

Brought to you by



Industry partners



CARRIER Wi-Fi SUMMIT @



MOBILE. WORLD CONGRESS

Barcelona | 24 - 27 February 2014



Showguide

Principal sponsor



Premier sponsors

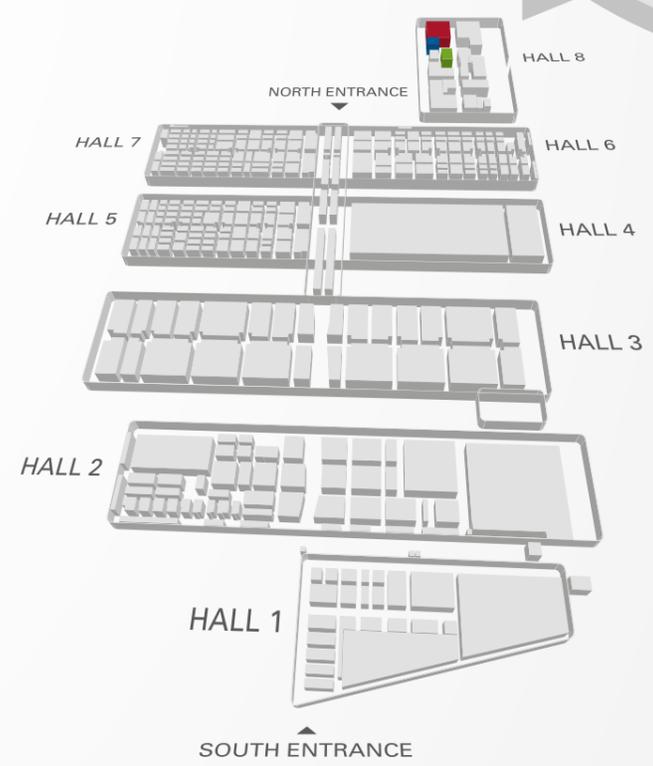
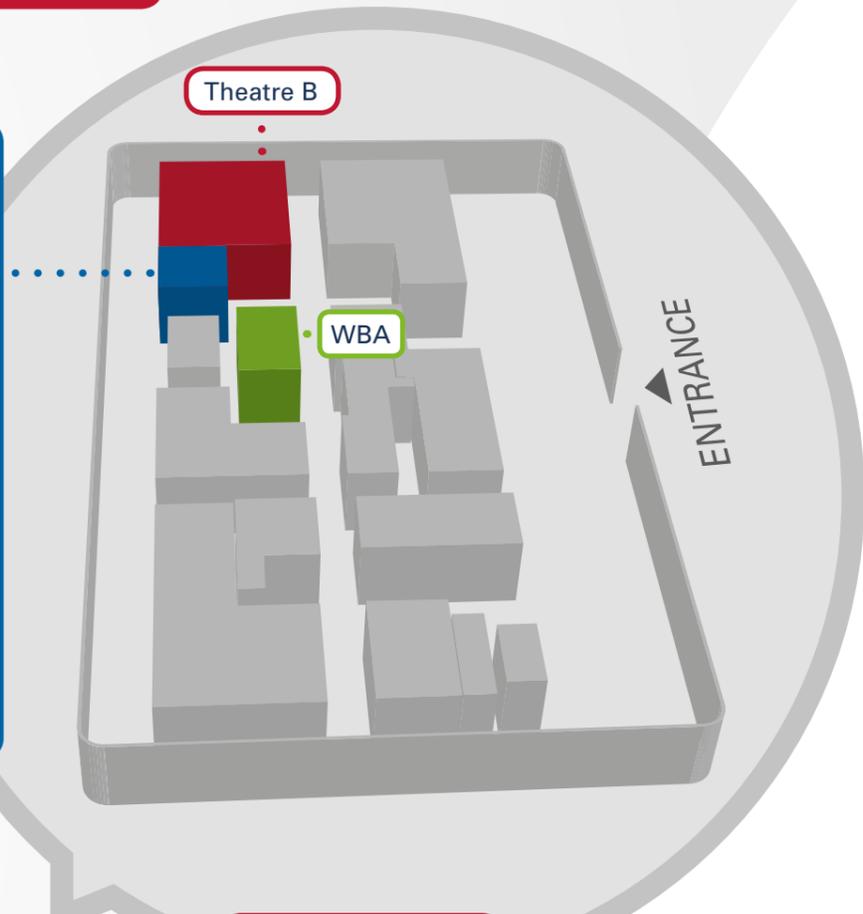


