



ims

World Forum

Conference & Exhibition 11th – 13th October 05 • Hilton, Amsterdam

The largest and most comprehensive IMS Conference

Key contributions from:

VODAFONE GLOBAL • TELECOM ITALIA MOBILE • TNO • FRANCE TELECOM • TURKCELL
 TELIASONERA • MOBILKOM AUSTRIA • TELEFONICA • VIMPELCOM • KPN CARRIER SERVICES
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Over 50 expert speakers covering the hottest issues including:

- The market potential of new IMS applications that will drive up mobile data revenue
- Transition strategies: from existing infrastructure to IMS based infrastructure
- Learning from operator's trials: decreasing Capex and increasing revenues
- Customer ownership issues arising from IMS enabled services
- Managing different types of QoS in the IMS environment
- Educating and targeting early IMS adoptors
- Hosting strategies in the IMS value chain

Plus

One Conference Day

Tuesday 11th October 2005

Developing Services And Terminals For IMS

Choose from 3 Workshops:

WORKSHOP A

Monday 10th October 2005

Developing IMS Applications

Led by Prof. Dr. Thomas Magedanz, Fraunhofer FOKUS

WORKSHOP B

Friday 14th October 2005 (Morning)

Achieving End-To-End IMS Implementation

Led by Ericsson

WORKSHOP C

Friday 14th October 2005 (Afternoon)

Billing in a Service Oriented Architecture

Led by CSG Systems

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Astonishing high quality presentations, discussions, panels and audience participation

Alexander Kuchar, Director of Mobile Service Network, Mobilkom Austria

Programme at a glance

Monday 10th October Workshop A (Full Day)	Tuesday 12th October Pre IMS World Forum Focus Day	Wednesday 12th October IMS World Forum	Thursday 13th October IMS World Forum	Friday 14th October 2 Half day Workshops
<p>Developing IMS Applications – Practical experiences from OPEN IMS Playground @ FOKUS</p> <p>Led by Prof. Dr Thomas Magedanz, Fraunhofer FOKUS</p> <p><small>*This day is available to book separately. See booking form for details</small></p>	<p>Developing Services and Terminals for IMS</p> <p><u>Topics Include:</u></p> <ul style="list-style-type: none"> • The IMS client • IMS handsets & the user interface • IMS s.services • Market potential <p><u>2 Panel Discussions:</u></p> <ul style="list-style-type: none"> • Mobile like the PC? • Impact of instant messaging on SMS 	<p><u>Keynote sessions from:</u></p> <ul style="list-style-type: none"> • VODAFONE GLOBAL • FRANCE TELECOM • MOBILKOM AUSTRIA <p><u>Topics Include:</u></p> <ul style="list-style-type: none"> • IMS Service Platforms • Business Case and Partnerships • End-to-End IMS Implementation • Interaction of IMS with other technologies <p><u>2 Panel Discussions:</u></p> <ul style="list-style-type: none"> • Customer ownership • Regulatory Challenges 	<p><u>Keynote Sessions from:</u></p> <ul style="list-style-type: none"> • BT • VODAFONE GLOBAL • MICROSOFT <p><u>Topics Include:</u></p> <ul style="list-style-type: none"> • Trials from worldwide operators • Security • Migration Strategies • Billing <p><u>2 Panel Discussions:</u></p> <ul style="list-style-type: none"> • IPv4 vs IPv6 • IMS Billing 	<p>Workshop B (Morning)</p> <p>Achieving End-to-End IMS Implementation Led by Ericsson</p> <hr/> <p>Workshop C (Afternoon)</p> <p>Billing in a Service Orientated Architecture Led by CSG Systems</p>

Developing Services And Terminals For IMS

Pre IMS World Forum Focus Day | Tuesday 11th October 2005

This day is available to book separately (see booking form for details)

08.15 **Registration and coffee**

08.50 **Chairman's Introduction**

Bjorn Hallare, Director IMS Terminals & Clients, Business Unity Systems, **ERICSSON**

09.00 **Analysing the market potential of new IMS application that will drive up mobile data revenue**

- Which applications and services are likely to drive the take up of IMS in the following market segments?
 - business users
 - consumer and prepaid users
 - youth market
- The potential of combination services. To what extent is the option of additional multimedia services on top of voice calls increase operator revenue?
- Customising and personalising IMS services
- Examining which new applications are likely to be developed by third parties

Guy Redmill, EMEA Market Development Manager, **BROOKTROUT**

09.25 **The potential of Push To Talk Over Cellular (PoC) and the roadmap to IMS**

- What is a realistic business case for PoC?
- How profitable is push to talk for operators?
 - in the business sector
 - mass market
- Roadmap: from proprietary PoC to IMS
 - deciding to deploy a fully standardised version vs a pre-standard vendor solution
 - how compliant are the standards for push to talk?
 - what are the alternatives?
 - what is the most cost effective way of deployment?

