

# IIR's 5th European



**ISP Forum  
is the largest  
gathering of European  
ISP professionals!**

**Europe's leading forum for developing winning business strategies and compelling services in order to become a profitable Telecoms & Internet Service Provider**

**21st - 24th October, Amsterdam Hilton**

- XML Business Web Services
- IP in the Enterprise
- Presence, Messaging & Mobility
- Mobile Lifestyle Services & Technologies
- IP Fraud & Security
- Negotiating and Managing Peering

#### Keynotes:

- Jose Collazo, President & CEO, Infonet
- Pierre Danon, CEO, BT Retail
- Esther Dyson, CEO, EDVentures
- Richard Forman, President & CEO Register.com
- Jurgen Galler, Head, Lycos Mobile
- Simon Hampton, Director Regulatory Affairs, AOL Europe
- Mike McCue, CEO, TelMe
- Ian Robinson, CTO, BT Openworld
- David Rowe, President & CEO, Easynet
- Paul Verhoef, Head Regulat Policy, DG IS, European Commission
- Kevin Werbach, Editor, Release 1.0

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## Speaker Faculty

### ISPs, Operators, Service Providers

- John Grey, Commercial Manager, **Affinity Internet**
- Simon Hampton, Director Regulatory Affairs, **AOL Europe**
- Laszlo Soveges, Manager, **Axelero (Hungary)**
- Ian Robinson, CTO, **BT Openworld**
- Pierre Danon, CEO, **BT Retail**
- Jo Lamarche, Director IP Solutions Benelux, **Cable & Wireless**
- Craig Marshak, President, **Casino Village**
- Zbynek Loebel, Senior telecommunications attorney, **CEAG (Czech)**
- Kjetil Gronevik, Strategic Product Manager, **Cybernet Italia**
- Justin Fielder, CTO, **Easynet Group**
- David Rowe, President & CEO, **Easynet Group**
- Bill Norton, CTO, **Equinix**
- Harry Steenkamp, Director, **Freeler**
- Steve Blumenthal, CTO, **Genuity**
- Jakub Ditrich, CEO, **Globe Internet (Czech)**
- Jose Collazo, President & CEO, **Infonet**
- George Huitema, Senior Research Consultant, **KPN Research**
- Davide de Maestri, Director, **Liverpool FC**
- Jurgen Galler, Head, **Lycos Mobile**
- Hans Leemans, Director, **NLIP**
- Juha Lintula, Senior Development Manager, **Radiolinja**
- Rene Skrobaneck, Director of Strategic Initiatives, **Sky Net/Slovak Net**
- Jukka Helin, Head of MediaLab, **Sonera Plaza Ltd**
- Tunc Karaaslan, Marketing & Product Manager, **Superonline (Turkey)**
- Massimiliano Monti, Technical Manager, **Telecom Italia**
- Martin Velasco, **Telefonica & McKinsey Global Telecoms**
- Fredrik Hilding, Vice President Strategy, **Telenor Business Solutions**
- Ver Levnac, Senior Product Manager, **VIP-NET Croatia**
- Pasquale Petrosino, Internet Services Manager, **Wind Infostrada**
- Erik van der Laar, Director, **XO Communications**
- Eva Pascoe, CEO, **Zoom**

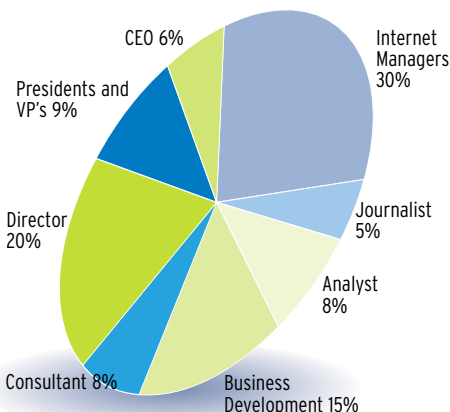
### Solution Providers

- Eran Aharonson, COO, **Advanced Recognition Technologies**
- Julie Meyer, CEO, **Ariadne Capital**
- Bundeep Rangar, COO, **Ariadne Capital**
- Mark Johnson, **Cerebrus**
- Jacob van Kokswijk, Principal Technology & Strategy Consultant, **CGEY**
- Fred Danielson, Director XSP, **Cisco**
- Kelley Knutson, CEO, **Clearmoney**
- Katutomo Robert Hori, President & CEO, **Cybird**
- Soykan Soyucayli, Vice President, **Dresdner Kleinwort Wasserstein**

