

Pipeline

Knowledge Is Power

www.pipelinepub.com Volume 4, Issue 5

A Fall Full of Shows

by Alana Grelyak

There are a number of trade shows that occur throughout the year and it can be a confusing endeavor trying to figure out which ones to attend. We at Pipeline have made an effort to demystify a few of the ones we think might be important to our readers in the next few months. Read on for a quick overview of what it is, where it is, and who it's for.

Next-Generation OSS/BSS Summit

When: September 24-26

Where: Tucson, AZ

Who It's For: Vendor and Service Provider engineers and decision-makers keen on conversation.

A small show (the last iteration had 100-150 attendees), IQPC's Next Gen OSS/BSS Summit will focus on how next-gen processes are impacting the telecom world. This semiannual show will be in full swing as you are reading or after you have read this entry, but be sure to check back next month for a retrospective.

FTTH Conference & Expo 2007

When: September 30 – October 4

Where: Orlando, FL

Who It's For: Telco (and Cableco, for that matter,) execs, equipment manufacturers, and others interested in FTTH.

Fiber-to-the-Home is a big story. It really can revolutionize the telecom industry, and is especially valuable to telcos struggling to avoid getting their lunch money stolen by cablecos. You can find a full Q & A with FTTH Council President Joe Savage in last month's Pipeline. (http://www.pipelinepub.com/0907/EC2_1.html)

COMPTEL Plus

When: October 7 -10, 2007

Where: Dallas, Texas

Who It's for: Wholesale carriers and CLECs, VoIP providers and service and products suppliers

This show is a must for anyone interested in learning more about "providers of

products and services vital to the competitive communications industry." Sessions will be focused on business and market opportunities, regulatory changes that affect service providers, as well as financial and investment issues that service providers may face. Presentations will include topics such as "Next Generation Interconnection," Negotiating and Arbitrating Interconnection Agreements with ILECs," as well as a nigh four-hour Regulatory Workshop on the last day of the conference. COMPTTEL Plus also claims to be the best networking and educational opportunity in the industry, according to a pole of their previous year's attendees. Organizers expect 180 exhibitors and 2700 attendees. This year's attendees will be able to shake hands with senior industry executives and officials like Jerry James, President & CEO of COMPTTEL, who will be the session leader of the CEO Forum. Panelists for that also include Carl Grivner, CEO of XO Communications, Royce Holland, President and CEO of McLeod USA, and Ron Beaumont, CEO of Hypercube, LLC. A CEO Council Breakfast will also help bring together the CEOs of major companies and their supplier partners in an environment conducive to discussing business, policy, and technology. Attendees with a need for networking should find COMPTTEL Plus highly beneficial.

Broadband World Forum Europe

When: October 8-11, 2007

Where: Berlin, Germany

Who It's For: Geared toward Broadband service providers, particularly those with a presence in Europe

Broadband World Forum Europe "examines the latest broadband technology developments, challenges, services, and applications, with particular emphasis on the European market." This four-day program consists of multiple learning opportunities that include more than 200 speakers, 100 exhibitors, over 40 different types of workshops and sessions, with more than 7000 expected attendees. Keynote speakers include Michel Rahier, President, Wireline Business Group, Alcatel-Lucent; Berit Svendsen, VP and Head of Nordic Fixed, Telenor; Simon Beresford-Wylie, CEO of Nokia Siemens Networks, and more. If you're looking for variety, the sheer size of this show makes it almost impossible not to find something to pique your interest. Easily one of the largest shows this year, Broadband World Forum Europe offers an abundance of networking opportunities as well as a technology exhibition to showcase the latest in broadband services, solutions, and applications.

Billing, Policy & Revenue Management

When: October 9 - 12, 2007

Where: Miami, Florida

Who It's For: Professionals in the wireline, wireless and cable service provider industries, as well as CIOs, VPs, managers of Billing and IT Operations, analysts, consultants, content aggregators, manufacturers, and others responsible for billing/prepaid, BSS/OSS implementation, finance/accounting/audit, revenue/margin/risk management, and more.

The Billing, Policy & Revenue Management even, run by IIR, is "specifically designed to help Fixed, Mobile, and Cable Service Providers optimize their billing, revenue assurance and revenue management strategies in order to meet the increasing

demands of operating in the Next Generation (NGN) environment.” Two pre-conference workshops (“Leveraging Data Integrity & Analysis for Revenue Assurance” and Developing An Effective Migration Strategy for Pre And Post Paid Convergence”) will be held on October 9, followed by three days of presentations. Contributors will include Gautam M Shah, Director of Platform Management for Boost Mobile, Flavio Lang, Voice & Convergent Product Manager of Brasil Telecom Group, Pierre Marin, IT Billing Development Director of France Telecom, and others. Attendees can choose to attend one or more days and service providers get a 50% discount.

Optimising OSS

When: October 15-18, 2007

Where: Barcelona, Spain

Who It's For: OSS industry

Optimising OSS is about just that: how to best optimize OSS, which should almost definitely be of interest to you if you're a regular Pipeline reader. At the event, you'll find presentations by Paul Muschamp, Head of Technology Strategy and Architecture of BT; Giuseppe Covino, Project Manager for Telecom Italia; Ros Singleton, IT Solutions Design for Cable & Wireless, and many more. Attendees will also be privy to Orange-France Telecom Group's currently developing Business Processes in support of OSS for converged networks, Telecom Italia's approach to OSS architecture development, and many other strategies and solutions from major telecom contenders like AT&T, Exatel, Telenor, and others. Also of value will be the post-conference workshop on October 18th, where attendees will learn how to implement the information they gleaned from the previous days of the event and apply that to designing and developing OSS architectures that are able to successfully support convergence. If you are looking for in-depth information about OSS solutions, as well as information on the direction of the current OSS industry and a discussion of real-life issues and solutions, this event could be the one you're looking for.

