

## Here & Now Theatre

14<sup>th</sup> & 15<sup>th</sup> June, London

### 5G World Summit 2017

Discuss the technology and developments that are transforming LTE networks and will pave the road to 5G

#### Confirmed speakers:

Matthias Sauder, Director Mobile Network, **VodafoneZiggo**  
Dario Betti, Director, Product Development and Services, **MTS Russia**  
Patrick Lopez, VP, Network Innovation, **Telefónica**  
Adam MacGill, Principle Voice & Multimedia Architect, **BT**  
Aaron Partouche, Product Marketing & Business Development Director, **Colt**  
Rémi Thomas, Director of the NGMN Project, **Orange**  
Asher Bajwa, Regional Sales Manager, **Comba Telecom**  
Amir Shalev, Radio Planning Group Manager, **Cellcom Israel**  
Martin Wren-Hilton, Director of Mobile Innovation, **TalkTalk**  
Caroline Morris, Technology Service Manager, **EE**  
Matteo Gatta, Technology Strategy and Innovation Director, **Proximus**  
Libor Pezinek, Manager, RAN Management, **O2 Czech Republic**  
Khaled Mokhtar, Senior Supervisor, Programme Management, **Etisalat**

#### CONFERENCE DAY ONE: 14<sup>th</sup> June 2017

##### Optimisation of Network and Services

**11:00** Chairman's opening remarks: *Julian Bright, Senior Analyst, Ovum*

**11:10** VodafoneZiggo's NFV transformation – How did we transform our network to be ready for the future?

- Building a Common Infrastructure platform to serve Network and IT applications
- What does NFV/SDN bring?
- The introduction of a fully virtualized VoLTE/VoWiFi solution – boosting Customer Experience!

*Matthias Sauder, Director Mobile Network, VodafoneZiggo*

**11:30** Media and entertainment as a 5G vertical

- Developing an efficient broadcast strategy
- Work within the EU on LTE broadcast evolution
- 5G and LTE broadcast together: meeting end user demand for media services

**11:50** VoWifi case study: Developing a strong deployment model

*Dario Betti, Director, Product Development and Services, MTS Russia*

**12.10** The success of IMS services so far

- VoLTE and VoWifi in relation to customer experience
- Developing a 5G strategy

*Caroline Morris, Technology Service Manager, EE*

**12.30** Setting the scene for future innovation for 5G business applications and emerging technologies

- Examining key industry developments in 2016
- Which new technologies are poised to hit the mass market in 2017
- Exploring challenges and opportunities for the ecosystem in 2017

*Khaled Mokhtar, Senior Supervisor, Programme Management, Etisalat*

#### 12:50 Network Lunch Break

#### 14.00 Network Performance Optimisation

- End-to-end automation of programmable networks
- Monetization of network and subscriber usage data to maximize network value

*Paul Gowans, Wireless Strategy Director, Viavi Solutions*

#### 14.20 Managing and improving customer QoE (Quality of experience) in congested situations - Real operator's experience

- How to improve customer QoE when resources are limited
- Increasing cell efficiency by QoE enforcement per cell and UE, based on application type and cell condition.
- Cellcom's use cases

*Amir Shalev, Radio Planning Group Manager, Cellcom Israel*

#### 14.40 Edge Computing for Innovative Services

- Solutions to enhance user experience

*Patrick Lopez, VP, Network Innovation, Telefónica*

#### 15.00 Challenges and Solutions for System on Chip Architectures in 5G NR Base-stations

- 5G NR computing challenges in gNodeB
- SDR architecture and SW/H-W partitioning requirements
- SoC Architecture Solutions for 5G NR baseband

*Emmanuel Gresset, Product Marketing and Business Development Director, CEVA Wireless BU*

#### 15.20 **Closing Panel Discussion:** Future predictions, trends and technologies for LTE networks

- Necessary developments to establish a foundation for 5G
- Drivers towards creating the Gigabit Society

#### Panellists:

*Rémi Thomas, Director of the NGMN Project, Orange*

*Martin Wren-Hilton, Director of Mobile Innovation, TalkTalk*

*Matteo Gatta, Technology Strategy and Innovation Director, Proximus*

*Paul Gowans, Wireless Strategy Director, Viavi Solutions*

16:00 Close of Day One – see you tomorrow!

### CONFERENCE DAY TWO: 15<sup>th</sup> June 2017

#### 11:00 Chairman's opening remarks

#### 11.10 What will the consumer's experience of 5G vs 4G look like?

- How 5G improves the user experience for everyone?
- Why 5G is important for ubiquitous connectivity?

- What new applications are enabled by 5G?
- When will 5G services be available?

*Martin Wren-Hilton, Director of Mobile Innovation, TalkTalk*

### **11.30 Why 5G needs Service Relationship Management**

- Switch from today's current focus on network-centric services to OTT service delivery in the future
- Managing services relationships instead of managing networks
- Understanding the dependencies of the services and resolving issues based on real-time customer and service impact rather than generic fault data

*Patrick Buttimer, CEO, Eirteic*

*David Cunningham, Chief Solutions Officer, Eirteic*

### **11.50 Managing exponential data traffic growth**

- Network deployment strategies
- Offloading data traffic optimally and cost effectively

*Asher Bajwa, Regional Sales Manager, Comba Telecom*

### **Carrier Aggregation**

### **12.10 Experience of 4.5G trials in the Czech Republic**

- Differences between theoretical speeds and real reachable speeds
- Carrier aggregation as the foundation to 5G-readiness
- Commercial deployment and future strategy

*Libor Pezinek, Manager, RAN Management, O2 Czech Republic*

### **12.30 Three-way and four-way carrier aggregation to support LTE-A networks**

- Trials and testing over spectrum bands
- Plans for further deployment
- Enabling devices to further support deployment and uptake

## **12.50 Networking lunch break**

### **IMS Development**

### **14.00 IMS virtualisation developments and impact on network services**

- Virtualisation strategies and investment
- Migration of mobile core to the cloud
- Improvement of customer experience and reduction of OPEX and CAPEX

### **14.20 Panel Discussion: Maximising ROI through IMS development**

- Driving voice and media optimisation
- The role of IMS in 5G networks

*Dario Betti, Director, Product Development and Services, MTS Russia*

*Adam MacGill, Principle Voice & Multimedia Architect, BT*

### **Small Cell Deployment**

### **14.50 Smart city transformation to major European hubs**

- Example of projects delivered

- What are the different models & main challenges to overcome?

*Aaron Partouche, Product Marketing & Business Development Director, Colt*

#### **15.10 Challenges and solutions surrounding 4G densification**

- Key areas of focus to push densification forward
- Shifting CAPEX towards small cell investment
- Devising an effective long-term small cell strategy

#### **15.30 Panel Discussion: When can the industry expect widespread deployment of small cells?**

- Key advantages to investment in small cells
- Implementation so far and short-term strategies
- The inevitability of long-term small cell deployment

**16.00 Close of Here & Now Theatre – see you next year!**