

2nd Annual

IMS Implementation Strategies 2007

Network Integration, Service Implementation, and Market Development
for Next Generation Telecommunications

Amsterdam,
Netherlands

29th-31st
January 2007

**“By 2010
the IMS market
will be worth over \$14 billion”**

IDC

With many service providers viewing IMS as the key technology development in recent times, this conference will provide delegates with a clearer picture of the IMS and, the tools to fine-tune their strategies to increase revenue generation



Key Benefits of Attending:

- Learn from the implementation case-studies and evaluate the route maps pursued by service providers
- Gain a sophisticated understanding of how to market and manage your real-time, on-demand VAS
- Evaluate the network integration challenges and service development opportunities of deploying IMS-enabled services
- Gain critical insights into the successful management of third-party partnerships
- Better understand the full range of rich, multimedia, combinational services that IMS will enable

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In the Chair:

Toon Norp
Business Consultant Mobile Networks
**TNO Information and
Communication Technology**

Confirmed Speakers:

Prof. Ed Candy
Technology Director
Hutchinson 3G UK

Luis Angel Galindo
Senior Technology Expert
Telefonica

Antonella Napolitano
Vice President
Telecom Italia Mobile

Vincent Talaouit
Advisor - Products, Technology and
Innovation
Orange France

Chandra Tekwani
Vice President, Mobile and IMS/FMC
Juniper Networks

Hans Tiger
Director, Corporate Office, Network
Strategy and Innovation
Teliasonera

Latif Ladid
President
IPv6 Forum

David Watrin
Billing Area Manager
Swisscom

**Senior Representative
O2 Germany**

Dr. Jacob Van Kokswijk
Secretary
INTUG

Paulius Meskauskas
Chief Architect
Nokia, S60 Platform

Georg Mayer
Senior Specialist
Nokia, S60 Platform

Toon Norp
Business Consultant Mobile Networks
**TNO Information and
Communication Technology**

Dorota Witaszek
Deputy Director, Competence Centre NGNI
Fraunhofer Institute Fokus

Alessandro Forcina
Director of Network Architecture and
Technologies Network
Telecom Italia Sparkle

Oskar van Deventer
Senior Researcher
**TNO Information and
Communication Technology**

**Senior Representative
IMS Forum**

Forthcoming Conferences

Evolving Telecom Access Networks and Services Forum 6-8 November 2006, Amsterdam, Netherlands

The future telecommunications network will consist of a host of new multimedia services over the broadband network. Evolving the network from existing traditional infrastructures to be able to provide the services of the future should focus on enlarging capacity, broadening bandwidth, multiplexing services, and QoS. Now that the core network has been transformed into a broadband network, the key focus on telecommunications operators and service providers is on evolving the access layer. There is the need for the migration of traditional telecommunications services onto the future-oriented broadband network, and to extend traditional services. There is also the need to develop new services on the future network. This evolution should be smooth, seamless, and compatible with traditional and future services. It must also be cost effective.

Operational Risk & Revenue Management in Converging Telecoms Forum

13-15 November 2006, Barcelona, Spain

To stay competitive, telecom companies must closely examine their financial practices, business models, and approach to the market. They need an insight into key performance indicators across all lines of business - long distance, local, broadband, wireless, etc. - and a way to achieve business objectives. In order to achieve these objectives they will need to increase efficiencies, mitigate operational risk and implement effective revenue management strategies.

IP Video Services Forum

28-30 November 2006, London, UK

Globally the challenges for the telephone companies implementing IP/broadband video services are substantial. Delivering video services requires integrating hardware and software along with content and excellent customer service. This conference presents the dynamism involved in the IP video space. IP video has the potential to open new horizons for Telcos. Operator's revenue per customer could increase significantly by deploying an IPTV or triple-play package. Furthermore TVoD during its wobbly early beginnings wasn't a pretty picture. Traditional digital transports services were awash with confusing configurations, jerky video, and fluctuating sound. Now however TVoD is a stable, reliable mean of a content delivery.

VoIP & Wireless VoIP Services Forum

17-19 January 2007, Berlin, Germany

VoIP traffic will explode in the coming few years – transforming the telecom industry forever. Now is the time to discuss your future. The VoIP services 2007 will bring together the industry leaders to determine their future.

