

Conference Day One
Tuesday 22nd September

09.00 Welcome Address from IIR and Opening Remarks from the Chair

Mark Lum, Independent Consulting Analyst

09.15 MEF Keynote Address

Nan Chen, *President, MEF*

09.40 Keynote Highlighting the benefits of Carrier Ethernet for a worldwide telecoms service provider and its customers

Margaret T. Chiosi, *Executive Director, Ethernet & Optical Development, AT&T*
Member of Board of Directors, MEF

10.20 Keynote MEF Technical Update

William Bjorkman, Senior Technical Consultant, **Verizon Communications &** Technical Committee co-Chair, **MEF**

10.50 EANTC introduction to the CE Interoperability Showcase

Carsten Rossenhoevel, *Managing Director, EANTC*

11.00 Morning coffee

Stream 1		Stream 2	
Planning, implementing and operating CE networks to support current and future service requirements		Global Carrier Ethernet services seminar	
Technology Partner Visions		11.25	Chair's opening remarks
Explaining how a Carrier Ethernet infrastructure can be made application aware to deliver a range of value added and differentiated services			Michael Howard , <i>Principal Analyst & Co-Founder, Infonetics Research</i>
11.25	Slot 1. Phil Tilley , <i>IP Division, EMEA Marketing, Alcatel-Lucent</i>	11.30	MEF Working Group – Implementing ENNI technical session
11.45	Slot 2. Andreas Meisinger , Huawei Technologies		Arie Goldberg , <i>President & CEO, Omnitron Systems</i>
12.05	Slot 3. Jan Hof , <i>Sr. Director Field Marketing EMEA-SAM, Extreme Networks</i>	12.05	Service Provider Case Study – Developing the back office systems and processes around global interconnection – Implementing E-NNI
12.25	Slot 4. Jean-Marc Uzé , <i>Director Product & Technology EMEA, Juniper Networks</i>		Michael Boehlert , <i>Director of Technology & Consulting Team, Technology & Consulting, Ancotel</i>
12.45	Slot 5. Mervyn Kelly , <i>EMEA marketing Manager, PA IP & Broadband Networks, Ericsson</i>	12.30	Analyst View - Analysing the growth prospects for global Carrier Ethernet services
			Lorenza Brescia , <i>Principal Analyst, Senior Partner, Telecom Strategy Partners</i>
13.05	Lunch	12.50	Lunch

**Stream 3
11.15-13.00**

Global Crossing Enterprise Ethernet Networking Session
Enterprise Customers Only

Including presentations from:

Jeff Smith, Global Crossing

Joel Stradling, Principal Analyst, Current Analysis

Stream 1

14.15 Chair's opening remarks

Senior Representative, Cisco

14.20 Analyst View – Reviewing the technologies competing in the CE space – highlighting key areas of progress and achievements – comparing different vendor approaches and equipment classes

Eve Griliches, Programme Director, Telecommunications Equipment Group, IDC

14.35 Network Operator Case Study – Deploying Ethernet aggregation for fixed and mobile access nodes

Mladen Baranek, T44-Core Network and Service Platform Planning and Deployment Department, Croatian Telecom

Technology Partner Visions

Carrier Ethernet architecture: building a Carrier Ethernet network, considering competing approaches to core, metro and access network design

15.00 Slot 1. **Dr. Norival Figueira, Product Manager, IP Products Division, Brocade**

15.20 Slot 2. **Kireeti Kompella, Distinguished Engineer, Juniper Networks**

15.40 Slot 3. **Shai Perach, Director, Product Management—CESR, ECI Telecom**

16.00 Slot 4. **Nurit Sprecher, Senior Specialist & Manager, Industry Environment, Nokia Siemens Networks**

Stream 2

14.15 Operator Case Study - Building a business in international and global Carrier Ethernet services

Peter Lawson, Strategic Marketing, Global Crossing

14.40 Operator Case Study - Beyond transparent solutions - partnering to address the Total Cost of Ownership for the enterprise customer

Tatsuya Hamada, Sales General Manager, KDDI Europe

Wholesale global access opportunities

Developing a standards-based wholesale Ethernet access product that offers service providers room for innovation – Service provider views from EMEA, USA and APAC

15.05 Torben Brieghel Jensen, Product Manager, Global Connect

15.35 Dr Kamran Sistanizadeh, Chief Technology Officer, Reliance Globalcom

16.20 Slot 5. **Maciek Konstantynowicz**, *Consulting Systems Engineer, Cisco*

16.40 Afternoon tea

16.10 End of Stream 2 & Afternoon tea

Stream 1

17.05 **Analyst View – Reviewing operator deployments of Carrier Ethernet - where is the market is going, which technologies are being deployed and which services are being offered?**