Berhe Agos, Global Program Director, Product and Services, **TELIASONERA**

09.50 **Refreshment and Future Networks exhibition visit**

10.20 **Developing IMS Clients. The perspective from a convergent operator**

- OPERATOR**
- Overcoming the challenges of converging terminals:
 - mobile
 - pc
 - fixed
 - How is the convergence of terminals shaping the fixed operator IMS clients?
 - Wi-Fi and VoIP: understanding the issues related to QoS
 - Examining the services of interest to fixed operators
 - presence/messaging
 - VoIP
 - multimedia

Roberto Gavazzi, Client Area Manager, **TELECOM ITALIA LAB**

10.45 **Developing IMS handsets to drive take up and acceptance of IMS based services**

- Developing handsets with basic functionality for IMS services
 - reaching an agreement between operators and manufacturers
 - which components are essential to deliver IMS services?
- Changes required in the value chain for achieving IMS handsets
- Which minimum requirements will have to be fulfilled in different markets?

Olivier Cadene, Senior Engineer – Technology and Application, **LG**

11.10 **The IMS Client**

- Expected impacts on user terminal when migrating from circuit-switched bearer to VoIP implementation
 - download new client?
 - is it totally transparent?
- How can services be quickly deployed to the terminal?
- Uploading application to the SIP client
 - open development terminals vs close
- How is IMS interworks with the following clients
 - messaging
 - music
- The importance of IMS/SIP-clients in the terminal
 - what kind of clients will be available and at what time?
 - when will the first IMS client be in the terminal?

Simon Binar, Senior Technology Manager, **SIEMENS**

11.35 IMS applications in the corporate environment

- Evaluating potential revenue in the corporate sector for IMS services
- Deciding the key target areas for IMS corporate services
 - targeting SMEs vs large corporates
- Pricing strategies
- Dealing with competitors with alternative IP infrastructure
- Evaluating advantages and disadvantages
- Examining IP Centrex solutions

John Doyle, Director - Service Provider Mobility, **CISCO**

12.00 Evaluating the development of IMS handsets to date

- What data rates per user can be achieved to date?
 - which handsets can currently and realistically sustain high speed data?
- Managing higher consumption
- Dealing with heat dissipation
- When will the first IMS handset be available?
- What kind of terminals and when?
- What will they look like?

Jason Whitmire, Software Marketing Director, **INFINEON**

12.25 Will the mobile handset be open like the PC?

- Open Application Programming Interface (API) for some applications or for all applications?
- Will open API become the graveyard or the path to success to IMS?
- What kind of software will be allowed to be downloaded?
- Downloading applications vs new terminals vs Microsoft operating system in the mobile
- Specifications on client side of the terminals

Panelists:

Phil Sheppard, Director of End to End Design, **3 UK**

Jeff Snow, Director of Business Development, Seamless Mobility Devices, **MOTOROLA MOBILE DEVICES**

Jeff Popoff, VP Business Development, **REDKNEE**

Philippe Gentric, Chief Software Architect, **PHILIPS**

Stefan Svedberg, Director IMS Programme: ARC Chart, **ERICSSON**

Moderator:

Bill Ray, Senior Analyst, **SYS-CON MEDIA** and Editor-in-Chief of **WIRELESS BUSINESS & TECHNOLOGY MAGAZINE**

PANEL SESSION

13.00 Lunch and Future Networks exhibition visit



14.15 Developing a user interface that will drive up IMS services

- Icons that will simplify the complexity of the service
- Ease of use and intuitive web browser interface development
- Displaying the availability of contacts at all times
- Targeting the youth sector with a user interface

Philippe Gentric, Chief Software Architect, **PHILIPS**

14.40 Rolling out IMS services on different handset types

- Offering consistent services on a range of handset types
- How can we ensure that services interlink with each other?
- Independent Software Vendor experience so far in roll out of SIP-based service using early IMS client platform
- Evolution of handset software in the IMS world
- Handset software "Must Haves" for IMS
- FMC services enabled by handset software for P2P

Vikram Karmarkar, VP, Technology Strategy & Alliances, **ECRIO**

15.05 IMS TRIAL: Lessons learnt from users trial with IMS enabled services

- Exploring the customer need of using IMS based Multimedia Services
- Evaluating the potential benefit of an integrated multimedia enable IMS Client
- Testing the willingness of users to upgrade communication episodes
 - adding additional media to existing communication
- User research and feedback