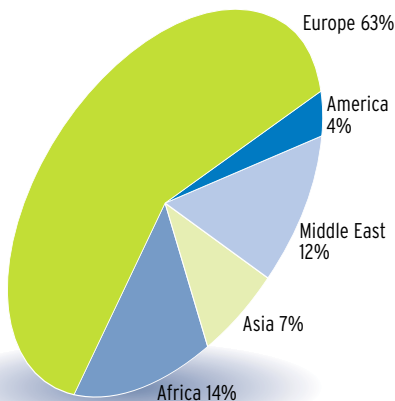
- Esther Dyson, CEO, **EDVentures**
- Atte Miettinen, Chief Marketing Officer, **End2End**
- James Dodd, Chairman, **ET&T**
- Paul Verhoef, Head Intl & Regulat Policy, DG InfoSoc, **European Commission**
- Kam Patel, Managing Director, **Fine Point Technologies Europe**
- Lars Godell, Senior Analyst, European Telecoms, **Forrester Research**
- Jos Gerrese, CEO, **Ganesha Consult**
- Neil Creighton, President and CEO, **GeoTrust**
- Andrew Tsai, CEO, **GNR**
- Guy D 'Hauwers, Business Development Director, EMEA, **Hewlett Packard**
- Nigel Dutt, CTO & Founder, **KVS**
- Romain Delavenne, Director, **Lambdanet**
- Tarek Robbiati, Internet Analyst, **Lehmann Brothers**
- Courtney Smith, Chairman, **Met Source Systems**
- Gene Cornfield, Global Strategist, Network Service Providers, **Microsoft**
- John Noakes, .NET Policy & Regulatory Affairs Manager, **Microsoft**
- Will Brommage, Business Development Manager, **MSN**
- Marco Bernardi, Senior Manager, **NeuStar**
- Barry Goodwin, VP Oracle.com, **Oracle**
- Katy Ring, Senior Consultant, **Ovum**
- Martin Ashby, MD Europe, **Porter**
- Phil Wainwright, CEO, **Procellux Ventures**
- Jaap Smit, VP EMEA, **Progress Software**
- Kelvin Williams, Vice President Business Development, **Qualcomm**
- Martin King, CEO & President, **Quickcom**
- Keith Teare, CEO, **Real Names**
- Lori Faye Fischler, General Manager, Global Partner Network, **Register.com**
- Richard D.Forman, President & CE, **Register.com**
- Kevin Werbach, Editor, **Release 1.0**
- Julian Costley, CEO, **SatCap**
- Jürgen Björkner, Chairman, **SIP Forum** & VP, **Hotsip**
- Juha Heinanen, CTO, **Song Networks**
- Jaap van Till, CEO, **Stratix Consulting Group**
- Laurie McCabe, Vice President, **Summit Strategies**
- Jerome Swartz, Co-Founder & Chief Scientist, **Symbol Technologies**
- Mike McCue, CEO, **TellMe**
- Guda Venkatesh, CTO, **Teltier**
- Don Bulens, CEO, **Trellix**
- James Bushell, Marketing Manager, Systems & Technology EMEA, **Unisys**
- Tom Ruban, Technical Director EMEA, **Unisphere Networks**
- Elliot Maxwell, Advisor, **US Sec of Commerce**
- Monique van Dusseldorp, CEO, **Van Dusseldorp & Partners**
- Cindy Smith, VP, **Corporate Marketing, Wildseed**
- Keith Mitchell, CTO, **XchangePoint**

## Who will you meet at the ISP Forum?

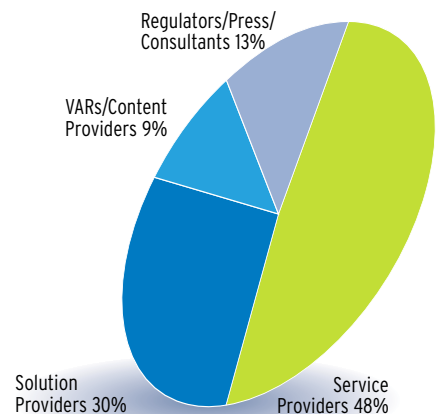
Job Titles:



Geographical Breakdown:



Industry Type:



## Start the Forum with a pre conference tonic! Choose between two stimulating afternoon workshops:

### Workshop 1

## Peering Simulation Game: Mastering the Intricacies of Negotiating and Managing Peering – Bill Norton, CTO, Equinix

**1.30** Registration

**2.00** Workshop start

This presentation incorporates a peering simulation in which the attendees play the role of peering coordinator through a board-based simulation. Moves to acquire territory and strategies to negotiate peering are highlighted. This game has proven to help cement the difference between peering and transit, and the role of peering in constructing a public Internet interconnection strategy. The game has been presented in over a dozen international forums, incl the ITU, FCC, NANOG, RIPE, APRICOT, SUPERCOMM, etc

- Four ISPs seek to maximize revenues and minimize costs
- Revenues are determined by the number of regions or “squares” they occupy, representing market coverage and a quantum of content traffic & revenue generated
- Costs are determined by the number of squares that others occupy, representing transit expense to access the rest of the Internet

**5.00** End of Day One

#### About your workshop leaders:

Equinix has developed the first and only Internet Business Exchange centers that serve as core hubs for critical IP networks and Internet operations. Equinix's neutral IBX environment aims to overcome the limitations of existing network and Internet operations through direct interconnection to the largest aggregation of networks, service providers, enterprises and content providers under the same roof, where customers can directly access the providers that service over 90% of the world's Internet networks and users. By providing a neutral ground for a wide diversity of network intensive companies to come together to interconnect and to establish business relationships, Equinix IBX centers have become critical hubs in the core infrastructure of the Internet, and will facilitate its continued growth and reliability.