CTIA Wireless I.T. & Entertainment 2007

When: October 23-25

Where: San Francisco

Who It's For: Wireless vendors and SPs.

CTIA's fall show, not-so-little brother to its massive spring counterpart, will take feature speakers from Microsoft and popular social networking site Facebook. Dustin Moskovitz, co-founder and vice president of engineering at Facebook, will deliver the keynote address on Wednesday, October 24, cementing CTIA's intent to provide solid and cutting edge Web 2.0-friendly content. In addition, by “a mix of enterprise, entertainment and Mobile Data 2.0 sessions, the conference program addresses the most important issues facing the wireless industry today.”

As with other large shows, focus can be a bit of a problem for OSS professionals. Still, the availability of networking opportunities and opportunities for sheer visibility always make events like this a must-do.

Fall VON

When: October 29- November 1

Where: Boston, MA

Who It's For: It's a big one. Buyers, sellers, and (perhaps most importantly) networkers.

Pulver's big show hits Boston over Halloween in its 11th year. The show expects 250+ exhibitors, 300+ speakers, and 9000+ attendees, making it one of the larger North American shows of the Fall. In addition to the ubiquitous-at-his-VON Jeff Pulver, speakers include Embarq CEO Dan Hesse, Nokia EVP and CTO Tero Ojanpera, and Alcatel-Lucent CTO Paul Mankiewich.

Like many big shows, the focus for OSS personnel is somewhat limited, but these shows are still a sort of requisite for seeing and being seen, so it's worth a spot on the calendar.

We're especially interested to see whether the "Innovators in Action" track fulfills its promise to be an "unconference" for developers and startups. If so, it fills a nice niche for the Web 2.0 types.

TMForum Management World Americas 2007

When: November 4-8, 2007

Where: Dallas, Texas

Who It's For: Ideal for service providers and suppliers

TMForum's Management World Americas 2007 "offers a 360 degree view ranging from strategic business issues to deep level operational and technical topics." On the agenda, you'll find topics like "Executive Summit on Business Transformation," "Managing & Optimizing Customer Experience," "Managing & Delivering Content-based Services," "Operational Challenges in a Converged Market," and more, all of which are broken down into sub-markets with sub-topics. You'll also hear from keynote speakers like Mike LaJoie, Executive Vice President and CTO of Time Warner Cable, Robin Bienfait, CIO of RIM, and Kevin Salvadori, CIO of Telus. Management World Americas boasts the largest Converged Services Expo in all of the Americas and with over 100 hours of conference sessions, this is bound to be an excellent learning opportunity for anyone interested in better managing operations for converging services. About 25% of last year's attendees at Management World Americas were service providers, with an even greater number expected this year.

IPTV World Forum Middle East & Africa

When: November 5-6, 2007

Where: Dubai, UAE

Who It's For: Anyone interested in the IPTV market, such as operators and SPs, technology providers, consultants/analysts, etc.

This two-day conference is designed to give interested parties an overall idea of how the IPTV market works in the Middle East & Africa. Day one will include the current status of the IPTV market, a discussion of IPTV regulations, the future of IPTV networks, and market conditions. Day two will discuss growth potential, case studies, and service delivery options and platforms. Key speakers include Mickael Ghossein, CEO of Joradn Telecom, Sarat Lallah, CEO of Mauritius Telecom, Labib

Matta, CEO of Nuetel Communications, Alessandro Petazzi, Director of IPTV Marketing & Content for FASTWEB, and others. If you feel that you don't have a need for the conferences or for refreshments, IPTV is offering a free Exhibition Only Pass that will allow you entry to just the exhibits. This conference is a must for anyone interested in venturing in the IPTV marketplace in the Middle East & Africa. The organizers anticipate around 800 attendees.

IPTV World Forum Asia

When: December 5-7, 2007

Where: Suntec, Singapore

Who It's For: Similar crowds as the MEA show listed above, though with a different regional focus. (It's also a much larger show.)

Some may think that IPTV World Forum Asia is bound to be identical to their event in Middle East & Africa, but one may be surprised to find out that that is not the case. While both events focus on the IPTV marketplace, IPTV World Forum Asia has a bit more in store for attendees. Day one of the event looks at market dynamics, telco and IPTV evolution, and IPTV's impact on the television market. Day two goes more in depth regarding content opportunities, on-demand IPTV content, internet TV, and more, while day three examines opportunities for reaching markets in urban and rural environments. Key speakers at World Forum Asia will include Paul Berrimen, CTO of PCCW, Hong Kong; Jukka Helin, Director of TV, Content & Digital Home for Teliasonera; Stephen Kim, Managing Director of Content HQ, for Hanaro Telecom, and many others. Estimates expect over 4000 visitors for the 150 exhibitors set to attend. And, as is the case with World Forum Middle East, parties interested only in the exhibit floor are able to obtain a free exhibit floor pass from the IPTV website.

If you have news you'd like to share with Pipeline, contact us at editor@pipelinepub.com.