Manfred Schmitz, Senior Manager Core Network, **VODAFONE GROUP**

OPERATOR

15.30 Refreshments and Future Networks exhibition visit

16.10 Handling multiple PDPs context simultaneously

- Moving in and out of 2G and 3G
 - Inter-RAT handover
- PDP context concept and usage
- Use of special context for IMS signalling
- Service-Based Local Policy (SBLP)
- Mapping of Media Flows onto PDP contexts
- Fall-back solutions when PDP context activations fail

Johan Sörensen, Senior IMS specialist, **ERICSSON**

16.35 Operator strategies and partnerships for creating new IMS applications

- Examining different drivers and benefits for IMS services & applications for
 - Fixed Operators
 - Mobile Operators
 - Virtual operators (MVNOs)
 - ISPs
 - Internet Telephony Service Providers (ITSPs)
 - Cable Operators

- Examining the effectiveness of IMS application architectures
- Designing a range of services quickly and cost efficiently
- Examining gaps in the market and determining the type of partnerships needed for creating innovative services

Dick Martens, Director Product Marketing & Strategy, **INFITEL**

17.00 IMS services rating and charging – Implementation considerations and migration strategies

- Examining the type of applications that can benefit from IMS technology and examining the business case for fixed operators, mobile operators and ISPs

- Roaming onto price competitive fixed line networks
- Presence
- Person to person
- Session control
- IM
- Community services
- Bandwidth on demand
- Messaging
- Conferencing
- Video sharing
- Videomail

- Understanding the business case of pre-IMS services and how these are likely to translate in the IMS environment

- Charging considerations based on interworking scenarios (IMS-IMS, IMS to Corporate IP, IMS to Public IP, IMS to Legacy PSTN)

- Pricing on value of IMS content and sessions as opposed to service or transport pricing

- Key aspects of G(o) interface (ICID exchange between CSCF to GGSN, gating IP transport, QoS control of PDP context)

- Key business advantages extending online charging infrastructure to support offline charging

- Value of Policy Decision Function (PDF/PDRS) in supporting IMS rating and charging

Jeff Popoff, Vice President Business Development, **REDKNEE**

17.25 What is the impact of instant messaging on the overall current revenue of SMS?

Matthes Derdack, Managing Director, **DERDACK**

Marcel Ballemans, Data Access Market Manager, Wholesale Services, **KPN MOBILE**

Oscar Gestblom, Strategic Marketing Director, **ERICSSON**

Johan Liseborn, CTO, **HOT SIP**

PANEL SESSION

17.55 Closing remarks from the Chair

18.00 End of Developing Services and Terminals for IMS day

08.15 **Registration and coffee**

08.50 **Chairman's Introduction**

Olivier Hersent, *Chairman and CTO*, **NETCENTREX**

KEYNOTE SESSIONS

09.00 **Transition strategies: from existing infrastructure to IMS based infrastructure**

OPERATOR

- Minimising number of different components and procedures
- Identifying criterias to make the network run cost efficiently
- Supporting all features of IMS
- PSTN migration application based on SIP based IMS or on ISUP based softswitches
- Migrating legacy applications like messaging
- Opening the migration path

Subrata De, *Head of Core Network Evolution & Strategy*, **VODAFONE GLOBAL**

09.25 **SIPnotized partnerships and strategies in an IP world**

OPERATOR

- Strategic implications of convergence on markets
 - understanding the roles in the IMS value chain
- Rationale of partnerships in a SIPnotized IP world
- Predicting the key components of a successful IMS application strategy
- The right partners for designing and supplying services quickly and cost efficiently
- Getting your company and partners IMS-ready

Alexander Kuchar, *Director Of Mobile Services Network*, **MOBILKOM AUSTRIA**

09.50 **Refreshment and Future Networks exhibition visit**

10.20 **IMS Interconnection and services potential. The perspective from a convergent operator**

CONVERGENT OPERATOR

- Examining the needs and issues when interconnecting IMS operators
 - signalling transport
 - data transport
 - interconnect settlements
- Services needed for the interconnection between the IMS network
- The potential of combination services. To what extent is the option of additional multimedia services on top of voice calls increasing operator revenue?
- Analysing the market potential of new IMS application that will drive up data revenue

Olivier Martel, *Mobile Product Development Manager*, **FRANCE TELECOM**

10.45 **Achieving end to end IMS deployment and service delivery**

- Examining the key factors and essentials for creating end to end IMS solutions cost efficiently
- Leveraging the end user interests and examining the key services
- Managing the service layer in a cost efficient manner
- Calculating the cost potential in the core
- Mirroring the IMS network in the terminal

Oscar Gestblom, *Strategic Marketing Director*, **ERICSSON**

11.10 **Examining the minimum set of IMS features needed in order to confidently start delivering IMS service commercially**

- Examining each of the following minimum requirements in the mobile and fixed scenarios
 - QoS
 - Ipv4
 - Ipv6
 - Security
 - set of services
 - set of clients
- Minimum of 3GPP extension needed at SIP control layer
 - minimum set of configuration
 - what nodes?
 - will all the boxes be needed or just a subset? If so which subset?