*“thanks very much for organising an excellent ISP Forum. It was the first I attended, but certainly won't be the last”*

**Kieron James, Business Development Director,  
VeriSign Europe, @ ISP Forum 2001**

*“That was a great event. Despite the downturn it was so real and interesting.”*

**William B Norton, CTO & Co-Founder, Equinix  
@ ISP Forum 2001**

### Workshop 2

## IP Fraud & Security Seminar – Mark Johnson, Cerebrus

This interactive workshop will highlight the fraud and security risk areas associated with Next Generation IP Networks and provide ISPs practical advice on how to manage these risks.

**1.30** Registration

**2.00** Workshop start

- Introduction to Next Generation IP Networks
  - Key terms and technologies
  - Service charging & pricing models
- Fraud & Security Fraud Threats
  - What are the main fraud and security threats and challenges of next generation networks?
  - Mobile commerce and payment security
- Fraud Management in an IP Environment
  - Planning and implementing a successful fraud strategy
  - Examining real life fraud cases
- Future Views of Fraud Management
  - 3G and the transition to mobile IP
  - The operator's perspective - is your FMS prepared to deal with next generation fraud management?

**5.00** End of Day One

#### About your workshop leaders:

Cerebrus Solutions Limited is a leading provider of fraud and revenue enhancement solutions based on neural network technology. This approach includes analysis of each subscriber's behaviour, providing visibility across all activity within the network. This key aspect of effective global revenue assurance is available to ISPs, telecom operators for fixed and wireless networks supporting voice, data, mCommerce and the Wireless Internet. Cerebrus Solutions Limited was formed in 1997 and was previously a business unit of Nortel Networks corporation. Headquartered in Harlow, in the UK, Cerebrus Solutions Limited operates globally with customers on four continents and pan-regional sales support in Europe, The Americas and Asia Pacific.

**In losing one lifeline, ISPs are clearly discovering another, the increasing reliance of business customers, SMEs in particular, on a one-stop interface for their full communications needs encompassing much more than voice. With the customer-facing front end now clearly decoupled from the back end, ISPs, if they want to capitalise on this opportunity, must take the leap with a service portfolio focused on delivering value instead of market arbitrage. Security is the foremost service among them.**

Chair: Bundeep Rangar, COO, Ariadne Capital

8.15 Registration

8.45 Welcome

Izi Muraben, IIR Telecoms & Technology

9.00 Examining The Changing Landscape of Internet Service Provision in Europe

- Stimulating demand for IP services in a market characterized by overcapacity
- Identifying and responding to consolidation and market pressures
- Determining the key portfolio ingredients for a successful business strategy

Julie Meyer, CEO, Ariadne Capital

Bundeep Rangar, COO, Ariadne Capital

*I thoroughly enjoyed the ISP Forum, ... we met so many key people*

**Thomas Reitstetter, CTO-web Ltd.**

## Morning Stream I: Internet Service Value Chain

Chair: Hans Leemans, Director, NLIP - Assoc of Netherlands Internet Service Providers

11.00 Capitalising on Changing Customer Demands on Independent Service Providers

- Examining the emerging market for specialist network provision
- Empowering independent service providers to fulfill customer demand
- Identifying the revenue streams in integration services
- Examining the implications for telcos

James Dodd, Chairman, ET&T

11.30 Examining The Opportunities and Challenges for Internet Service Provision in The Dutch ISP Value Chain

- Understanding the implications of recent changes in the Dutch ISP market
- Identifying and responding to consolidation and market pressures
- Determining and delivering the key portfolio ingredients for a successful business strategy
- Delivering a stronger client focus as ISPs move from a "best effort" model to "quality of service"

Hans Leemans, Director, NLIP

Harry Steenkamp, Director, Freeler

Erik van der Laar, Director, XO Communications

Jos Gerrese, CEO, Ganesh Consult

Jo Lamarche, Director IP Solutions Benelux, Cable & Wireless

12.30 Lunch

## Afternoon Stream I: Access Technologies & Regulation

Chair: Lars Godell, Senior Analyst, European Telecoms, Forrester Research

2.00 Examining the Current Status Of LLU In European Markets and Projecting Future Developments

- Outlining the status of local loop unbundling across Europe
- Predicting the progress of LLU in different European countries and the drivers determining success
- Determining the degree of success of the EU and other regulatory bodies.

Lars Godell, Senior Analyst, European Telecoms, Forrester Research

2.30 Determining the Required Regulatory Agenda to Deliver Competitive Broadband to Mass Markets in Europe

- Examining and responding to the current level of dominance that incumbent operator ISPs have
- Understanding and evaluating AOL's regulatory agenda to address the lack of a level playing field in European markets

Simon Hampton, Director Regulatory Affairs, AOL Europe

3.00 Achieving Profitable Service Differentiation Through the Implementation of Customer Owned Networks

- Identifying and capitalising on the challenges of network-enabled applications for enterprises
- Understanding why flat rate access is economically inefficient
- Evaluating innovative pricing models for services requiring QoS, such as streaming

Soykan Soyucayli, Vice President, Dresdner Kleinwort Wasserstein

3.30 Coffee

4.00 Integrating Gigabit Ethernet at the Local Level to Enable Cost-Effective Broadband in the Last Mile

- Predicting the evolution of network applications and services to determine the future role of GbE
- Comparing and evaluating the costs and functionality of GbE and other transmission technologies
- Can Ethernet be the answer to the metro bandwidth bottleneck?

