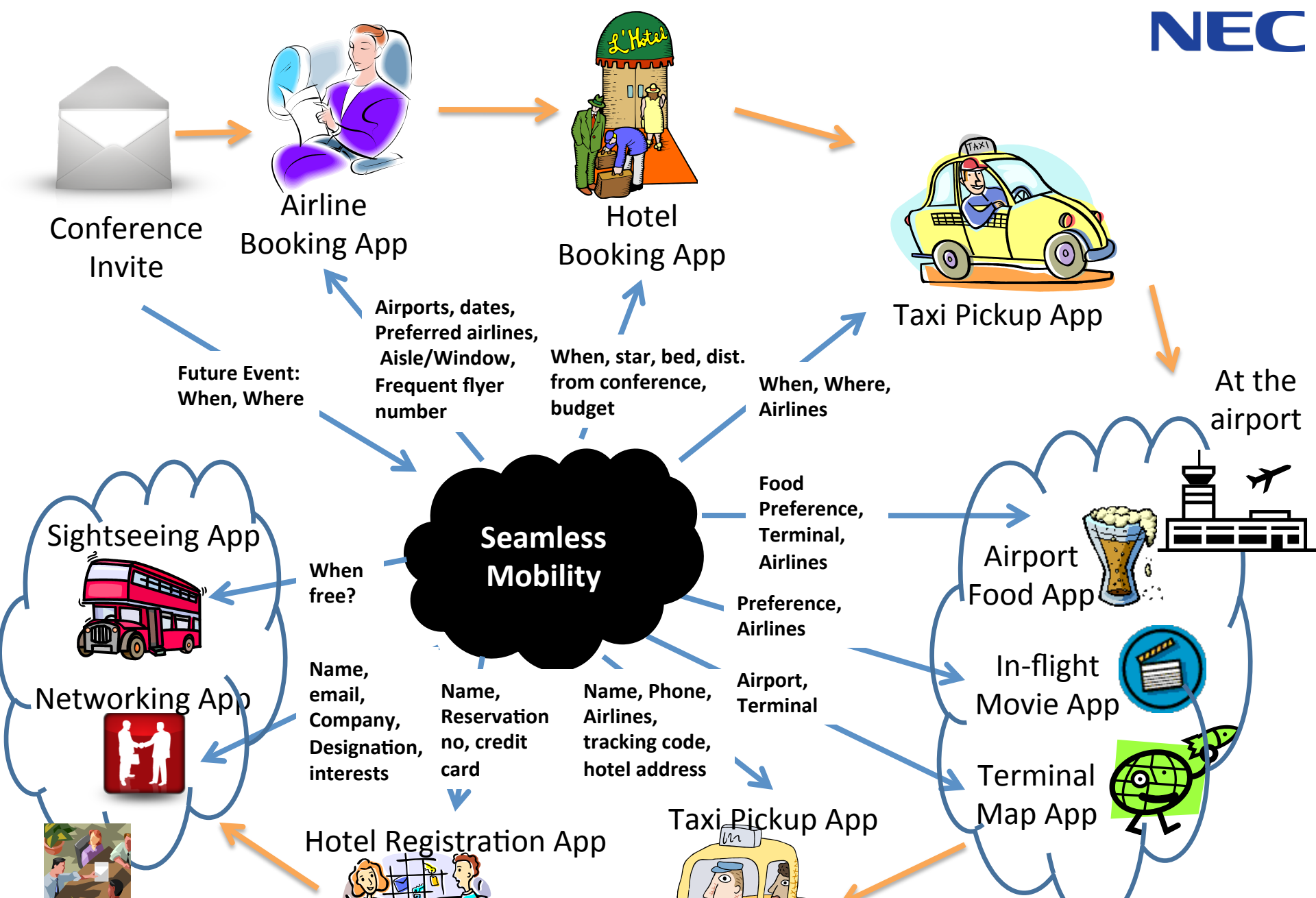
*Real Picture of user emerges if apps are able to SHARE
their own faceted view of user*