David Withington, *IMS Product Line Manager - Mobile Solutions Division*, **ALCATEL**

11.35 **Opening up IMS to third parties within a controlled and standard environment**

OPERATOR

- Rationale behind exposure of IMS services to third party
- Evolution of service delivery platforms and middleware technologies
- Common level of abstractions based on various network protocols
- Coverage of OSA Framework with respect to service provisioning

Gökhan Gürlek, *IMS Project Manager*, **TURKCELL**

12.00 **Migrating the current messaging infrastructure without disruption to the end user**

- How to move from a vertical oriented infrastructure to a horizontal infrastructure
- Overcoming the challenges of achieving a high number of services and speed providing common and future proof elements for:
 - provisioning
 - billing
 - business intelligence
 - storage
 - profiling
 - user interface
 - directory
 - next generation messaging
- Interworking between IMS legacy systems and current messaging systems
- Persuading new users to take up new IMS services
 - converging your applications
 - offering a combination of services
- Achieving a flexible and cost effective converged platform
- Lessons learnt from SMS and MMS
- Understanding how to support the future success of IMS based services and achieving:
 - Scalability
 - QoS
 - Mass delivery

Chris Lennard, *Director Of Marketing*, **LOGICA CMG Global Telecoms**

12.25 **Customer ownership issues arising from IMS enabled services**

PANEL SESSION

- Challenges in sharing infrastructure and database investment within the partnership
- Allowing content related players to achieve take up of IMS services
- Regulator perspective
- Who will own the customer in the IMS scenario?
- Should operators merely channel information or have control over content?

Andrew Wishart, *Business Development Director IMS*, **MOTOROLA NETWORKS**

Mark Diekmann, *Business Development - OpenCall Europe*, **HEWLETT-PACKARD**

Jörg Heuer, *Senior Project Manager*, **DEUTSCHE TELEKOM LABORATORIES**

Alexander Kuchar, *Director Of Mobile Services Network*, **MOBILKOM AUSTRIA**

Subrata De, *Head of Core Network Evolution & Strategy*, **VODAFONE GLOBAL**

Olivier Hersent, *Chairman and CTO*, **NETCENTREX**

12.45 **LUNCH and Future Networks exhibition visit**



14.15 **Learning from operator's trials: decreasing Capex and increasing revenues by strategically deploying IMS**

- Choosing platforms and synergies to drive Capex down while deploying IMS
- Examining critical interfaces to establish ROI with IMS
- Interoperability and capabilities of legacy network equipment
 - packet core
 - billing
 - application servers
- Tested and proven SIP services in the fixed and mobile arena
 - examining revenue potential

Eric Bezille, *IMS Director*, **NORTEL**

14.40 **Interoperability and the role of the IPX (IP Packet Exchange) operator**

OPERATOR

- Examining the broker model in future mobile interworking scenarios
- The role of the IPX operator
- Lessons learnt from trialling the IPX
- Market outlook

Erik Vercouteren, *Market Manager Wholesale Mobile Data Solutions*, **KPN CARRIER SERVICES INTERNATIONAL**

15.05 Examining migration issues and requirements in the mobile, fixed and FMC scenarios

- Examining the business case for migrating to IMS for
 - mobile operators – fixed operators
 - ISPs – FMC
- Fixed: migrating circuit switch subscribers without losing loyalty from users
 - maintaining all the value added services
 - migrating without letting users perceive the migration
- FMC: what are the requirements and issues needed for FMC with IMS?
 - convergence whilst keeping differentiation between services
- Mobile: To what extent are mobile operators interested in VoIP?
 - supporting alternative authentication techniques end to end
 - using SIP and IMS mechanisms at the same time
- What are the drivers in each scenario and how can these reach a common ground?

Bosco Fernandes, UMTS Forum Chair IT media and Manufacturers, **SIEMENS**

15.30 Refreshments and Future Networks exhibition visit

16.10 Developing a framework for service delivery platforms to differentiate IMS services

- Examining different scenarios and understanding which technology is best to use the following:
 - SIP – CPR – JAN SLEE
 - SIP SEVLET – OSA PARLAY – PARLAY – IN
- Can each of the above coexist?
- Comparing service platforms paradigms
- Launching applications quickly with simple application toolkit
 - disinstall process

Andrew Wishart, Business Development Director IMS, **MOTOROLA Networks**

16.35 Examining the interaction of IMS with other control technologies

- How are operators using different technologies together to provide integrated services?
 - IMS – OSA Parlay – IN
- Incorporating IMS with mobility control
- Combining IMS with circuit switch