Keith Mitchell, CTO, XchangePoint

Juha Heinanen, CTO, Song Networks

4.30 Maximising ISP Revenue Generation & Subscriber Retention

- Examining value-added tools that enhance the user experience, reduce churn and enable new revenue streams
- Identifying and exploiting server side management opportunities
- Leveraging dynamic service selection to maximize revenues

Kam Patel, Managing Director, Fine Point Technologies Europe

5.00 End of Day One

9.30 Maximising ISP Revenue Streams from IP Voice Applications in The Enterprise

- Assessing the uptake rates for IP telephony in the enterprise, in both US and European markets
- Evaluating the extent to which IP telephony will provide an alternative to traditional switching in public networks and PBX architecture
- Overcoming the challenges of integrating voice and data in corporate private networks
- Determining why value added Internet telephony applications will be the key to revenue generation and service differentiation in enterprise markets

Jose Collazo, President & CEO, Infonet

10.00 Release 1.0 Keynote: The Death of ISPs?

- Understanding why ISPs still exist despite repeated predictions of their demise
- Examining the paradox of the best network
- Why do the things that make the Internet great for users and developers pose challenges for operators?
- Identifying the role of service providers in the converged value chain

Kevin Werbach, Editor, Release 1.0

10.30 Coffee

## Morning Stream II: Presence, Messaging & Mobility

Chair: Guy D'Hauwers, Business Development Director, EMEA, Hewlett Packard

11.00 Delivering Improved Revenue Streams For European ISPs Through Enhanced Mobility

- Exploiting mobility opportunities as an ISP and enabling ISPs to collaborate with the mobile operators
- Identifying the compelling offer for an ISP to enter the mobility space
- What are the challenges for mobility enablement?

Guy D'Hauwers, Business Development Director, EMEA, Hewlett Packard

Atte Miettinen, Chief Marketing Officer, End2End

11.30 Examining The Current And Likely Future Impact of Managed Bandwidth Services on ISP Business Models

- Examining the impact of the ipsaris merger on strategy and medium and long term business models
- Anticipating the evolving Managed Bandwidth Services market and its likely impact on ISPs

Justin Fielder, CTO, Easynet Group

12.00 Exploring ENUM to Enable the Convergence Between IP and PSTN Networks

- Introducing ENUM policy and its technical and operational aspects
- Understanding ENUM's role in the convergence process between IP and telephony networks
- Examining the technical challenges for ENUM
- Surveying ENUM developments and activities in Europe

Marco Bernardi, Senior Manager, NeuStar

12.30 Lunch

## Afternoon Stream II: Presence, Messaging & Mobility

Chair: Tom Ruban, Technical Director EMEA, Unisphere Networks

2.00 Enabling ISPs To Implement Profitable SMS Services

- Comparing different ISP business models for sourcing, packaging and delivering SMS content
- Maximising the ROI of different SMS services
- Identifying and overcoming the challenges of delivering valuable, personalised content, cost-effectively sourced, formatted and packaged

Juha Lintula, Senior Development Manager, Radiolinja

2.30 Tapping into New ISP Revenue Streams through Guaranteed QoS in Mobile Networks

- Examining how ISPs can access new revenue by implementing QoS
- Understanding the applications and technology choices of QoS in mobile networks
- Billing and revenue considerations of QoS based services
- Where to use subscriber based QoS vs. service based QoS

Tom Ruban, Technical Director EMEA, Unisphere Networks

3.00 Implementing SMS and Messaging Integration To Capture New ISP Revenue Streams - VIP-Net Case Study

- Examining ISP opportunities and challenges in the integration of SMS with MultiMedia Messaging and Presence & Availability Management
- Building upon the success of SMS to capture new revenue streams from mobile messaging services
- Examining how ISPs can access new revenue by integrating SMS and Messaging
- Identifying and profitably bundling the key corporate and consumer services

Vera Levnaic, Senior Product Manager, VIP-NET Croatia

3.30 Coffee

4.00 Enabling ISPs To Leverage SIP For Instant Messaging And Presence Management Applications

- Engineering new ISP revenue streams from SIP by identifying and exploiting advanced SIP services
- Examining why SIP is the ideal vehicle for providing IM and Presence services
- Identifying and overcoming the privacy and security challenges

Jürgen Björkner, Chairman, SIP Forum & VP, Hotsip

4.30 Enabling ISPs And NextGen Telcos To Harness The Full Potential Of Identity Management Services

- Examining the market drivers, technical challenges and revenue opportunities for IdMan services
- Implementing mission critical IdMan services in an integrated IP and mobile environment

Neil Creighton, President & CEO, GeoTrust

5.00 End of Day One

Chair: Monique van Dusseldorp, CEO, Van Dusseldorp & Partners

8.30 Registration

**9.00 How Can ISPs Make Money From Voice Enabled Services ?**

- Examining the market drivers and business case for Voice Portals
  - Analysing the business drivers behind speech application deployment and the options that deliver a solution, as well as customer satisfaction
  - Voice-enabling enterprise applications to transform customer care and improve efficiency
  - Examining how voice-enablement can be used to add value to the mobile network operator's existing products and can be applied to different markets
  - ROI: How Quickly Can ISP, Telco and Enterprise Customers profit from voice-enabled services?
  - Examining how speech recognition solutions impact the profit line in a range of vertical markets
- Mike McCue, CEO, TellMe

