

High Speed Access

- European Service Providers Forum 2000 -

Strategies for the deployment of DSL technologies to residential, SoHo and SME Business Markets in Europe

September 4th–6th, 2000 : Four Seasons Hotel, Canary Wharf, London

Key presentations from technology and services providers in Europe including case studies, panel discussions and interactive workshops.

Detailed issues to be covered during this strategic High Speed Access Forum

- Gearing up for Broadband Access Demand through technology planning, forecasting the market and establishing the market dynamics
- Meeting the demand for broadband access through finalising business development strategies now
- Broadband installation – how long to market and service provision
- What broadband access means for the customer and the factors driving DSL
- Customer service, support and retention strategies
- The local loop debate, co-selling and reselling
- Extending DSL – beyond the copper
- The provision of Internet services over DSL
- DSL technology in the future
- Current breakthrough developments in silicon chip sets
- What can Europe learn from the USA

YOUR EXPERT SPEAKER PANEL

3Com - Mikko Summala

Cisco Systems - Paul Gainham

Sodalia - Sandro Borioni

Belgacom - Wim de Meyer

BABT - Hilton Carr

Ericsson Telecom - Stefan Moller

Nortel Networks - Stephen Raines

Pace Micro Technology - Richard Nicoll

BT - Chris Gibbs

Fujitsu - Mark Curtis

InfoLibria - David Griffiths

Alcatel - Manuel Dios

Conexant Systems - Jean-Louis Crouzet

Motorola - Benjamin Ellis

Adtran - Marc Kimpe

Datacomm Research Company - Ira Brodsky

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DAY ONE: MONDAY, SEPTEMBER 4TH, 2000

SESSION ONE

Gearing up for Broadband Access Demand

8:00 Conference Registration

8:30 Day One Chairman's Opening Address

- What does High Speed Access mean for the residential and SME markets?
- Consumer awareness of DSL in Europe
- Needs of the different consumer groups
- Market dynamics and growth profiles
- Who is buying DSL services in Europe
- Where are the areas of greatest growth

**CHAIRMAN'S
ADDRESS**

Mikko Summala - Director for Segment Management RCG EMEA - 3Com

9:00 Developments in the Market for High Speed Access in Europe

- The different business markets for DSL services - SoHo, SME, Residential
- Expected value growth rates in the different markets for DSL technology
- The Public Data Network (PDN) era has arrived
- Service "roll-out" timetables – fact or fiction
- DSL services versus other high speed access technologies
- Market dynamics going forward

Paul Gainham - Head of DSL Technologies - EMEA - Cisco Systems

9:40 Interoperability is the Driver for Mass Deployment

- Cooperation between industries is crucial to future success
- Impact of evolving telecommunications technology on service provider offerings
- Time-to-market for new services – is there more to it than interoperability?
- Mass deployment of DSL
- Service management OSS interoperability requirements
- A new paradigm for the service management OSS architecture enabling interoperability

Sandro Borioni - Integrated Solution & Product Line Architecture Manager - Sodalía

10.20 Discussion Break

10:40 Enhancing Demand for High Speed Access – Experiences from Belgacom's Turbo Line Experience

- Leveraging market trials
- Belgacom's business model
- How should companies work together to increase consumer demand for DSL: cooperation with OLO's and ISP's
- Channel development dynamics and DSL delivery
- Pricing Strategies for DSL services
- Services offered by Belgacom

CASE STUDY

Wim de Meyer - Senior Product Line Manager – Data Access Products - Belgacom

11:20 Certification, Legislation and Restrictions Impacting DSL Deployment

- The regulatory considerations of different installation topologies
- How the R&TTE directive applies to xDSL equipment
- Application of the LVD and EMC directives to xDSL installations
- Public network operator interconnection considerations
- Some regulatory considerations of local loop unbundling
- Factors which may limit user choice

Hilton Carr - Task Manager – Certification and Technical Development - BABT

12:00 Session Panel Discussion

An interactive question and answer session between speakers and delegates managed by the session chairman.

