Track 1: Communication Service Provider Forum Abstracts

Session 1: Trends In The Service Provider Industry

Dr Craig Farrell, VIP and CTO Global Telecom Industry, IBM USA

Driven by necessity, service providers look to deliver competitive and differentiating services (Smarter Communications), strive for operational improvements (Smarter Operations), and make better use of their networks (Smarter Networks). Complexity and change are creating challenges in the marketplace. These challenges, including declining demand in tradition services or achieving greater ARPU and profits, are being compounded by exponential growth in mobile devices and data traffic, an insatiable demand for data services, and a more discerning, empowered customer with higher expectations for service. As new technological standards and capabilities, such as 4G/LTE, become available to address some of these issues, the fundamental challenges of network reliability, performance and security cannot be disregarded. IBM continues to provide software solutions, hardware, and services around the world to help service providers evolve and transform their business and business models.

> Dr. Craig Farrell joins IBM through the recently acquired Micromuse organization, the leading provider of real-time network assurance software. He was the Chief Technology Officer of Micromuse since August 2003. Prior to Micromuse, he served as President, CEO, and CTO of NETWORK HARMONi (formerly NDG Software). NETWORK HARMONi evolved from NDG Software, a software utility company that Dr. Farrell helped to found. Prior to forming NDG Software, he was on the faculty of the Department of Computer Science at Curtin University in Perth, Australia, and was also an adjunct fellow at the Australian Telecommunications Research Institute (ATRI). Craig has several patents pending and his other publications include Internet RFCs and numerous journal and conference papers. Craig also currently serves as a Board Advisor to the Telemanagement Forum (TMF) and was recently made an IBM Distinguished Engineer.

Session 2: IBM Smarter Networks Solution

Dr Sunggy Koo, Global Industry Solution Executive, IBM USA

Facing unprecedented challenges of 'decoupling' between data growth rate on their network and revenue growth from the existing revenue streams, CSPs are forced to look for new revenue streams and manage their cost while providing improved quality of user experience. This session will discuss how IBM has been helping CSPs to address those issues by applying Smarter Planet thinking to the world of CSPs networks to build intelligent operations and infrastructure.

> Dr Sunggy Koo is a Global Industry Solution Executive for Network Solutions, based in Somers, NY. Sunggy has in-depth technical background and business experience in Telecom Industry. With his early research work published in IEEE journals and conferences, he was recognized as one of the leading experts in network optimization and on-demand routing in IP/Optical networks. Also, he worked very closely with NEPs and CSPs in the areas of IP/MPLS, NGN, Triple Play projects.

Session 3: Tivoli Netcool for Service Providers: Portfolio Overview and Roadmap

Mark Simpson, Director Tivoli Netcool, IBM USA

TBA

Session 4: Smarter Communications Through Analytics
Randy George, Senior Specialist – Tivoli Network and Service Assurance Architecture, IBM USA

Increasing Data Volumes, Network Expansion and How Tivoli Can Help

Session 5: Case study: Monitoring of wholesale access network covering 7.5 million square km and 13 million subscribers
Peter Wills, General Manager - Service Management, NBN Co. Ltd.

Pete Wills is GM Service Management for NBN Co. In this role he is responsible for the design, development and support of NBN Co's Assurance, Fulfilment and Logical Network Inventory systems. Prior to NBN Co he spent 10 years with Telstra in a number of systems and engineering roles.

Session 6: Case study: Managing High Value Telecom Business Services using Service Quality Management
Ramamurthy Kolluri, Bharti Airtel, India

In his current role, he is responsible for the OSS strategy and deployment for Bharti Airtel services and networks. Significant among the recent programs are transformation from network centric monitoring approach to customer/service centric monitoring, building a Integrated ecosystem framework in service management for Airtel services and unified GIS system rollout covering all lines of business. This system is integrated with the IT stack to deliver CRM, network inventory systems, NOC, etc to end to end business processes for marketing, service provisioning and service assurance. Prior this assignment, he has been working in Bharti Airtel for the last 6 years as CTO for the long distance division. He was responsible for technology selection. planning, deployment and operations for long distance operations. He has over 30 years of experience. Prior to his joining Bharti, he was the working as VP – Enterprise and Broadband Services in Siemens. He has done MTech from IIT Kharagpur in 1979 and BTech from JNTU Hyderabad in 1977.

