

## personalised ADaptive POrtals framework

**The Project will build a continuity platform based on a portal concept. The portal will offer user personalisation and composition of services and seamless service continuity across heterogeneous network and devices. The portal will give users the opportunity to personalise and customise their services. As composition is the ultimate form for personalisation, the ADPO portal framework will provide service composition, i.e. allow the end-users to tailor services using basic service components.**

ADPO will study the evolution of the portal in terms of functionalities and portability of services and user experience in different environments. Likewise, understanding the complexity of a sustained value chain and business models for web services content consumption and orchestration across multiple platforms multiple networks.

### Main focus

The Project focuses on the development of a continuity framework for a dynamic personalised portal in fixed and mobile environments, where the user can benefit from multiple content and where web services can interact and spawn new services or content.

The Project will concentrate on the tools and environment to support such a concept, leading to a framework for the development and deployment of a dynamic portal, based on web services consumption and utilisation.

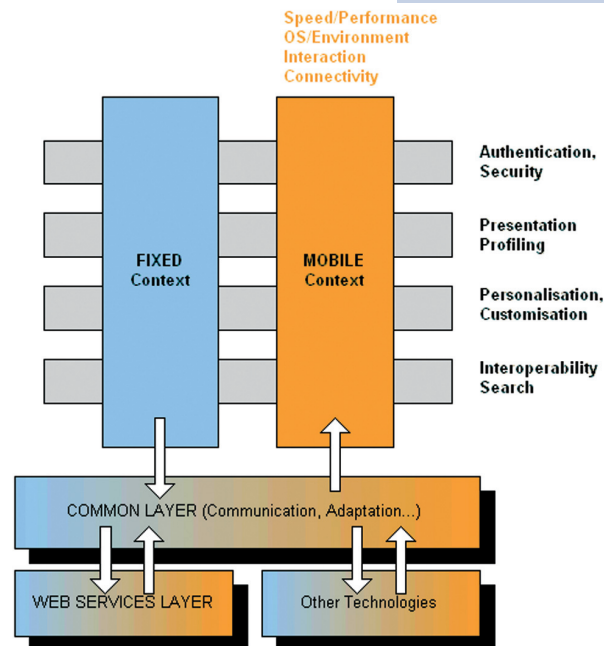


Figure 1 - High-level concept overview



## ADPO

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### Partners

Linus, Norway

Oslo University College, Norway

Telenor, Norway

Telefónica I+D, Spain

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### Project web site

[www.celtic-initiative.org/projects/adpo](http://www.celtic-initiative.org/projects/adpo)

## Approach

ADPO will take advantage of the web services technology, but will also review other technologies that could be relevant. It will design and implement several main components:

- Personalisation of services realized by a User Profile web service.
- Presentation of web services based on portlets\*.
- Composition of services using Portlet-to-Portlet communication and web service orchestration.

- Web service layer for easy consumption of web services.
- Content aggregator for access to content independent of sources and formats.

\* Portlets are reusable Web components that display relevant information to portal users. Examples for portlets are Email, Weather, Discussion forum, News. Portlet standards enable developers to create portlets that can be plugged in any portal supporting the standards.

## Main results

The web services arena requires more momentum. The project encourages the use of web services, which will lead to more development of web services and propel adoption and maturity of the technology. In particular, the idea of web services as a B2C channel will be promoted, both by the industry and the end user using the combination capabilities of the portal.

The project will also make a contribution to the specification of the user profile definition and management carried out by ETSI. Some issues that will have to be resolved during the lifetime of the project will also be

major results:

Development of prototype environments.

- Analysing and enhancing the user experience, focusing on personalisation and customisation.

- Development and deployment of the portal framework.

- Analysing the evolution of portals within the proposed framework.

- Understanding the technical complexity in deploying such a proposal across multi-access and multi-platform systems.

- Analysing and understanding the complexity of a sustained value chain and business model, specifically looking at the issue of user community content production.

One of the major results of the project will also be on the usability of the web services paradigm in a mobile environment and the practical implementation of it.

## Impact

The ADPO project will provide a portal framework that enables the personalisation and composition of services. This contribution will be very valuable for the Information and Communication Technologies (ICT) industry since it produces new opportunities and new revenue sources. For every partner type, there will be an exploitation plan. For university partners, the project should result in new courses and new course materials. For telecom operator partners, the project should result in attractive services on a flexible and powerful framework. For software vendors, the project should yield attractive software products. For SMEs, the service framework will enable the creation of innovative services. From the start, the project will establish contact with the appropriate unit at the partners' business units for the elaboration of an exploitation plan.

## About CELTIC

CELTIC is a European research and development programme designed to strengthen Europe's competitiveness in telecommunications through short and medium term collaborative R&D projects. CELTIC is the only European R&D programme fully dedicated to end-to-end telecommunication solutions.

**Timeframe:** 5 years, from 2004 to 2008

**Cluster budget:** in the range of 1 billion euro, shared between governments and private participants

**Participants:** small, medium and large companies from the telecommunications industry, universities, research institutes, and local authorities from 33 countries

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