## Morning Stream I: IP in the Enterprise / XML Web Services

Chair: Laurie McCabe, Vice President, Summit Strategies

**11.00 Defining Business Web Services And Their Impact On Emerging ISP / ASP And Software-As-Service Business Models**

- Identifying and examining the different drivers of the convergence of telecoms and IT, and how they are commercialising the Internet through emerging Business Web Services business models:
  - the roll out of IP-based telecoms infrastructure as an enabler of real-time, always-on contact throughout the supply chain
  - the development of web-based Software-As-Service architecture.
- Determining the advantages Business Web Services deliver to users and providers
- Assessing how these developments will impact the ISP/ASP value chain and how they can harness the commercial potential of Web Services

Katy Ring, Senior Consultant, Ovum  
Jaap Smit, VP EMEA, Progress Software

**11.30 Examining The Impact of Software-as-Service on ISP/ASP Business Models**

- Examining how the perception of ISP/ASP is evolving within the industry, and which players are benefiting most:
    - change of projected customer profile away from SME and hi-tech markets towards larger, established corporates
    - shift of original value proposition from cost saving to value-add
    - move from standard applications to focused vertical market offerings.
    - movement towards managed services
  - Examining the success of Internet native applications as a driver of the evolution towards Web Services
- Laurie McCabe, Vice President, Summit Strategies

**12.00 Examining How Service Providers Are Redefining Infrastructure To Become Pivotal And Profitable Participants In The Web Services Ecosystem**

- Defining the advantages of the Web Services Ecosystem to Service Providers
- Exploiting the practical benefits of disaggregating service development, operations, integration, and delivery from a vertically integrated model into functional standards-based components
- Reconsidering the role of infrastructure provisioning and infrastructure services in the context of Web Services
  - extending AIP beyond managed hosting to achieve revenue and profit
  - integrating next generation provisioning, billing and customer care systems into the service provisioning infrastructure for dynamic and cost-effective service portfolio creation

Gene Cornfield, Global Market Strategist, Network Service Providers, Microsoft Corporation

12.30 Lunch

## Afternoon Stream I: IP in Enterprise / XMLWebServices

Chair: Laurie McCabe, Vice President, Summit Strategies

**2.00 TELENOR CASE STUDY:Examining How Telenor Has Migrated To Next Generation ISP/ASP Business Models**

- Assessing the role ISPs and telecom operators have played in the development of the ASP business model to date:
  - what role have they played in driving the model and defining ASP as infrastructure delivery of simple application components?
- Evaluating the impact of the recent shift to a demand for the delivery of business critical systems, where the border between outsourcing, ISP/ASP and communication is disappearing:
  - how are the end-user needs evolving and how can offerings be optimised to incorporate this new set of user requirements?

Fredrik Hilding, Vice President Strategy, Telenor Business Solutions

**2.30 Getting Small Businesses On-Line:The Progression From Pure Hosting To ASP**

- Overcoming the challenges of increasing revenue from small business customers
  - Assessing the market opportunity for small business web sites and related services
  - Identifying and capitalising on the latest trends in the adoption of small business Web Services
- Don Bulens, CEO, Trellix

**3.00 Exploiting The Commercial Opportunities Of The Interplay Between P2P And Business Web Services Delivery Models**

- Assessing the current status and functionality of P2P Web Services and examining the business models
- Incorporating edge-of-network P2P services into the business website:
  - what are the potential revenue models and what is the total cost of ownership?

Martin King, CEO & President, Quickcom

3.30 Coffee

**4.00 ISV PARTNERSHIPS PANEL SESSION: ISV Partnerships & ISP/ASP Enablement**

- Evaluating the ways in which Web Services are assisting ISVs to adapt to offer Software-As-A-Service and determining the relative importance of each factor: marketing support, strategy support in defining new business models, assistance in building infrastructure partnerships
- Structuring the relationship between the ISV and Web Services vendor:
  - what are the incentive for the ASP-enablement vendor and which models are proving most successful?

Gene Cornfield, Web Services Strategy & Market Development Manager, Microsoft

Fred Danielson, Director XSP, Cisco

Phil Wainwright, CEO, Procullux Ventures

Barry Goodwin, VP Oracle.com, Oracle

James Bushell, Marketing Manager, Systems & Technology EMEA, Unisys

Moderator: Laurie McCabe, VP & Practice Director, Summit Strategies

5.00 End of Day Two

**9.30 Achieving Competitive Advantage Through The Profitable Implementation Of Mass Broadband**

- Exploiting online entertainment as the major driver for broadband in the home
- Deploying the latest technologies to help broadband ISPs differentiate themselves
- Cost-effectively procuring supply of content and services to improve overall margins
- Capitalising on P2P technologies, wireless and music/video subscription services.