Session 7: Enabling Rapid Introduction of new Value-add Services with IBM Mobility Solutions
George Billman, VP Global Business Development, Service Providers

The explosive growth of mobile workers and the mobile computers & smartphone devices they require is driving rapidly growing demand from enterprises to regain control of device life-cycle and security.   Tivoli Endpoint Manager has a proven track record enabling Communication Service Providers (CSP) and Managed Service Providers (MSP) to rapidly introduce device management services. This session will examine the opportunities for introduction of multiple life cycle and security configuration services leveraging a shared platform -- providing the enterprise customer with compelling value -- and the service provider new sources of growth and profit.   Case studies of North American and European service providers that use Tivoli Endpoint Manager for introduction of new services will be included.

George Billman focuses on global development of managed services providers for IBM's Tivoli Endpoint Manager product division. Prior to IBM's acquisition of BigFix, George held the position of VP Business Development for BigFix since 2004 and led its success in establishing BigFix as a service delivery platform. Prior to BigFix, George has 15 years experience in sales and business development for Pentasafe, Forte Software, Gupta Corporation, and Informix. George earned his MBA at Harvard University.

Session 8 Session 8: Case study: How Telecom Italia Service Operations Center (SOC) is using Network Analytics.
Simona La Rosa, Technology-Network Operation – Governance Data Base & System Management, Telecom Italia

TBA

Session 9: Integrated approach to Mobile Tower Infrastructure Management using IBM Service Management - Smart Tower Operations
Sanil Nambiar, GTS, IBM India

IBM service Management enables the Tower Operations Center (TOC) to act as the backbone for the operations of the tower infrastructure of a mobile service provider. The TOC covers all aspects of tower operations including infrastructure, manpower, maintenance operations, vendor contracts and support operations. It enables meeting of SLAs committed to partners through monitoring, analysis and control of all tower operational processes. IBM Service management is today monitoring the Tower Infrastructure of more than 30,000 Towers of a leading service provider in Asia.

> Sanil Nambiar is part of Global technology services in India and has been with IBM since the last 7 years. With a total experience of 12 years in the Industry, his focus has been on the Telecom and specializing in OSS/BSS for all his 12 years. Having come from the Micromuse acquisition, he was initially part of IBM Software Group leading technical sales for Netcool suite of products. In GTS, he has experience in Design and Deployments of complex service management projects in Telecom and is now part of Telecom Solution Sales

Session 10: Decreasing operational expenses through Service Assurance process and application transformation
Piyush Sarwal, IBM Distinguished Engineer, CTO - NGOSS Technologies & Solutions, IBM USA

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> Piyush Sarwal is the OSS lead at the IBM Global Telecom Center of Excellence. Previously, he worked at Sprint for 12 years in a number of lead OSS architectural positions. He is an active member of TMF and leads the Telecom Application Map team and the TIP - Service Management teams. He has about 20 years of telecom experience.

Session 11: Case study: Improving Operational Processes by Leveraging Impact Automation
Danny Butler, IT Manager, Consolidated Communications Pty Ltd, USA

As service providers begin offering next generation and triple play services, event management plays an increasingly important role in service assurance. Context regarding events and the speed at which that context is provided to the operators becomes essential to resolving issues before they disrupt service. The biggest barrier to context is the silos that contain that context. Netcool Impact easily and efficiently breaks down those silos and allows for rapid event contextualization and automated service resolution.

> Danny Butler, in his role as NOC Systems Engineer at Consolidated Communications, is responsible for event management and automations supporting legacy voice, transport, internet and IPTV products. He has been supporting the NOC for the last 12 years. Prior to his service provider support, he designed and supported automations for manufacturing industries.

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