Colin Lynch, VP Marketing, **ESERVGLOBAL**

17.00 Implementing IMS charging and correlation of charging information

- IMS service based charging
 - per event – per volume – per duration
- Identifying the sources for charging information
- Correlation of charging information
 - Voice and data – Real time services

Toon Norp, Business Consultant, **TNO INFORMATION AND COMMUNICATION TECHNOLOGY**

17.25 Regulatory challenge: the impact of IMS services

- Update on number portability in the IMS environment
- Presence services and regulatory issues
 - impact of presence services on data protection
- Security and electronic signature
- Timescales
- Examining which data will or could be allowed to be shared

Gökhan Gürlek, IMS Project Manager, **TURKCELL**

Alexander Balyuk, Head of New Telecom Technologies Analysis, **VIMPELCOM**

Subrata De, Head of Core Network Evolution & Strategy, **VODAFONE GLOBAL**

Thomas Wojczak, Marketing Project Coordinator for Network Services, **VODAFONE GROUP MARKETING**

Paul Magelli, CEO, **APERTIO**

17.55 Closing remarks from the Chair

18.00 End Of Day One and Drinks Reception



08.15 Registration and coffee

08.50 Chairman's Introduction

KEYNOTE SESSIONS

09.00 The business case of IMS for convergent service providers

- Key IMS drivers for a fixed operator
- Applications that will suit a convergent next generation IP network
- Potential profit of applications for fixed mobile convergence
 - applications that connect communities of interest
 - push to media
 - video sharing
- Examining 21st Century's network progress
- Overcoming industry issues

Malcolm Wardlaw, Vice President Mobility, Intelligence and Applications, **BT**

09.25 Reducing CAPEX and making IMS network ready

- What platforms and hardware can facilitate CAPEX reduction?
- When and where is best to plan and deploy ATCA platforms?
- Re-using nodes already deployed in the network
- Using COTS type of equipment
- Re-using previously deployed platforms

Noel Parnis, Strategy Planning Manager, **VODAFONE GLOBAL**

09.50 Refreshment and Future Networks exhibition visit

10.20 Examining the flexibility of the Microsoft platform and the impact it will have on IMS services

- Microsoft position and strategy related to IMS
- How IMS should plug into a platform
- How will Microsoft enhance business applications?
- View on SIP enabled terminals
- IMS like windows XP?
- What are Microsoft plans for entering the arena of service creation?
- How important is IMS to Microsoft?

Erick Eidus, Senior Product Planner, **MICROSOFT Windows Mobile**

10.45 Educating and targeting early adopters in order to successfully launch IMS applications

- Experiences and reference projects from the FOKUS Open IMS Playground for stimulating IMS adoption
- Examining the services where users:
 - have a need and are prepared to pay for
 - may find useful but are not prepared to pay for
 - will not pay for
- What was learnt from the experience of WAP and MMS
- Creating effective targeted marketing strategies for reaching and educating different segments
 - how can IMS influence consumers behaviour?
 - which applications will take the shortest time to change customer behaviour?
- Targeting niche subscribers or a certain profile of users by being affordable and profitable
 - going beyond the basic consumers split
- Delivering convenience with the same level of quality and services already in place

Thomas Magedanz, Director, 3G beyond Division, **Fraunhofer FOKUS**

11.10 **IMS vs Proprietary solutions: operator's view**

OPERATOR

- Proprietary solutions penetration worldwide: challenges and opportunities
 - Examining services such as Push-to-Talk, IM, Gaming, VoIP
- Case study: potential obstacles for IMS implementation
 - Learning from a Russian case with ICQ services
- How operators and vendors can overcome proprietary solutions pressure
- IMS Project Findings

Alexander Balyuk, Head of New Telecom Technologies Analysis, **VIMPELCOM**

11.35 **Reviewing the current standards that will enable mass market adoption of IMS applications**

OPERATOR

- Comparing the current standards and initiatives globally
 - IETF
 - 3GPP
 - 3GPP2
 - OMA
- How can the industry and value chain of IMS services help achieve a common standard?
- How far is the industry from the coexistence of different networking communication systems and standards?
- Challenges in working in an all IP environment
- Examining what IMS requests and what the IP connectivity access network can currently deliver

Antonella Napolitano, Director, Standards & IPR, **TELECOM ITALIA MOBILE**

12.00 **Managing different types of QoS in the IMS environment**

- Standards currently available and their consensus
- Managing QoS across network boundaries
- Implementing SLAs and maintaining QoS when traffic communicates to the PC and corporate network
- Dynamic allocation of bandwidth and QoS
- How are the applications going to adjust for QoS?
- Integrating WLAN Hotspots
 - overcoming the challenges for QoS
- To what extent is it important to focus on QoS at this moment when there are only basic services available?