App J

App M

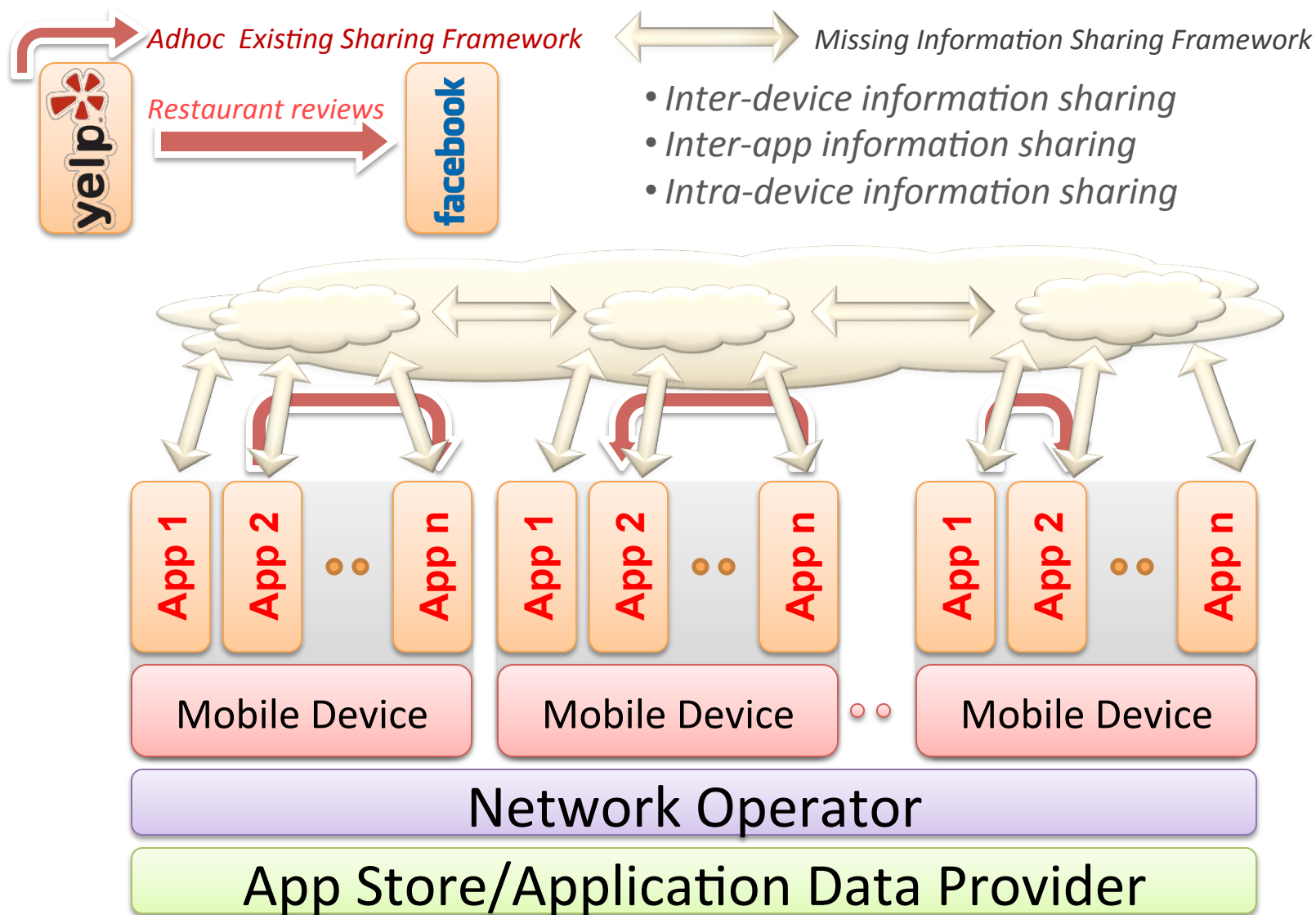
App L

App N

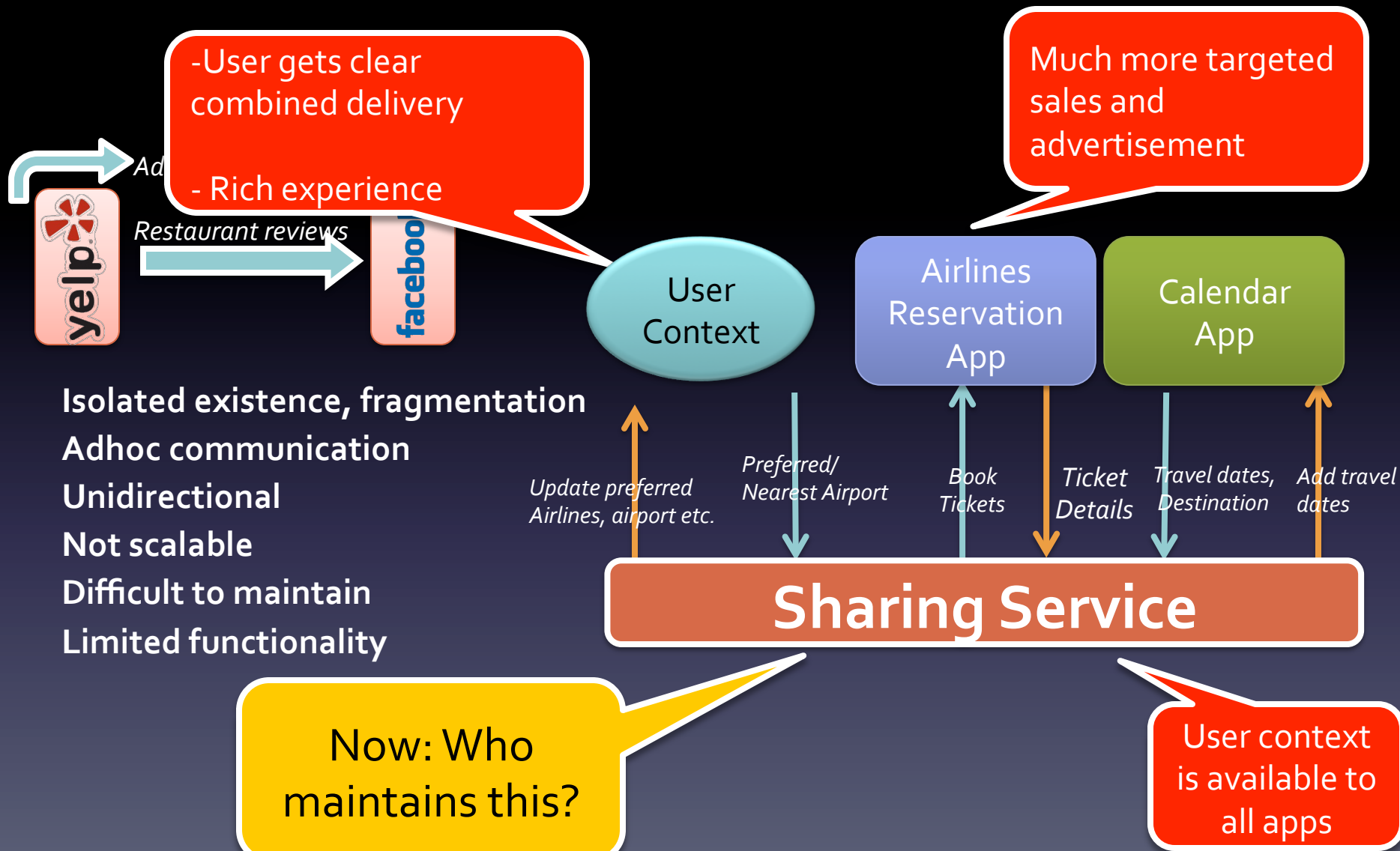


Seamless mobility achieved by apps sharing with one another

State of the Art in Sharing