The aim of this conference is to explore the business case for the introduction of VoIP and wireless VoIP services both for the enterprise end-user community (corporations and SMEs) and for the operator, cable operator, service provider and ISP communities. By using real-life case studies, presentations and panel discussions the objective of the conference is to explore the following key issues:
The VoIP value proposition

How VoIP is revolutionizing the communications industry by enabling next generation services and significant revenue opportunities

The emerging wireless VoIP market – what does the future hold?

The "Killer Applications" in a VoIP environment;

Service provider strategies in the enterprise and consumer markets to generate revenues from this growing market

VoIP has made the headlines and is plastered everywhere both in online and TV advertisement – examine what is in there for you?

For further information on any of the above events please get in touch with **Sumreen Rizvi** on sumreen@marcusevansuk.com

Day 1

29th January 2007

HALF DAY INTERACTIVE WORKSHOP

IMS: The Key Success Factors

Workshop Leaders to be confirmed

- 13:30 Registration and Coffee
- 14:00 Introduction
- 14:15 **Key Features of IMS**
- Motivation for IMS
 - key trends
 - business drivers
 - What IMS provides
 - end-to-end QoS control
 - service based charging
 - service control
- 15:15 **IMS Technology Overview**
- IMS architecture
 - IMS network entities
 - SIP and SDP
 - IMS session set up
 - session flow
 - bearer control
 - IMS identifiers
- 16:15 Afternoon Tea
- 16:45 **IMS Security and Charging**
- Authentication and authorisation
 - ISIM
 - IP access
 - Signalling and user data security
 - Charging data generation
 - event
 - duration
 - volume
 - Charging correlation
 - Interconnect and roaming
- 17:45 Closing Remarks
- 18:00 Close of Workshop

30th January 2007**Booking Line**

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08.30 Registration and Morning Coffee

09.00 Chair's Opening Address

Toon Norp

Business Consultant Mobile Networks

TNO Information and Communication Technology**IMPLEMENTATION ROADMAP: TOWARDS FIXED MOBILE CONVERGENCE AND MULTIMEDIA DELIVERY**09.10 **Operator Perspective****Implementing IMS: Planning and Managing Change**

- Market, network and regulatory challenges: examining the need for change
- Why opting for IMS: aligning the meeting of customers' needs and refocusing brand value
- Implementing IMS: planning and managing change
- Putting in place an IMS strategy: the short term, medium term and long term advantages of choosing IMS
- The key integration tool for FMC
- Orange's way to IMS

Vincent Talaouit

Advisor - Products, Technology and Innovation

Orange France09.50 **Operator Perspective****Moving Towards IMS: The Telecom Italia Experience**

- Moving to pre-IMS SIP based models before going to IMS
- Cost issues
- Investing directly on IMS deployment
- Pros and cons of alternative models

Antonella Napolitano

Vice President

Telecom Italia

10.30 Morning Coffee and Networking

10.50 **Operator Perspective****Delivering FMC through IMS: The TeliaSonera Vision**

- Using IMS in combination with a generalized service architecture and platform
- The role of IMS in PSTN migration: challenges and benefits
- Providing a customized FMC solution

Hans Tiger

Director, Corporate Office, Network Strategy and Architecture

Teliasonera**IMS STRATEGY**11.30 **Accelerating the Adoption of IMS**

- Delivering service rollout best practices for IP-based voice and multimedia
- Defining rules and procedures for IMS interoperability and internetworking
- Delivering cost effective interoperability and interconnectivity to service providers and vendors
- Validation and certification for IMS core and its interfaces

Senior Representative**IMS Forum**

(speaker subject to final confirmation)

12.10 **Operator Perspective****Resources and Strategic Decisions to Make the IMS Business Deliver**

- Results from services implementation and short-mid term strategies
- IMS-FMC strategic decisions for mobile and fixed operators
- Dealing with internal and external business processes (third parties) in order to successfully market IMS services and applications
- Why telcos need to change their organization and internal practices
- New roles needed in the IMS environment

Luis Angel Galindo

Senior Technology Expert

Telefonica

12.50 Luncheon

13.50 Coffee and Networking

IMS AND NGN IN 200714.20 **Solution Provider Perspective****Secured and Assured Transport Solutions for IMS/FMC Networks**

IMS/FMC architecture promises service delivery in access agnostic and access aware manner which requires a secured and assured transport plane. The transport plane has to be dynamically re-configurable for QoS and service access policies based on access method and service level requirements. In addition, there is need for integrated security policy enforcement at transport plane, control plane and services plane for signalling and bearer traffic for voice, data and multimedia traffic over the fixed networks, mobile networks and converged networks. This presentation addresses the technical requirements for secure and assured delivery of services in IMS/FMC networks.