Jean Varaldi, Director - Business Development, **QUALCOMM**

12.25 **Developing open and extendible software architecture for deploying innovative services**

OPERATOR

Market needs dictate to open the network to third parties, but what would be the consequences for operators? What are the implications of opening the network and what will happen?

- Creating an open service environment to allow third party content providers
- How does OSA PARLAY fit into the application server?
- How can OSA PARLAY make the APIs into IMS?
- Importance of open service creation and business case

Matthew Kitching, Senior Enterprise Architect, **ORANGE**

12.50 **Lunch and Future Networks exhibition visit**14.00 **Orchestrating IMS service capabilities - Using existing and upcoming network resources and features efficiently**

- Delivering a multiplicity of services
- Enabling feature interaction across application servers and technologies
- Bridging the gap and making use of non standardized solutions
- Optimising the chances to protect its investment in an evolving environment
- Integrating legacy services and migration paths

Matthieu Loreille, Product Manager, **JNETX**

14.25 **IMS Billing: differentiating among services and convergence**

PANEL SESSION

- Examining billing models
 - which models are proving to be easier to install for IMS services?
- How will legacy systems interface with IMS?
 - will they be able to support billing for new services?
 - can these systems be evolved?

Panellists:

Douglas Zone, CTO, **CSG SYSTEMS**

Antonella Napolitano, Director, Standards & IPR, **TELECOM ITALIA MOBILE**

Dick Martens, Director Product Marketing & Strategy, **INFITEL**

Willms Buhse, Director Products & Marketing, **COREMEDIA**
– Vice Chair **OMA**

Moderator:

Guy Kewney, Editor and publisher, **NEWSWIRELESS.NET**

14.50 **Hosting Strategies in the IMS value chain**

OPERATOR

- Choosing the technology that enables end to end IMS services
 - what responsibilities can you give to third parties?
- Running IMS services in the operator networks vs hosting them at a third party
- Examining business models between operators and business client and between operator and the party hosting the service
 - revenue share
 - risk share
 - amount of traffic
- Examining hosting solutions
 - within the operator network vs at the vendor's end
 - is there a need for nodes in the network?

Walter G. Maurer, Senior Network Architect - Mobile Service Networks, **MOBILKOM AUSTRIA**

15.15 **Refreshments and Future Networks exhibition visit**15.45 **Press Conference**16.15 **Examining IMS Trials with worldwide operators**

- Experiences from video sharing and other IMS-based service deployments
- User research and feedback
- Interoperability between IMS systems and terminals

Kalle Luukkainen, Marketing Manager, **NOKIA**

16.40 **Overcoming the challenges of delivering security in the IMS environment**

OPERATOR

- Examining new mechanisms standardised for authentication
 - progress with security specifications
 - integration of security mechanisms
- Secure interconnection with web services
 - integrating third parties in a security environment
 - closed vs open environment
- Access and network domain security functions
- advantages and disadvantages for using ISIM
- Early IMS security: evaluating different methods and different levels of security
- Integrating existing subscribers
 - how to deal with SIM cards
- How to handle denial of service attacks in an IMS environment
- Security impacts on cost and price

Luis A. Galindo, IMS Project Director, **TELEFONICA**

17.05 **Comparing different vendors' architectures in the IMS core**

- Vendors' strategies related to the interface
- Functions in a single IMS server vs a split of functions
- HSS
- Database for IMS specific or GSM GPRS

Neeraj Patel, Director of Product Management, **CONTINUOUS COMPUTING**

17.30 **IPv4 and IPv6: Economical benefits and challenges in moving to IPv6**

PANEL SESSION

- IMS can be built on IPv4. Is IPv6 essential for IMS?
- Resolving the address space limitation of IPv4
 - will operators and the telecoms community have enough addresses with IPv4 for IMS?
- Deploying end-to-end security features
- Examining the potential share of IPv6 in the European market

Bosco Fernandes, UMTS Forum Chair IT Media and Manufacturers, **SIEMENS**

Jim Martin, Solutions Architect (Member of IETF), **NETZWERT AG**

Klaus Schmid, Director Carrier Solutions, **KAPSCH CARRIERCOM**

18.00 **Closing Remarks from the Chair and End of IMS World Forum**

These interactive hands-on workshops have been specifically designed by experts in planning and deploying IMS to allow you to practically apply the lessons and theory learnt by your peers. Whether you are actively deploying or are planning to do so, you will gain from having a more informal opportunity to learn with and question, both the workshop leaders and fellow delegates facing the same challenges as you.

Choose from 3 different workshops

SOLD OUT
at IMS in
April 05!