Mark Lum, *Independent Consulting Analyst*

17.20 **Network Operator Case Study – Explaining Deutsche Telekom's "Seamless MPLS" approach to the overall architecture and design of their Next Generation Network**

Nicolai Leymann, *Centre For Technology Introduction, Deutsche Telekom / T-Home*

17.45 **The Carrier Ethernet World Technology Debate – Highlighting key technologies in Carrier Ethernet and explaining how they can be combined to deliver a universal service platform**

Moderator: **Mark Lum**, *Independent Consulting Analyst*

Kireeti Kompella, *Distinguished Engineer, Juniper Networks*

XiPeng Xiao, *Director Product Marketing, Huawei Technologies*

Mervyn Kelly, *EMEA marketing Manager, PA IP & Broadband Networks, Ericsson*

Houmann Modarres, *Alcatel-Lucent*

Pekka Virola, *Head of Technology, Broadband Connectivity Solutions, Nokia Siemens Networks*

Simon Spraggs, *Distinguished Consulting Engineer, Cisco*

MEF's EMEA Carrier Ethernet Service Provider of the Year Award

Followed by the CEWC Awards Drinks Reception

Conference Day Two
Wednesday 23rd September

Primer Sessions 08.00-08.40		
<p align="center">Option 1.</p> <p>EANTC Carrier Ethernet Interoperability Showcase Review</p> <p>Moderator: Carsten Rossenhoevel, CEO, EANTC</p> <p>Harmeet Singh, Vice President Business Development, Tejas Networks</p> <p>Shahar Peleg, Siklu</p> <p>Tamas Major, Nokia Siemens Networks</p>	<p align="center">Option 2.</p> <p>Introduction to Carrier Ethernet in Mobile Backhaul</p> <p>Led by: Prashant Desai, Senior Product Manager, ECI Telecom</p>	<p align="center">Option 3.</p> <p>Introduction to Carrier Ethernet in Business Services</p> <p>Led by: Nils Swart, Product Manager, Carrier Ethernet, Juniper Networks</p>

Stream 1 Innovating in Carrier Ethernet business services	Stream 2 Implementing Carrier Ethernet in mobile backhaul networks
<p>09.00 Chair's opening remarks</p> <p>Francois Tournesac, VP of Business Development, Nokia Siemens Networks</p> <p>09.10 Operator Case Study - Enterprise customer requirements accelerating demand for Ethernet - Key application drivers and cost optimization</p> <p>Jeff Schwartz, Group Manager, Global Ethernet Product Marketing, Verizon</p> <p>09.35 Operator Case Study - Sharing key lessons from the development of a nationwide, L2 VPN services business</p> <p>Brent Lees, Senior Product Manager VPN Services, ntl:Telewest Business</p> <p>10.00 Examining the marketplace for business services in Germany and explaining where Ethernet fits in</p> <p>Ursel Graubmann, Analyst, Strategic Market Intelligence, Deutsche Telekom Business Customers</p>	<p>09.00 Chair's opening remarks</p> <p>Joachim Buerkle, Solution Manager Transport Networks and Mobile Backhaul, Ericsson</p> <p>09.10 Technology Tutorial - Technology Tutorial MEF's Mobile Backhaul Implementation Agreement- MEF 22</p> <p><i>Senior representatives, MEF</i></p> <p>09.50 Keynote – Assessing the readiness of Ethernet for deployment in mobile backhaul</p> <p>Andy Sutton, Principal Design Consultant, Orange</p>