**PANEL
DISCUSSION**

DAY ONE: MONDAY, SEPTEMBER 4TH, 2000

12:30 Lunch Sponsored by:



Lunchtime presentation by Fujitsu

SESSION TWO

Meeting the Demand for Broadband Access

2:00 Timelines for Installation and Speed to Market

- Installation solutions for DSL equipment
- Network dimensioning for DSL deployment
- An operator business case
- DSL and value added services
- A view from Ericsson

CASE STUDY

Stefan Moller - Marketing Manager – Wire Line Access - Ericsson Telecom

2:40 Unbundling The Local Loop – a business case analysis

- The business case for alternate operators
- Maximising services revenue
- Service offerings for the small business segment
- Network topology considerations
- Practical aspects of local loop unbundling
- Wholesale or ownership approaches to local loop unbundling

Stephen Raines - Senior Manager – Access Strategy and Marketing - Nortel Networks

3:20 Discussion Break

3:40 Creating Competitive Advantage for DSL in the Long Term

- New applications for DSL
- Emerging residential applications
- Public services
- Public access points
- Meeting the business needs of SME's
- Bypassing the incumbent access network technology

Richard Nicoll - General Manager - Pace Micro Technology

4:20 From Trial to Launch – The BT Experience

- Trial findings and learning to date
- Commercial models – wholesale v. retail
- BT – working with service providers
- Unbundling the local loop considerations
- Co-location and reselling issues
- Overcoming deployment problems

CASE STUDY

Chris Gibbs - Head of Broadband - BT

5:00 Session Panel Discussion

An interactive question and answer session between speakers and delegates managed by the session chairman.

PANEL DISCUSSION

5:30 Session Chairman's Closing Remarks and Welcome to the High Speed Access

Cocktail Reception Sponsored by:



DAY TWO: TUESDAY, SEPTEMBER 5TH, 2000

SESSION THREE Customer Support and Retention

8:30 Day Two Chairman's Opening Address

- Where is the Handbook for DSL survival ?
- Provisioning cost effective solutions
- The balance of quality, quantity, profitability and customer satisfaction
- The infrastructure as a utility
- Services as a differentiator
- Changing expectations - from connectivity to performance to service

CHAIRMAN'S ADDRESS

Lesley Hansen - Marketing Director EMEA - Net to Net Technologies

9:00 Service Deployment and Management of Vendor Relationships

- "Real world" service deployment issues
- Giving the end user value for money
- Ensuring the access network is in place
- Enabling self-installation and auto provisioning
- Sharing the "load" with vendors
- Building meaningful vendor relationships that work

Mikko Summala - Director for Segment Management RCG EMEA - 3Com

9:40 DSL - Destabilising Subscriber Loyalty!

- DSL and the value chain
- Open service provision
- Impact of local loop unbundling and Third Generation services
- Network independent service delivery
- Who owns the service platform?
- Strategies for customer retention

Mark Curtis - Director of Network Vision - Fujitsu

10.20 Discussion Break

10:40 Delivery and Management of Quality Streamcasting for the Last Mile

- Why broadband users expect a higher quality, more reliable service
- The problems of the successful hosting site and how to deal with them
- Stored edgcasting on demand versus traditional broadcasting
- The value of advertising in the niche broadband market
- Live edgcasting in a global framework
- Third party business models for virtual broadband operators

David Griffiths - Director of Business Development and Marketing - InfoLibria

11:20 Multiservice Platforms – a weapon to augment customer loyalty

- Operators business drivers in the uncertain telecom environment
- Operators customer – a heterogeneous and always evolving demand
- Multiservice platforms: the means to face an uncertain scenario
- The importance of reducing OPEX and CAPEX
- The increasing role of DSL within a multiservice offering
- How to safely migrate to an ATM/IP world

Manuel Dios - Wireline Access Product Evolution Director - Alcatel

12:00 Session Panel Discussion

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PANEL DISCUSSION

DAY TWO: TUESDAY, SEPTEMBER 5TH, 2000

12:30 Lunch Sponsored by:



Lunchtime presentation by Sodalía

SESSION FOUR Integrating Services over DSL

2:00 Future DSL opportunities

- New users of DSL access
- DSL reference network architecture
- Existing and new class of VoDSL (voice pairgain, future VoDSL)
- Delivering toll quality voice (codecs/QoS)
- Integrated voice and data over DSL
- Multimedia services over DSL

**Jean-Louis Crouzet - Systems Architect – Network Access Division, Europe
Conexant Systems**

2:40 Provisioning Internet Services Over DSL

- Internet for nothing and your voice for free!
- Maintaining margin in the hurricane
- Mass market managed services
- Soft services and flow through provisioning
- The "pushback" scenario...market collapse!
- Security – meeting market demand

Benjamin Ellis - Chief Architect - Motorola Instant Access

3.20 Discussion Break

3:40 The Business Argument for Data and Voice over DSL

- The voice and data needs of SME's
- Deployment reach and rate advantages
- DSL access solutions for SME's
- Importance of symmetrical services for SME customers
- ETSI SDSL and ITU G.shdsl standards
- Interoperability benefits

Marc Kimpe - European Standardisation Manager - Adtran

4:20 Survival of the Fittest in the Broadband Access Market – A letter from America

- U.S. Report card. DSL in an Internet ecosystem
- Anatomy of the (proven) Broadband Access Market
- The Clone Factor: Competitive Local Exchange Carriers
- Competing Species: Cable TV and (multiple) Wireless
- Evolving business models and related technologies
- How DSL can thrive...or tempt extinction!

Ira Brodsky - President - Datacomm Research Company

5:00 Session Panel Discussion

An interactive question and answer session between speakers and delegates managed by the session chairman.

PANEL
DISCUSSION

5:30 Session Chairman's Closing Remarks

DAY THREE: WEDNESDAY, SEPTEMBER 6TH, 2000

POST CONFERENCE HALF DAY WORKSHOP

Two half-day workshops with demonstrations and informal discussion groups and presentations will follow the conference on Wednesday, September 6th, 2000. Running in tandem from 08.30 to 12.30 these workshops will be facilitated and led by leading European vendors for High Speed Access technology.

Workshop A - Voice over DSL in an IP Environment

Workshop Facilitator:

Lesley Hansen, Marketing Director, EMEA, Net To Net Technologies



This detailed workshop will be run by Net to Net Technologies and incorporate a hands-on workshop and case study analysis covering the installation of IP DSL in a carrier environment. Part of this workshop will include an informal presentation entitled "Building a Cost Effective DSL Solution".

Supported by a detailed case study this interactive workshop will address the architecture that provides the easiest way to deploy a DSL solution on the market delivering IDSL, SDSL and ADSL and E1 rapidly, emphasising the low provisioning costs and the greater availability of bandwidth available for data transport.

Workshop B - The Next Generation Home and SME Environment

Workshop Facilitator:

Mikko Summala, Director for Segment Management, RCG EMEA, 3Com Europe



This detailed workshop will be facilitated by 3Com and incorporate hands-on demonstrations covering Internet attached appliances in the next generation environment.

Supported by a high level technical demonstration this workshop will show the next generation home and SME environment covering Internet attached appliances like LAN PBX's, Ethernet phone, home phone line networking (HPNA), digital web cams and other Internet attached appliances, a detailed knowledge of which will allow service providers to reap the benefit of their DSL access offering.

Who should attend

CEO's, Directors of DSL Technologies, Network Management Personnel, Systems and Architecture Development Managers, Strategic Planning Directors, New Business Development Directors and Managers of Broadband Services.

Acknowledgements

The FARR Group would like to thank all those who have contributed to the research and organization of the High Speed Access Forum, especially the speakers for their commitment and support.

Marketing Investment Opportunities

A very limited number of marketing investment opportunities remain with the High Speed Access Forum including tabletop exhibition space. For details please contact Donald Dodson on +44 (0) 1256 338699

BROADBAND ACCESS SERIES.....
High Speed Access – European Service Providers Forum 2000



High Speed Access

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