Workshop **A**

Monday 10th October – Full Day
Radisson SAS Hotel, Ruseland 17 Amsterdam

Developing IMS Applications – Practical experiences from the OPEN IMS playground @ FOKUS

Led by Prof. Dr. Thomas Magedanz, Fraunhofer FOKUS



09.00 **Registration and coffee**

09.30 **Introduction from the workshop leader Thomas Magedanz, Director, 3G beyond Division, Fraunhofer FOKUS**

Session 1: IMS in a nutshell

- IMS motivation - Fixed Mobile Convergence and All IP networks
- The starting point: IETF SIP and DIAMETER basics
- IMS standards - 3GPP, ETSI, OMA
- IMS architecture - Key components and interfaces

Session 2: IMS Applications Provisioning

- IMS Application Server Options
- IMS Services Examples (PTT, VoIP, MM Conferencing, MM streaming)
- Service Provisioning in the IMS - Key interfaces and interactions
- SIP AS Bundling & Orchestration

Lunch break

Session 3: Understanding the SIP Application Server

- Definition & Requirements
- AS Key interfaces: ISC, Sh, Charging, ...
- SIP AS Programming Interfaces (VXML, CPL, SIP Servlets)
- HTTP vs SIP Servlets
- Related Development Tools

Afternoon Coffee

Session 4: Case Study: SIPSee within the FOKUS IMS Playground

- The FOKUS Open IMS playground
- SIPSee (SIP Service Execution Environment) - Open 100% standard SIP AS
- Converged SIPSee Applications (A. B. C.)
- On the Role of the IMS client
- Live Playground Demos

Questions & Answers

Closing remarks from the workshop leader

17.30 **End of workshop A**

About your workshop leader:

The Fraunhofer Institute for Open Communication Systems (FOKUS) researches and develops advanced information and communication systems and seamless multimedia applications on top of converging wireless and wired networks. FOKUS is globally recognized for its unbiased look on to state of the art technologies and its professional services, systems integration work and proof of concept implementations in the field of next generation networks and multimedia service delivery platforms. More information under www.fokus.fraunhofer.de.

Thomas Magedanz (magedanz@fokus.fraunhofer.de) is professor in the electrical engineering and computer sciences faculty at the Technical University of Berlin, Germany, leading the chair for next generation networks (www.av.tu-berlin.de).

Workshop **B**

Friday 14th October – Half Day Workshop (Morning)
Radisson SAS Hotel, Ruseland 17 Amsterdam

Achieving End-To-End IMS Implementation

Led by Ericsson

Workshop Leader: Anna Kristoferson, Marketing Director, Ericsson

08.30 **Registration and coffee**

09.30 **Session 1: Optimising Service Delivery**

- Examining how to reach your customers with new services
- Understanding how to handle software upgrades

Session 2: Deploying IMS

- Creating a checklist for ensuring a successful IMS launch
- Establishing the necessary steps prior to launching IMS

Session 3: Charging For IMS Services

- Determining how to charge for your IMS services in a comprehensible and efficient way

Refreshments

Session 4: Ensuring Interoperability

- Understanding how to secure interoperability between networks and terminals

Session 5: Securing Terminal Availability For Your IMS Services

- Developing and designing the platform architecture required

13.00 **Lunch – Delegates from both workshops are welcome to attend**

About your workshop leader:

ERICSSON Ericsson's IMS is a complete end-to-end offering, ranging from user device to services delivery and creation. Innovation is possible through Ericsson Mobility World, a world-wide organization running developer programs, an IMS service creation environment and a wide range of consulting, integration and support services. Ericsson has IMS deployments and trials with 27 fixed and mobile operators.

Workshop **C**

Friday 14th October – Half Day Workshop (Afternoon)
Radisson SAS Hotel, Ruseland 17 Amsterdam

Billing in a Service Oriented Architecture

Led by CSG Systems

Workshop Leader: Douglas Zone, CTO, CSG Systems

14.00 **Registration**

14.20 **Introduction**

Session 1: IMS impacts on the Customer Experience

- Development of new compelling business and consumer applications – all accessed in real time
- Requirement for super real time authorization for the accurate and immediate consumption of new services
- Evolution of convergent authorization

Session 2: IMS impacts on Managing the Customer

- Services: Order management
- Preferences: Customer Profile Management
- Finances: the role of billing as a customer financial service – helping customers manage their finances
- Relationships: CRM – one holistic view of the customer

Refreshments

Session 3: IMS impacts on Billing Architecture

- SOA (Service Oriented Architecture) perspective
- Online versus Offline charging perspective: Correlation, Balances, Rating

Session 4: The Integration of Billing into IMS: Recommendations and Issues

- Below and Above the Services Platform: Diameter versus OSA/Parlay:
 - a. The IN perspective
 - b. The Billing Vendor perspective

18.00 **Closing remarks**

About your workshop leader:

CSG Systems is a leader in next-generation billing and customer care solutions for the cable television, direct broadcast satellite, advanced IP services, next generation mobile and fixed wireline markets.