<p>10.20 Operator Case Study - Developing and supporting SLAs to deliver end-to-end QoS for Ethernet services</p> <p>Heidi Rutten, <i>Senior Product Manager, International Ethernet Services, Verizon Business</i></p>	<p>10.30 Operator Case Study - Leveraging a converged access and backhaul architecture for future broadband services</p> <p>Andreas Jungmaier, <i>Head of Group Access Transmission Engineering (TNAT), Vodafone Germany</i></p>
<p>10.45 Morning coffee</p>	<p>10.55 Morning coffee</p>
<p>11.10 Operator Case Study - Examining best practice in service differentiation based upon active service monitoring and service support</p> <p>Bart Cartuyvels, <i>Expert Segment Manager Belgacom EBU</i></p> <p>Technology Partner Visions Driving profitability in business Ethernet services</p> <p>11.35 Slot 1. Mike Marshall, <i>Director of Business Development Marketing, Nakina Systems</i></p> <p>11.55 Slot 2. Vinay Rathore, <i>Senior Director of Marketing, Ciena</i></p> <p>12.15 Slot 3. Martin Brundert, <i>Head of Strategy & Portfolio Management, Broadband Connectivity Solutions, Nokia Siemens Networks</i></p>	<p>Technology Partner Visions Implementing IP evolution over microwave</p> <p>11.20 Slot 1. Peter Croy, <i>Senior Consultant, Harris Stratex Networks</i></p> <p>11.40 Slot 2. Gaby Junowicz, <i>VP Marketing & Business Development, Siklu Wireless Communications</i></p> <p>12.05 Operator Case Study - Implementing PTN in mobile backhaul – practical lessons and challenges</p> <p>André Revnic, <i>TNA – Transport Network Architecture, Bouygues Telecom</i></p>
<p>12.45 Lunch</p>	<p>12.30 Lunch</p>
<p>14.00 Chair's opening remarks</p> <p>David Noguera Bau, <i>Head of Carrier Ethernet Marketing, Juniper Networks</i></p> <p>14.05 Operator Case Study</p> <p>Scott Ritchie, <i>BSO Communications</i></p> <p>14.30 Operator Case Study – Managing the end of life of Leased Lines - migration towards L2 VPNs</p> <p>Bala'zs Varga, <i>Head of Department, Broadband Systems Development, Magyar Telecom</i></p>	<p>13.50 Chair's opening remarks</p> <p>David Stokes, <i>Solutions Marketing EMEA, Alcatel-Lucent</i></p> <p>Technology Partner Visions Implementing Carrier Ethernet in mobile backhaul, considering the roles of connection-oriented Ethernet, MPLS/MPLS-TP and Pseudowires</p> <p>13.55 Slot 1. Dehui Xu, <i>Huawei Technologies</i></p> <p>14.15 Slot 2. Asif Hazarika, <i>Senior Director Product Management, IP Infusion</i></p> <p>14.35 Slot 3. Brian Meaney, <i>Consulting Systems Engineer, Cisco</i></p> <p>14.55 Slot 4. Dylan Jin, <i>Bearer Network Senior Consultant, ZTE</i></p>

Technology Partner Visions Leveraging advances in Carrier Ethernet OAM and Ethernet demarcation to deliver performance monitoring and SLA support for business Ethernet customers	Technology Partner Visions Maintaining synchronisation in the evolving mobile backhaul architecture
14.55 Slot 1. Livio Giberti , <i>Strategic Product Manager, Ericsson</i>	15.15 Slot 1. Michael Ritter , <i>VP Technical Marketing, ADVA Optical Networking</i>
15.15 Slot 2. Arie Goldberg , <i>President & CEO, Omnitron Systems</i>	15.35 Slot 2. Zeev Draer , <i>V.P Carrier Ethernet Division, MRV</i>
15.35 Slot 3. Jason Morgan , <i>Director-Product Marketing, ADTRAN</i>	15.55 Slot 3. Tommy Cook , <i>Founder & CEO, Calnex Solutions</i>
15.55 Afternoon tea	16.15 Afternoon tea

Problem Solving Sessions: 2-30 minute sessions, led by experts, culminating in short presentations of key findings by the session leaders

Stream 1 Session 1 - 16.30 Session 2 - 17.00	Stream 2 Session 1 - 16.45 Session 2 - 17.15
Introducing new service specification - E-Tree Session 1. Bruno de Troch , <i>Carrier Ethernet Technical Lead EMEA, Juniper Networks</i>	Implementing Carrier Ethernet in mobile backhaul - MEF22 Session 1. Asif Hazarika , <i>Senior Director Product Management, IP Infusion</i>
Leased Line replacement – when, why and how to switch off legacy services Session 1. Paul Momtahan , <i>Director of Data and Transport Solution Marketing, Tellabs</i> Session 2. Arie Goldberg , <i>President & CEO, Omnitron Systems</i>	Synchronisation in packet networks Session 1. Yacov Cazes , <i>Director of Business Development, Carrier Ethernet Solutions, RAD Data Communications</i> Session 2. Michael Ritter , <i>VP Technical Marketing, ADVA Optical Networking</i>
Ensuring security in Ethernet services Session 2. Bart Cartuyvels , <i>Expert Segment Manager, Belgacom Enterprise Business Unit</i>	Considering the role of IP/MPLS / MPLS-TP in mobile backhaul/access Session 1. George Karl Kopf , <i>Director, Mobile Backhaul Customer Sales Programme, Ericsson</i> Session 2. Rafael Francis , <i>Associate Vice President, Product Management, Data Platforms, ECI Telecom</i>
Blending L2 and L3 to deliver advanced Ethernet services Session 1. Matthew Hayes , <i>Senior Systems Engineer, Ciena</i> Session 2. Brian Meaney , <i>Consulting Systems Engineer, Cisco</i>	Identifying the key requirements for the Next Generation microwave network to support LTE backhaul Session 1. Damian Dalgliesh , <i>Head of Wireless Connectivity, Nokia Siemens Networks</i>
Addressing the challenges of customer migration Session 2. Per Kristiansson , <i>Service Strategy Implementation Leader, EMEA, Alcatel-Lucent</i>	