Pierre Danon, CEO, BT Retail

**10.00 Profitably Delivering Business Broadband Over Unbundled Loops**

- Assessing the challenges and opportunities in building out colo in incumbent exchanges
- Identifying and exploiting the ISP benefits of ULL services
- Overcoming the risks associated with ULL capital expenditure
- Identifying the critical success factors

David Rowe, President & CEO, Easynet

10.30 Coffee

## Morning Stream II: Mobile Lifestyle Services & Technologies

Chair: Monique van Dusseldorp, CEO, Van Dusseldorp & Partners

**11.00 Mobile Lifestyle Services, Interfaces & Networks - I**

- Achieving competitive differentiation through the integration of entertainment, fashion and relationships in lifestyle-based services
- Developing a sustainable ISP business and pricing model for lifestyle integrated telecom and Internet services
- Monetising lifestyle based content for ISPs
- Optimising flows of resources in the enterprise through real time management interfaces and by effectively deploying organisational 'maps' or interfaces.

Monique van Dusseldorp, CEO, Van Dusseldorp & Partners  
Eva Pascoe, CEO, Zoom

*"one more chip and the gameconsole talks like a phone; the remote control chats like a mobile; the palmtop communicates like a communicator"*

Red Herring 2002

**12.00 Examining Gambling & Gaming As A Key Driver For Mobile Internet Usage And Revenue**

- Identifying additional revenue stream opportunities for ISPs in gaming and gambling services
- Evaluating mobile content delivery challenges and opportunities in gaming and gambling markets
- Exploiting P2P delivery opportunities
- Assessing the Lycos / Casino Village business model

Craig Marshak, President, Casino Village  
Jurgen Galler, Head, Lycos Mobile

*"we tend to overestimate the short-term impact of technological change and underestimate its long-term impact"*

Paul Saffo

12.30 Lunch

## Afternoon Stream II: Mobile Lifestyle Services & Technologies

Chair: Jacob van Kokswijk, Principal Technology & Strategy Consultant, CapGemini

**2.00 Mobile Lifestyle Services, Interfaces & Networks - II**

- Understanding the implications of individually owned and managed, telco-network independent, multi-modal devices, with a combined wireless interface (bluetooth, WLAN and mobile)
- Developing a sustainable business and pricing model for lifestyle integrated telecom and Internet services
- Understanding market demand: What does the end user want and how much will they pay for it?
- Are non-proprietary, open & multi standard services likely to lead to the demise of the single operator?
- Overcoming the ROI challenges of 3G with lifestyle services
- Incorporating identification, payment and other next gen smart card services

Jaap van Till, CEO, Stratix Consulting Group

Jacob van Kokswijk, Principal Technology & Strategy Consultant, CGEY

**3.00 Enabling Service Providers to Optimise the Flows of Resources in the Enterprise through Real-Time Management Interfaces**

- Effectively deploying organisational 'maps' or interfaces.
- Capitalising on the implications of individually owned and managed, network independent, multi-modal devices, with a combined wireless interface (bluetooth, WLAN and mobile)
- Examining the UPS case study with multistandard terminals (LAN/GSM) deploying the world's largest wireless LAN and short-range wireless Bluetooth network throughout its worldwide distribution hubs

Jerome Swartz, Co-Founder & Chief Scientist, Symbol Technologies

3.30 Coffee

**4.00 The Future of Comms Devices And Customer Interfaces**

- Achieving competitive differentiation through the integration of entertainment, fashion and relationships in lifestyle-based services
- Overcoming the ROI challenges of 3G with lifestyle services
- Adapting to prepaid realities in Europe
- Determining the impact of lifestyle and group-patterns on branding
- Understanding the likely future impact of individually owned and managed, network independent, multi-modal devices, with a combined wireless interface (bluetooth, WLAN and mobile)
- Incorporating identification, payment and other next gen smart card services

Cindy Smith, VP, Corporate Marketing, Wildseed

Jukka Helin, Head of MediaLab, Sonera Plaza Ltd

Eran Aharonson, COO, Advanced Recognition Technologies

5.00 End of Day Two

Chair: Keith Teare, CEO, Real Names

8.15 Registration

**8.45 ISP Forum Keynote: Rethinking Boundaries in Cyberspace**

- Examining the contentious international consensus on copyright
- Critically assessing the proposed Council of Europe cybercrime treaty, still awaiting approval.
  - could it be used for hacking or severely restricting speech?
- Evaluating the Yahoo & ElcommSoft case studies
- What constitutes doing business on the Web?
  - Is putting up a Web site enough to warrant prosecution? Or must you target it to specific populations?
- Minimising recrimination and retaliation
- Should the Web be regulated as an international resource, analogous in a jurisdictional sense, to outer space and the international waters?
- What happens when countries with harsher laws, such as those governed by dictators or strict religious rules, weigh in with judgments of their own and reach across borders to try to enforce them?