Chandra Tekwani

Vice President, Mobile and IMS/FMC

Juniper Networks**IMS PERFORMANCE BENCHMARKING**15.00 **Testing for IMS - Turning IMS into Reality**

- Experiments in open test beds and systematic tests
- The need for performance evaluation
- Performance benchmarking for IMS: existing initiatives and new developments

Dorota Witaszek

Senior Researcher

Fraunhofer Institute Fokus

15.40 Afternoon Tea and Networking

NEXT GENERATION PROTOCOLS AND STANDARDS16.00 **IPv6 for 3GPP IMS in 2007: Benefits and Deployment Roadmap**

- IPv6: a critical infrastructure piece to enable end-to-end 3G IMS and end-to-end SIP
- Less complexity in network maintenance
- Relevance of IPv6 to 3GPP IMS and 3GPP2 IMS
- The role of SIP

Latif Ladid

President

IPv6 Forum**IMS SERVICE FULFILLMENT: CHARGING AND BILLING**16.40 **Operator Perspective****Deploying Convergent Charging and Billing**

- How to establish clear authentication and settlement processes that are automatically activated to deliver convergent billing
- Decision matrix: when setting up a billing system which questions should you ask to your vendor?
- Services launched to date: pricing, rating and billing strategies

David Watrin

Billing Area Manager

Swisscom17.20 **Interactive Panel Discussion****Developing a Flexible IMS: the Issue of Open Platforms**

- The IMS need of flexibility: does IMS need an open platform?
- The role of third party service providers
- Analysing cost issues: implementing low cost IMS strategies
- The path to open source IMS

This panel will consist of speakers of the day and invited guests

18.00 Closing Comments from the Chair. End of Day One

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08.30 Registration and Morning Coffee

09.00 Chairman's Opening Address

IMS SERVICE GENERATION IN 200709.10 **Operator Perspective****How IMS Opens up New Ways of Service Generation**

- Driving forces and challenges for the deployment of IMS: the Hutchinson 3G vision
- IMS update: who, what, where, when?
- IMS showstoppers: interoperability, IMS creation toolkits and business models
- Efforts made in IMS implementation: technical infrastructure challenges

Prof. Ed Candy

Technology Director

Hutchinson 3G UK**IMS HANDSETS AND DEVICES FUNCTIONALITY**9.50 **Devices Functionality, Compatibility and Development**

- IMS UEs - connecting to an open platform (IMS in 3GPP Rel-6 and Rel-7)
- Evolution of IMS and SIP-capable mobile handsets
- Access methods: enabling convergence from a network, device and service convenience perspective
- Leveraging IMS to provide attractive multimedia services
- Understanding the user perspective

Paulius Meskauskas

Chief Architect

Nokia, S60 Platform**Georg Mayer**

Senior Specialist

Nokia, S60 Platform

10.30 Morning Coffee and Networking

10.50 **Operator Perspective****Device Management and IMS**

- MDM as an enabler for the IMS service roll out
- Dealing with the technology bottleneck: device and access method, power consumption and overheating handsets
- Challenges in the fixed-mobile convergence domain
- Standardisation: too much or not enough?