Drivers for Carrier Class WAN Services – introducing software as a service, cloud computing and application consolidation into a centralised database

Session 2. **Torben Brieghel Jensen**, *Product Manager, Global Connect*

Blending L2 and L3 to deliver advanced Ethernet services

Session 2. **Mango Ma**, *Bearer Network Senior Consultant, ZTE*

End-user services at a disruptive price level: use-cases of deploying Metro Ethernet allowing you to gain market share

Session 1. **Jan Hof**, *Sr. Director Field Marketing EMEA-SAM, Extreme Networks*

Ethernet access developments in copper and fibre

Session 1. **Jason Morgan**, *Director-Product Marketing, ADTRAN*

Delivering SAN services over a Carrier Ethernet network

Session 1. Leaders: **Norival Figueira**, *Ph.D., Sr. Product Manager, Brocade*
Mark Detrick, *Global Solutions Architect, BCFP, CCIE, Brocade*

Introducing MPLS-TP and providing a status report on standardisation

Session 1. **Matthew Bocci**, *Co-chair of PWE3, Alcatel-Lucent*
Session 2. **Nurit Sprecher**, *Senior Specialist & Manager, Industry Environment, Nokia Siemens Networks*

17.40 End of Stream 1

Implementing Ethernet OAM and QoS mechanisms to support all-packet mobile

Session 1. **Mike Marshall**, *Director of Business Development marketing, Nakina Systems*
Session 2. **Zeev Draer**, *V.P Carrier Ethernet Division, MRV*

Implementing IP evolution over microwave

Session 1. **Tzvika Naveh**, *Solution Marketing Manager, Ceragon Networks*
Session 2. **Steve Loeblich**, *Director of Partner & Solutions Marketing, Harris Stratex Networks*

Cost-effective migration of the existing backhaul network to 3G/4G networks

Session 2. **Harmeet Singh**, *Vice President, Business Development, Tejas Networks*

18.00 End of Stream 2

Conference Day Three
Thursday 24th September 2009

- 08:00 MEF Primer session - Ethernet Access Technologies**
Zeev Draer, V.P Carrier Ethernet Division, MRV
- 09.30** Chair's opening remarks
Ian Redpath, Principal Analyst, Ovum
- 09.40 Content Provider Keynote - A view of the BBC's content distribution strategy using hybrid broadcast and IP networks**
Simon Broad, Head of Service Development, BBC
- 10.05 Technology Partner Visions - Examining the role of Carrier Ethernet in residential broadband network evolution**
Moderator:
Slot 1. *Weisi Dong, Senior Manager, IP?Eth Solution Design, Huawei Technologies*
- 10.25 Operator Case Study - Planning and upgrading the aggregation and core networks to accommodate the impact of demand from FTTx deployments / Next Generation broadband**
Alex Goldblum, CEO, Eurofiber
- 10.50 Consumer Wholesale Spotlight - Developing a wholesale Ethernet service for the consumer broadband marketplace – led by Broadband Forum**
Robin Mersh, COO, Broadband Forum
- 11.10 MEF 21 Certification Awards**
- 11.20** Morning coffee
- 11.35 Consumer Wholesale Spotlight - Developing a wholesale Ethernet service for the consumer broadband marketplace – led by Broadband Forum**
Chinyelu Onwurah, Head of Telecoms Technology, Ofcom
- 12.00 Operator Case Study - Building an Ethernet/optical network to grow a global services portfolio**
Herbert Goetsch, Director Product Management, Transport and Data Services, Level 3 Communications
- 12.25** Lunch
- 13.30 Operator Case Study – Examining the role of Carrier Ethernet in residential broadband network evolution**
Giles Heron, Principal Network Architect – 21CN Networks, BT

Technology Partner Visions
Advances in optical switching

13.55 Slot 1. **Burkhard Germer, Alcatel-Lucent**

14.15 Slot 2. **Paul Momtahan, Director, Data and Transport Solutions Marketing, Tellabs**

14.35 Slot 3. **Ian Redpath, Principal Analyst, Ovum**

14.55 Consolidation Sessions

Option 1. **Carrier Class Synchronization Solutions for Carrier Ethernet Services**

Philippe Sadot, Director of EMEA Business Development, Symmetricom

Option 2. **Optical Ethernet integration**

Option 3. **Next Generation microwave solutions for mobile broadband**

Gaby Junowicz, VP Marketing & Business Development, Siklu Wireless Communications

15.40 End of conference