**Esther Dyson, CEO, EDVentures**

**Elliot Maxwell, Advisor to US Sec of Commerce for Digital Economy**

**Keith Teare, CEO, Real Names**

**Paul Verhoef, Head Intl & Regulat Policy, DG InfoSoc, European Commission**

**9.30 Maximising ISP Revenues and Customer Retention with Value Added Services**

- Reviewing the definitions of communities as more than buddy lists, e-commerce, data warehousing and e-mail lists
- Capitalising on domain registration for customer retention
- Improving subscriber participation by enabling customers to build a web presence

**Richard D. Forman, President & CEO Register.com**

**10.00 Achieving Competitive Advantage Through The Profitable Implementation Of Broadband in the Enterprise**

- Exploiting broadband for enterprise penetration
- Bundling and packaging the optimum SME portfolio of services for broadband delivery
- Deploying the latest technologies to help broadband ISPs differentiate themselves
- Cost-effectively procuring supply of enterprise content and services to increase overall revenue
- Capitalising on P2P and other CDN technologies

**Ian Robinson, CTO, BT Openworld**

10.30 Coffee

**11.00 PORTERA CASE STUDY: Developing And Delivering Reliable Web Services On A Global Basis - The Reality**

- Identifying how developing Web Services differs from traditional enterprise software development:
  - shorter upgrade cycles - constant user feedback - modular approach
- Ensuring security, reliability and performance over the public Internet:
  - optimising the use of caching services and content distribution networks
- Enhancing the customer's role in application development, delivery and sales
- Recognising the importance of partnerships and alliances:
  - working with complementary application providers (eg ManagedOps, Salesforce)
- Developing the right cost structure to ensure long-term profitability

**Martin Ashby, MD Europe, Portera**

**Afternoon Stream I: Internet Service Value Chain**

Chair: George Huitema, Senior Research Consultant, KPN Research

**2.00 Delivering Business Process Focused SLAs for ISP Service Differentiation**

- Defining the SLA landscape
  - what really counts: Service availability
- Delivering effective business continuity and problem resolution
- SLAs as a marketing tool vs. SLAs as basis for service quality
- Cost-effectively measuring, monitoring, reporting and reimbursing SLAs

**Steve Blumenthal, CTO, Genuity**

**2.30 IP & Usage Based Billing For Broadband & Wireless Internet Content & Services**

- Billing for future converged IP and broadband services
- Empowering broadband services with usage based billing
- Capturing broadband revenue opportunities through integrated DSL services
- Assessing content billing and transaction payment initiatives in wireless Internet and mobile commerce
- Understanding how Liverpool FC are charging for content
- Overcoming the challenges of billing for content

**Katzutomo Robert Hori, President & CEO, Cybird**

**Davide de Maestri, Director, Liverpool FC**

**Romain Delavenne, Director, Lambdanet**

**George Huitema, Senior Research Consultant, KPN Research**

3.30 Coffee

**4.00 Comparing and Capitalising on the Different Challenges of Emerging vs Mature Market ISPs**

- Identifying start-up challenges - legal issues, incumbents, infrastructure
- Comparing the different competitive landscapes
- Identifying and comparing the different strategies for capturing customers - marketing, differentiation, incentives, referrals
- Effectively retaining customers through value added services, customer support and outreach, bundled solutions
- Maximising the return from partnerships and strategic alliances - leveraging services and customer base of third parties
- Examining current challenges and opportunities, success stories and lessons learned

**Pasquale Petrosino, Internet Services Manager, Wind Infostrada**

**Massimiliano Monti, Technical Manager, Telecom Italia**

**Kjetil Gronevik, Strategic Product Manager, Cybernet Italia**

**Rene Skrobanek, Director of Strategic Initiatives, Sky Net/Slovak Net**

**Jakub Ditrich, CEO, Globe Internet (Czech)**

**Zbynek Loeb, Senior Telecomms Attorney, CEAG (Czech)**

**Laszlo Soveges, Manager, Axelerio (Hungary)**

**Tunc Karaasian, Marketing & Product Manager, Superonline (Turkey)**

**Lori Faye Fischler, General Manager, Global Partner Network, Register.com**

5.00 End of ISP Forum

**11.30 Corporate IT Departments Turning Into ISP/ASPs: Examining The Increasing Penetration Of Service Provision Into Enterprise Infrastructure**

- Developing and managing an IT infrastructure that allows companies to deploy Web Services
- Identifying the increasing trend among service providers to add value to their business services by managing enterprise infrastructure
- Ensuring that the remote elements of ASP delivery complement enterprise infrastructure rather than place extra constraints on it
- Examining the role of integration, interoperability, connectivity and collaboration
- Is application integration the first killer app for Web services?
- Exploring the impact of the commercial relationship between service providers and the enterprise:
  - examining potential SLA issues and overcoming security and data protection challenges
  - exploiting the potential for deeper partnerships between service providers and the enterprise

**Fred Danielson, Director XSP, Cisco**

**12.00 Engines of Growth: Where are the New Investment and Revenue Opportunities?**

Investors are always out to spot next generation technologies and business models to finance for maximum returns. Ariadne Capital brings to you a sneak preview into businesses that are growing in a bare market and new applications that are set to be winners of the future. Find out how to position yourself for growth now by finding winning strategies and applications in the internet services industry.