Senior Representative**O2 Germany****USABILITY ISSUES**11.30 **Overcoming Usability Issues in the IMS Environment**

- Understanding what usability really means
- Complexities of IMS and barriers to usage
- Aligning marketing departments to market realities
- Product development and customer adoption plans

Dr. Jacob Van Kokswijk

Secretary

INTUG**INTERCONNECTION AND INTEROPERABILITY**12.10 **Interconnection Between SIP-based VoIP/IMS Networks**

- Network domains using SIP: How SIP is used in various domains - fixed, mobile, corporate
- Analysing interconnect business models: how these lead to interconnect technology requirements
- Interconnecting multimedia services: how to deal with a large variety of services
- The role of interconnect transport operators and brokers

Toon Norp

Business Consultant Mobile Networks

TNO Information and Communication Technology

12.50 Luncheon

13.50 Coffee and Networking

ENTERPRISE IMS14.20 **Solution Provider Perspective****IMS: Delivering IMS-Enabled Services for the Corporate Enterprise Sector**

- Service creation and provisioning issues: what type of IMS-enabled services does SME and corporate enterprise customers' desire?
- Customer value, margins and competitiveness: what can IMS do for the corporate enterprises?
- Which type of IMS-enabled services do corporates want?
- How will the following key trends affect the corporate enterprise community: convergent services, open-source software, grid computing

(speaker subject to final confirmation)

WHOLESALE MARKET IMS15.00 **Operator Perspective****Migration Towards a IMS Architecture for International Wholesale Services**

The presentation starts from the rationale and objectives that pushed TI Sparkle some years ago to start the deployment of softswitches and the implementation of a NGN architecture. Having decommissioned all legacy TDM switches in late '05, the achieved targets are discussed in terms of offered services, network capabilities, flexibility in the service provisioning and network assurance. The next phase is the start of a graceful migration towards an IMS architecture focusing on the interconnect functions, the evolution of the soft-switch (CSCF) and the implementation of standard interfaces towards the application layer. The impact of ENUM and the new set of services to be offered are also dealt with.

Alessandro Forcina

Director of Network Architecture and Technologies Network

Telecom Italia Sparkle

15.40 Afternoon Tea and Networking

INNOVATIVE SERVICES OVERVIEW16.00 **IMS and IPTV: A Truly Convergent Service**

- The need for IMS-enabled, combinational services
- The market value of bundling IMS-enabled services with VoD and IPTV
- Challenges of bundling convergent combinational services
- Results of the TNO's trials in the Netherlands

Oskar van Deventer

Senior Researcher

TNO Information and Communication Technology16.40 **Interactive Panel Discussion****Does the IMS Platform Represent the Full Story Regarding the Delivery of Convergent Services?**

- Integration and interconnection challenges: will IMS allow different network layers within an overall network to communicate effectively as well as eliminate technology islands between different service providers?
- Security: how secure are seamless, IMS-enabled services? Where are the areas of potential weakness?
- QoS: what is meant by QoS in the context of real-time, seamless IMS-enabled services?
- Terminals and device-management: when will terminals be available on a mass-market scale?
- Standardisation: which areas require further referencing and, why?

This panel will consist of speakers of the day and invited guests

17.20 Closing Comments from the Chair. End of Conference

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As interest in fixed-mobile convergence continues to rise, one technology increasingly dominates discussion: the IP Multimedia Subsystem, or IMS. IMS is emerging as the technology that will enable service providers to move beyond the limitations of today's cellular mobile architectures.

Not only that, but IMS is rapidly becoming a key element in the development of next-generation networks, both fixed and mobile, potentially giving it a central role in all future networking - not just in wireless networks.

The aim of this international, director-level conference is to explore in detail how market-players have successfully integrated or can implement IMS into their evolving networks. The purpose of this conference is to illustrate not only the diversity of IMS-enabled services that are being trialled today but also how well the service provider community has understood the technical integration challenges to grasp the opportunity to boost revenue generation through convergent services.

For further information on this conference and special discounts please contact **Sumreen Rizvi** on +44 (0) 20 3002 3277 or email sumreen@marcusevansuk.com

Who should attend this conference?

This is a must-attend conference for those from the fixed and mobile operator and service provider communities, from ISPs as well as from cable operators.

This conference will target the following audience:
CEOs; EVPs; SVPs; MDs; Heads; Senior Managers; Directors, Managers, Consultants and Analysts of:

- Network Services
- Product Development
- Service Management and Innovation
- Technical Marketing
- Strategic Planning
- Value Added Services
- Internet Services
- Regulatory Affairs
- Architecture and Design
- Platforms and Networks
- Systems Integration
- Third Party Applications and Services
- NGN Marketing and Strategy
- Commercial Directors
- Commercial directors
- Strategy
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