Quantum Leap !!
by using free internet resources

- Tons of free resources in internet
  - Google, twitter, facebook, friendster
- Market leader try to be dominant player
  - Give more spaces, features, etc
  - Single sign on / single ID (SSO/SI)
    - Facebook connect, google i-connect
- What local operator should do?
  - Build from the scratch (too expensive, hard to inline with trend)
  - Utilize free internet resources

Edwin Purwandesi (TELKOM Indonesia) : edwin@telkom.co.id

Utilize Free Resources in internet

Address http://code.google.com/intl/id/apis/friendconnect/

Google code
labs e.g. "ajax apis" or "open source"

Google Friend Connect APIs (Labs)

Google Friend Connect
strengthen the communi
Connect:

- **Makes it easy** for ev
to their site regardless
- **Uses open standard**
and freely share it wit
Services include Ope
network providers like
Plaxo Pulse.

Friend Connect APIs en

- Integrate social flows
markup, via the Oper

Address http://developers.facebook.com/connect.php

facebook DEVELOPERS

Documentation   Community   Resources   Tools   News

Build and grow with Facebook Connect

On the Web   On the iPhone   On the Mobile Web

Connecting people everywhere.

Facebook Connect is a powerful set of
APIs for developers that lets users
bring their identity and connections
everywhere. Developers can access a
user's:

- **Identity:** name, photos, events,
and more.
- **Social Graph:** friends and
connections.
- **Stream:** activity, distribution, and
integration points within Facebook,
like stream stories and Publishers.

- Facebook & google has launched "Connect" APIs.
  - Facebook: Facebook Connect
  - Google: Google Connect

- "Connect API" allows people to use USER/PASS of Google & Facebook to be their login mechanism.

- Why Facebook & google do this?
  - As single sign on (SSO) feature for their users.
  - As cutomer loyality program to keep users always use "internal" resources.
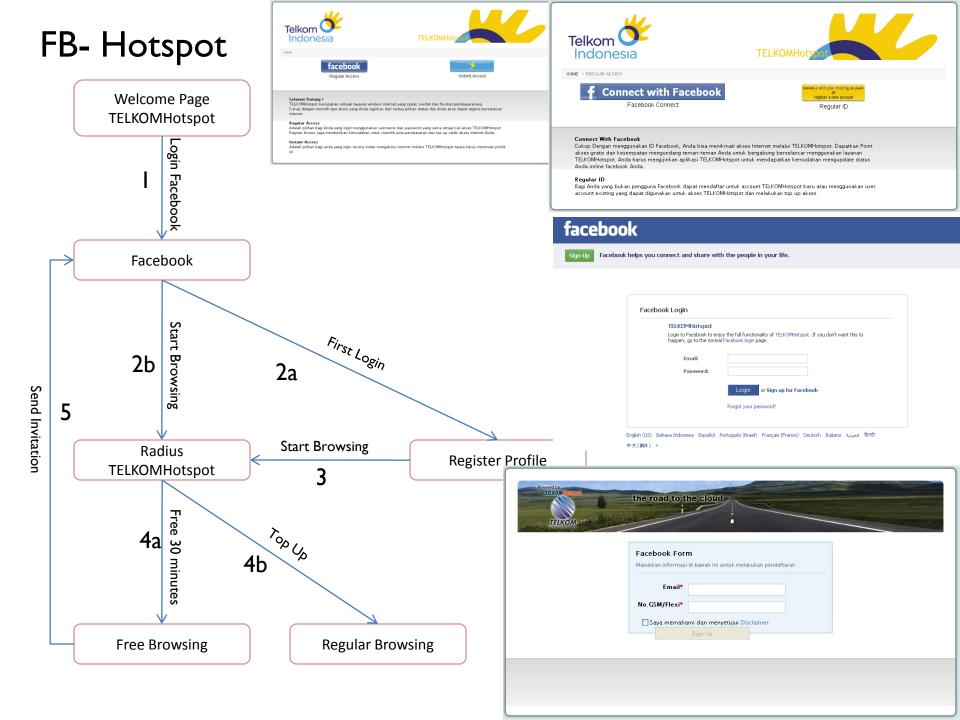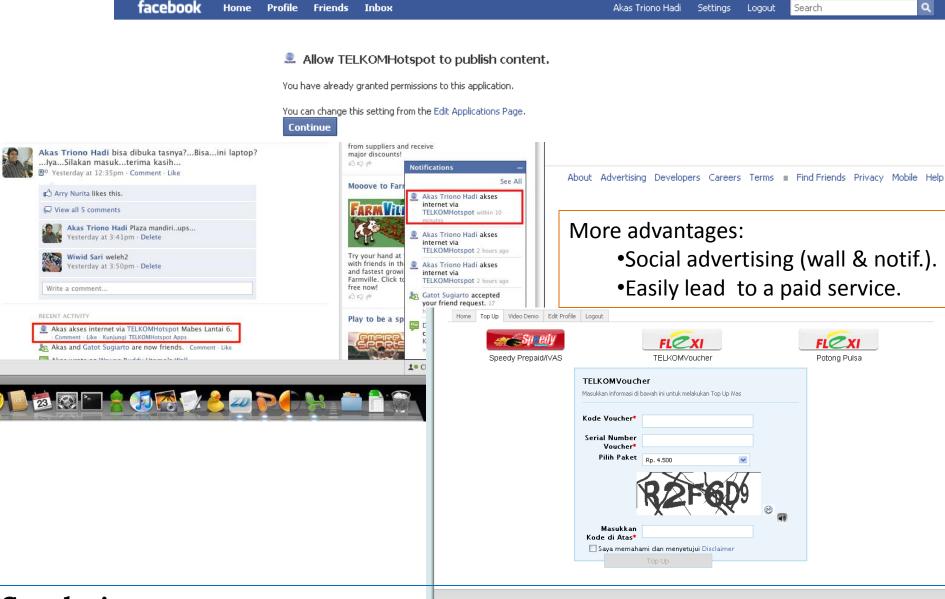
What advantage to us ? (TELKOM Study Case)

14 Millions registered Facebook users are from Indonesia.
They connect to facebook at least 2 hours per-day.
60-70% internet traffic go to facebook via TELKOM === 8 M

Using Facebook connect means:
  - Getting a large potential users.
  - Simplify technical aspect of login mechanism.

FB- Hotspot

Welcome Page
TELKOMHotspot

1 — Login Facebook

Facebook

2b — Start Browsing

2a — First Login

5 — Send Invitation

Radius
TELKOMHotspot

3 — Start Browsing

Register Profile

4a — Free 30 minutes

4b — Top Up

Free Browsing

Regular Browsing

More advantages:
- Social advertising (wall & notif.).
- Easily lead to a paid service.

Conclusions:
Utilize free internet resources should be easiest way to make quantum leap of your operational that impact to commercial aspect.