Great to see IMS attracted such a wide audience

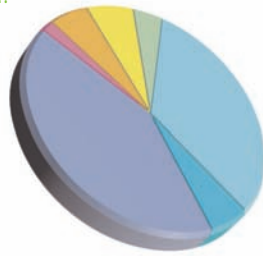
Toom Norp, Business consultant TNO

Over 200 high level attendees at IMS in April 05!

Attendee Profile

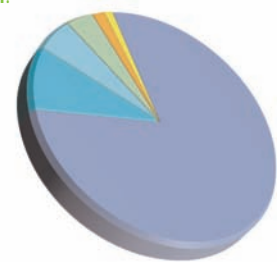
High Operator Attendance:

- Mobile Operators 41%
- IT Service provider 2%
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- Consult. Service Provider 7%
- Telecom. Software 4%
- Telecom. Equipment 34%
- Other 6%



Global Representation:

- Europe 78%
- US 9%
- Asia 6%
- Gulf & Middle East 4%
- Africa 2%
- Australia 1%



IMS in April 05 attracted high-level attendees from the following job functions:

Chief Technical Officers, Head of Core Network Evolution & Strategy, Head of Product Management & Marketing, IMS Directors of Mobile Services, President of Networks and Radio Network Managers, Product Management, Business Strategy and Application Development & Marketing.

Source IMS April 05

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Maximise your networking opportunities not only through the conference, but also by accessing the largest exhibition for core and radio network infrastructure solutions

Future Networks will provide you with a complete view of the evolution of both the core and radio network for the delivery of ubiquitous IP services

Over 5500 senior industry decision makers have attended this event in its 9th year heritage*

PRESS CONFERENCE

Future Networks is a unique opportunity to launch your product or make official statements to the industry press. To set up a press conference and address a key audience please write to louise.turton@informa.com or davide.bonomi@informa.com

* Formerly known as the UMTS Congress

The IP Multimedia Subsystem (IMS) A Technical Briefing – Principles, Standards, Architecture and Applications

26 – 27 September 2005, London • 8 – 9 December 2005, London

Presented by Prof. Dr. Thomas Magedanz, Fraunhofer FOKUS

A technical overview of the architecture, components and protocols of the emerging 3GPP IP Multimedia Subsystem (IMS) which provides the technological basis for the provision of mobile multimedia services within converging networks.

For more information please call **Helen Robinson** on Tel: +44 (0)20 7017 4837 Email: Helen.robinson@informa.com
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Users today welcome new ways to express themselves and share experiences. Therefore richer communication services are what they expect to get from their service provider. New IMS based multimedia services have a key role to play in meeting users' need for communication, belonging and expression.

Ericsson's IMS-based services enable communications with various media such as voice, text, pictures and video, or in combinations of these – adapted to each individual's preferences and ensuring full control. IMS will help provide a consistent experience across multiple access technologies, user devices and geographical locations – whether at home or out moving around; for business or private use. It also enables users to set their accessibility – or their 'presence' – better, so that they can control how, where, when and by whom they can be reached.

Ericsson's IMS is a complete end-to-end offering, ranging from user device to services delivery and creation. The solution provides standardized services such as push to talk, weShare (talk and share media at the same time), IP Telephony and IP Centrex, as well as supporting operator specific innovations and existing investments. Innovation is possible through Ericsson Mobility World, a world-wide organization running developer programs, an IMS service creation environment and a wide range of consulting, integration and support services.

Ericsson has IMS deployments and trials with 27 fixed and mobile operators, for services such as Push-to-Talk-over-Cellular (PoC), weShare, IP Telephony and IP Centrex.

Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.

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For more information, visit Alcatel at <http://www.alcatel.com>



Netcentrex develops unique next generation network (NGN) voice and video solutions that optimize network infrastructure and enable telecom operators and service providers to deliver voice-video-data and fixed-mobile converged services for both the consumer and enterprise markets.

Solutions include IP telephony, video telephony, Triple Play, IP Centrex, voice/video VPN, contact center and IVR services. All solutions are built on the same IMS compliant infrastructure that includes an application softswitch, media services and management. This core infrastructure provides user services, network connectivity, single point of provisioning and monitoring.

Founded in 1998, Netcentrex has sales and partner representatives in over 25 countries and over 40 operator and service provider customers. Leading European and US venture capital firms back the privately held company.

For more information, visit www.netcentrex.net



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