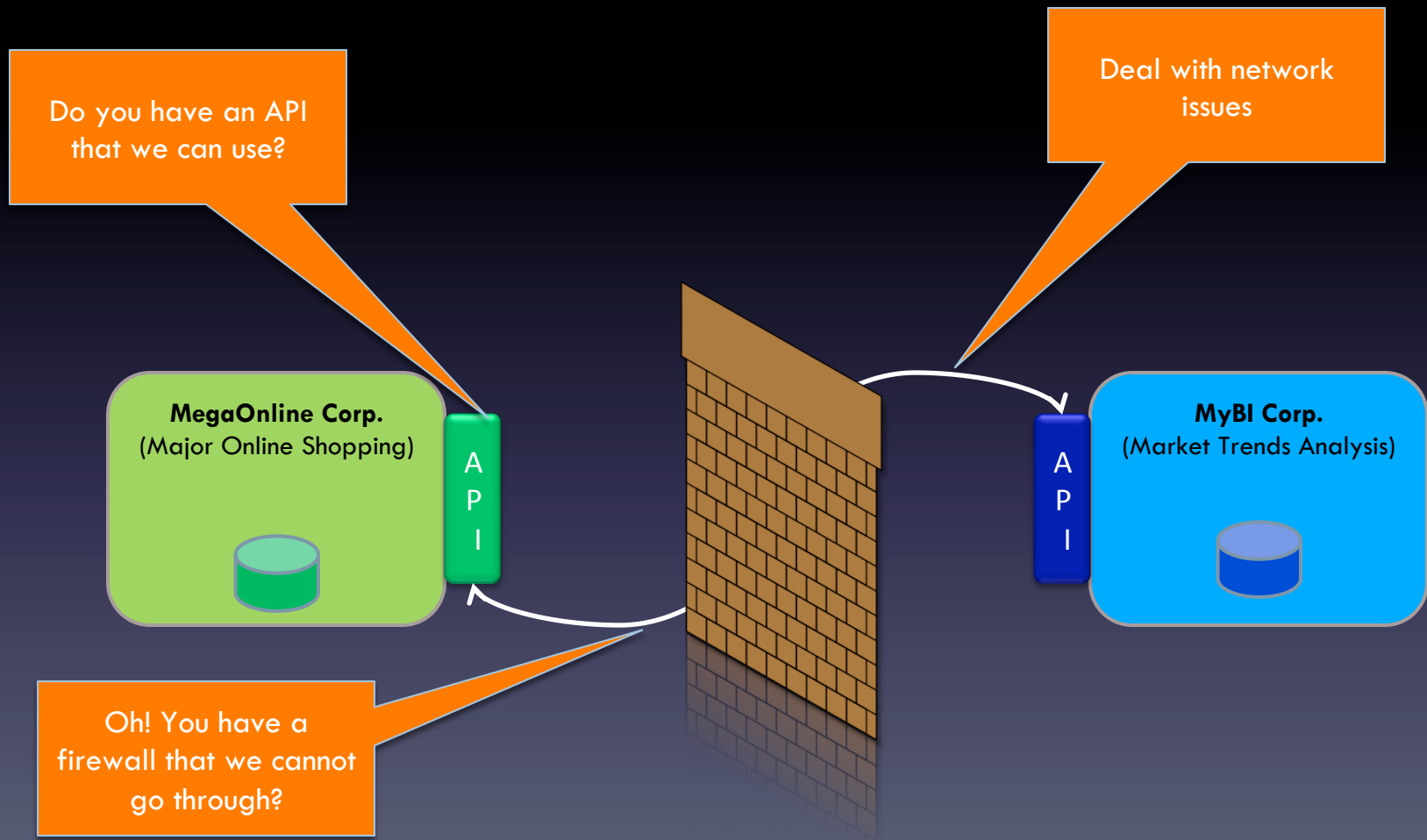
State of the Art: Issues



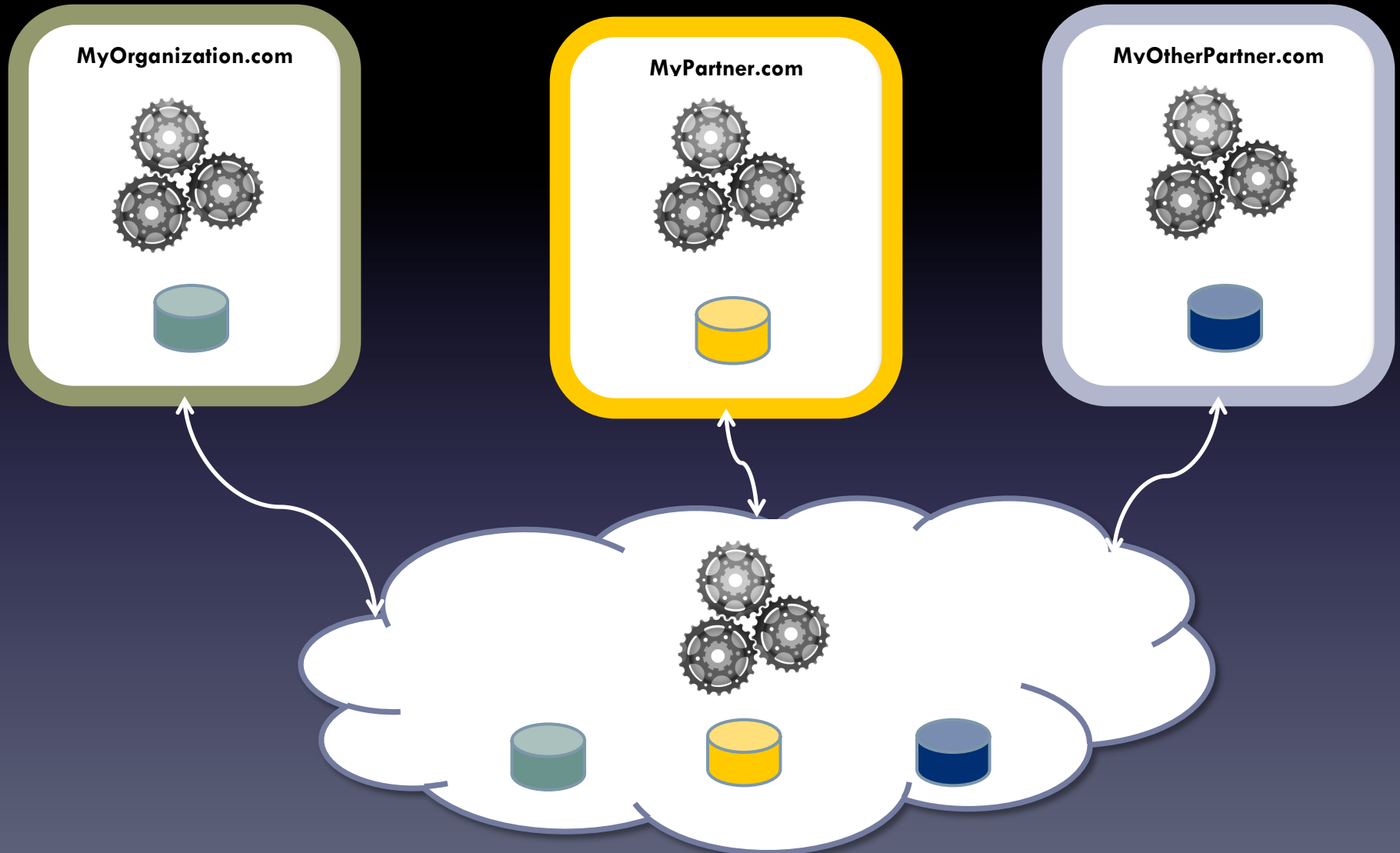
What is

What could be

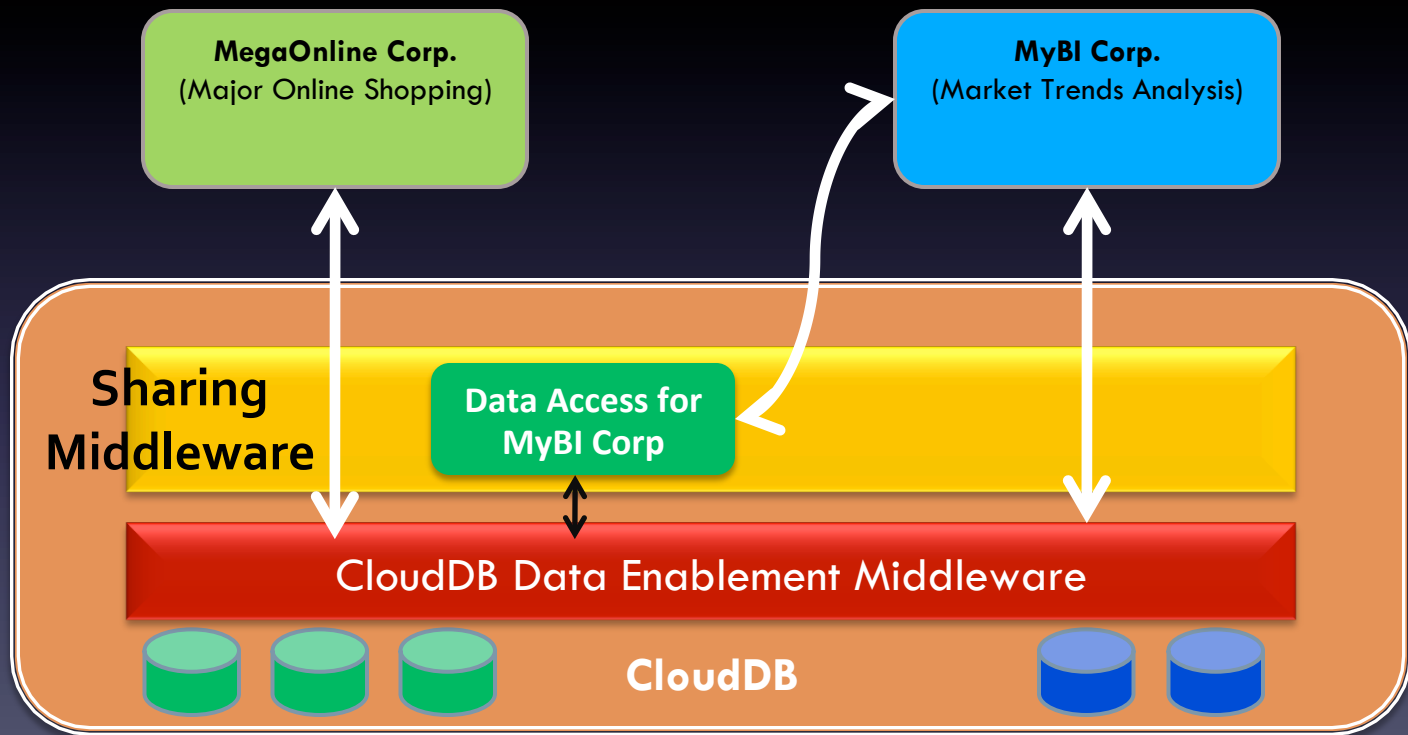
Data Sharing – Traditional Way