**Kelley Knutson, CEO, Clearmoney**

**Courtney Smith, Chairman, MetaSource Systems**

**Kelvin Williams, Vice President Business Development, Qualcomm**

**Julian Costley, CEO, SatCap**

**Andrew Tsai, CEO, GNR**

**Tarek Robbiati, Internet Analyst, Lehmann Brothers**

**John Grey, Commercial Manager, Affinity Internet**

**John Noakes, NET Policy & Regulatory Affairs Manager, Microsoft**

**Nigel Dutt, CTO & Founder, KVS**

**Will Brommage, Business Development Manager, MSN**

**Julie Meyer, CEO, Ariadne Capital**

**Bundeep Rangar, COO, Ariadne Capital**

12.30 Lunch

**Don't miss pre-conference workshops!**

**Workshop I: Mastering the Intricacies of Negotiating and Managing Peering**

**Workshop II: IP Fraud & Security Seminar**

**Afternoon Stream II: Presence Management Workshop**

**2.00 Presence Management Workshop**

**Guda Venkatesh, CTO, Teltier**

The deployment of GPRS with its potential for new data services as well as privacy issues in location and presence based services has made permissions management come to the forefront of service provider needs. The scope of permissions management includes:

- Permissions provided by the operator for users to access various services subscribed to
- Permissions provided by the user for applications to access the user's data (e.g., location)
- Permissions provided by the user for applications to access the user's device (e.g., permission marketing)
- Permissions provided by the user for applications to access a user's resources (e.g., charge to the user's pre-paid card)

Permissions management is closely related to authentication systems as permission enforcement requires authentication to be valid. Currently there are very little standards efforts underway to address this problem and there are a number of adhoc approaches to this problem.

The goal of this workshop is to examine the scope of permissions management, requirements, the benefits to the mobile operators and service providers, the types of architectures possible, enforcement mechanisms, case studies, opportunities for vendors, etc.

The workshop will consist of three sessions of three speakers each.

**Workshop Structure**

- Examining the scope of presence and permission management and identifying the requirements for effective deployment
- Maximising the benefits of presence and permission management to ISPs and mobile operators
- Examining the different types of architectures and deployment strategies
- Identifying enforcement mechanisms
- Assessing vendor opportunities with the benefit of case studies

**About your workshop leaders:**

Teltier was founded in February 2001 by a seasoned group of professionals known for driving the evolution of the Presence and Availability market. Availability Management is a growing market sector that categorizes those products and solutions that stimulate mobile collaboration and increase revenue for ISPs and Mobile Network Operators through services that allow subscribers to manage not just their presence on the network, but when they are available for voice calls, text messages, conference calls, etc.

Teltier delivers a network infrastructure solution that enables new, personalized, and highly relevant voice and data applications.

5.00 End of ISP Forum

### Silver Sponsors



Fine Point Technologies Europe is a deployment software and solutions provider that has developed technology, which simplifies the way people connect to and experience the Internet.

The software and services that Fine Point Technologies has developed helps clients cut costs by eliminating the need for large customer support staff, in-house engineers, and supporting infrastructure.

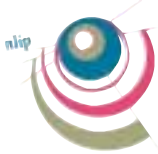
Fine Point Technologies has a wide variety of products which, include: Total Internet®, CyberTruck(tm), ServPoET(tm) Broadband Management System (BMS), WinPoET(tm) and MacPoET(tm), the industry's leading Point-to-Point Protocol over Ethernet (PPPoE) broadband solution.

The flagship products are for actual deployment to end users. The CyberTruck suite of software makes broadband qualification, installation, provisioning, verification and configuration fast and simple. And WinPoET(tm) /MacPoET(tm), are proven PPPoE solutions providing a faster and more cost-effective approach to managing residential broadband network deployment.



Unisphere Networks, Inc. is a leading provider of carrier-grade IP networking solutions to enable data, voice and rich media services. The Unisphere Networks IS POP™ product framework, along with its service and support organization, enables leading service providers to deploy revenue-generating services with quality, reliability and wire-speed performance at the network edge. Founded in 1999, the company is headquartered in Westford, Mass. More than 30 sales offices worldwide and a network of international resellers serve its globally diverse customer base. For more information, please visit the Web site at <http://www.unispherenetworks.com>.

### Endorsed by



NLIP is the Dutch trade association for Internet Services Providers. Founded in 1995, NLIP currently represents around 50 ISP members who collectively account for 80% of the Internet access market in the Netherlands. NLIP's objectives are threefold; to improve the quality of the Dutch Internet services market; to promote the growth and use of the Internet in the Netherlands; and to protect and promote the interests of its members. NLIP is also a founder member of the European ISP association, EuroISPA.

### Official Publication



#### Tornado Insider Media BV

Tornado Insider is an Amsterdam-based media company that serves Europe's entrepreneurial economy. Our content and events give relevant players in Europe - entrepreneurs, investors and related industry service providers - the information they need to build great high-tech and biotech companies. We provide industry watchers and players around the world a single-source, pan-European view of entrepreneurial Europe with local-country primary research, editorial coverage and events.

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LooselyCoupled.com is the entry-point to a family of websites providing comment, resources and news about the use of web services and process networking to automate business, commerce, and the sharing of knowledge.

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- **Conference sponsorship**
- **exhibition stands**
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- **sponsoring a lunch, cocktail or dinner**

For more details please contact either

**Graham Wood on +44 (0)20 7915 5170 [gwood@iir-conferences.com](mailto:gwood@iir-conferences.com) or**

**Marie Nichols on 44 (0)20 7915 5088 [mnichols@iir-conferences.com](mailto:mnichols@iir-conferences.com)**



Pre Conference Workshop 1- 21st October 2002

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Hilton Amsterdam

Apollolaan 138, Amsterdam, NL 1077 BG, Netherlands

Tel: 31-20-7106000 Fax: 31-20-7106080

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