

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

## 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

## Early Bird Special Offer

To book online go to  
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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



## 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 Moviles**

**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**

**Mehmet Cenk Sezgin**  
Senior Researcher  
**Turkcell**

**Dr. Jacob Van Kokswijk**  
Secretary  
**INTUG**  
Consultant User Experience  
**Capgemini**

**Paulius Meskauskas**  
Chief Architect  
**Nokia, S60 Platform**

**Georg Mayer**  
Senior Specialist  
**Nokia, S60 Platform**

**Emil Svanberg**  
Vice President Product Management  
**Operax**

**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**

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### Silver Sponsors:



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Additional information can be found at [www.juniper.net](http://www.juniper.net)



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For further information on any of the above events please get in touch with **Sumreen Rizvi** on [sumreenr@marcusevansuk.com](mailto:sumreenr@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 France**09.50 **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 AND NGN IN 2007**11.30 **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 STRATEGY**12.10 **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

**Emil Svanberg**

Vice President Product Management

**Operax**

12.50 Luncheon

13.50 Coffee and Networking

14.20 **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 Moviles****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 STANDARDS**16.00 **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

**Swisscom**17.20 **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

**MOBILE OPERATORS' PERSPECTIVE: IMS SERVICE GENERATION IN 2007**09.10 **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**9.50 **Operator Perspective****Mobile Operator Challenges to Deploy IMS**

- IMS drivers along and drawbacks for a mobile operator
- IMS migration phases: justifying IMS investments
- Integration: IMS and the Turkcell service delivery architecture
- Turkcell IMS approach

**Mehmet Cenk Sezgin**

Senior Researcher

**Turkcell**

10.30 Morning Coffee and Networking

**IMS HANDSETS AND DEVICES FUNCTIONALITY**10.50 **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****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**

Consultant User Experience

**Capgemini****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 IMS**14.20 **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 IMS**15.00 **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 OVERVIEW**16.00 **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 Technology**16.40 **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](mailto: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
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