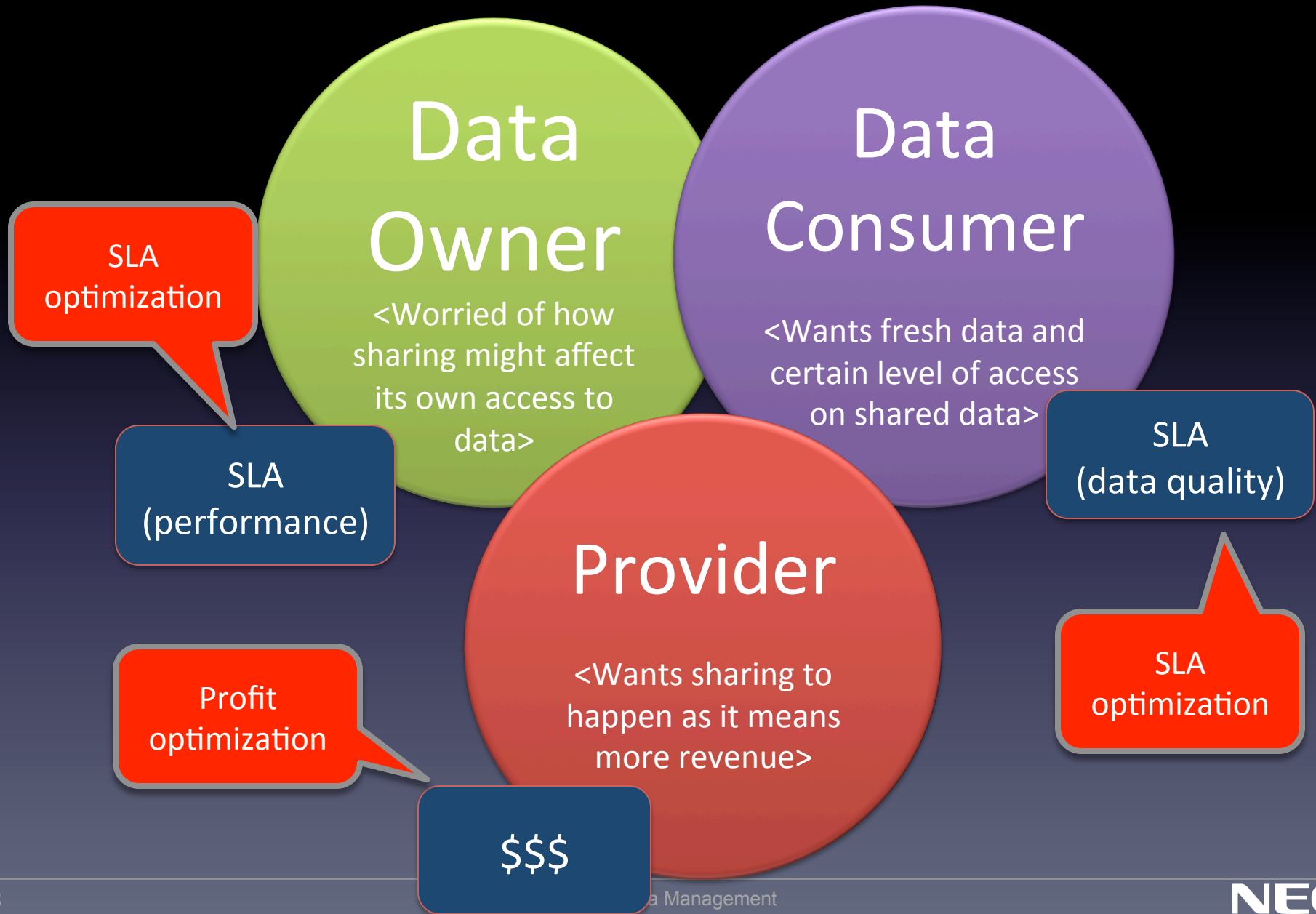
Cloud Ecosystem



Data Sharing - Cloudy Way



Key Players in Data Sharing



“Users are Privacy Pragmatists”

- Users value privacy but unwilling to pay to protect it
 - A Berkeley study [Grossklags et al., 2007] asked subjects: “How many sexual partners have you had?”
 - Found that they were willing to sell this information for a price
 - But, unwilling to pay sometimes 25c to protect it
- Privacy vs. Incentives
 - 82% people willing to share personal information for a chance to win \$100 [Tedschi, 2002]
- Familiarity with technologies develops trust
 - 86% in 1998 preferred not to shop online due to privacy concerns [BusinessWeek/Harris study], but by 2000, 2/3rd of people were open to shopping online

Thank You!

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