Associate sponsor



+++ The first ever dedicated Wi-Fi event at MWC +++ 4 day program in Hall 8.0 +++

Exhibitors



Hall 8.0

“Great environment, great place, great people... stimulating and exciting”
BT, on WBA's Wi-Fi Global Congress



I would like to extend a very warm welcome to all attendees of the WBA Carrier Wi-Fi Summit in Barcelona. This event marks a new and very exciting stage in our series of ecosystem gatherings which have gone from strength to strength in recent years. I also want to extend my gratitude to all our partners, sponsors and speakers who have helped to make this Summit a reality. Your continued support is a testament to your dedication to make Wi-Fi the best it can be.

At the WBA, we believe in making Wi-Fi seamless, interoperable and secure. This is as relevant today as it was when the WBA was first established. It all comes back to customer experience where Wi-Fi will become a converged technology and will be merged into the cellular, fixed and cable networks resulting in a vastly improved, completely seamless end user experience.

Following significant steps in bringing the user experience of Wi-Fi closer to that of cellular networks, the technology has experienced a surge in support from across the industry.

We have a fantastic set of speakers lined up for the summit which will feature major players from the ecosystem. The Summit will also consist of a two-day workshop, a Roamfest, Networking Lounge, Exhibition and a 'Live NGH Experience' involving 17 operators and a number of high end devices.

We hope that this Summit will further stimulate the industry to explore the huge potential of this new breed of Wi-Fi that meets expectations of carriers that demand highly reliable, predictable and manageable systems.

Once again a warm welcome to you all and I hope you have a fantastic event.

Kindest regards,



Shrikant Shenwai
 Chief Executive Officer
 Wireless Broadband Alliance

About WBA Founded in 2003, the aim of the Wireless Broadband Alliance (WBA) is to secure an outstanding user experience through the global deployment of next generation Wi-Fi. In order to make this a reality, the WBA is currently championing various initiatives in the Wi-Fi ecosystem including Next Generation Hotspot (NGH) trials, Wi-Fi Roaming and its Interoperability Compliance Program (ICP). Today, membership includes major fixed operators such as BT, Comcast and Time Warner Cable; seven of the top 10 mobile operator groups (by revenue) and leading technology companies such as Cisco, Google and Intel. WBA member operators collectively serve more than 1 billion subscribers and operate more than 5 million hotspots globally. The WBA Board includes AT&T, Arqiva, Boingo Wireless, BT, China Mobile, Cisco Systems, Comcast, iPass, KT Corporation, NTT DOCOMO, Orange and Ruckus Wireless.

PAGE 6 **Key themes of Carrier Wi-Fi Summit**

PAGE 10 **2-day Conference program**

26-27 February, Hall 8.0, Theatre B

Featuring key note speakers from AT&T, China Mobile, Cisco, Comcast, GSMA, Facebook, GoGo Inflight, Jasper Wireless, KT, Ruckus Wireless, SK Telecom, Wi-Fi Alliance and many more.



PAGE 20 **Conference speakers**

PAGE 12 **2-day Workshop program**

24-25 February, Hall 8.0

Featuring sessions by Wi-Fi Alliance, WBA, WiMAX Forum, Birdstep, BandwidthX & Cloud4Wi.



PAGE 32 **4-day Roamfest & Networking Lounge**

Accelerate your Wi-Fi Program and connect with operators who are already reaping the benefits of Wi-Fi Roaming.



Networking Reception

26 February, 4.30pm, Hall 8.0, Theatre B

Make new contacts and enjoy the refreshments at our informal Networking Cocktail Reception.



2-day Exhibition

In foyer during the conference



I would like to take this opportunity to welcome you all to the WBA's inaugural Carrier Wi-Fi Summit, an event that brings together individuals and organizations whose common purpose is to drive the future of Carrier Wi-Fi. Our recent WBA Industry Report revealed a sharp rise in confidence in the past year about investing in Wi-Fi.

The report also forecasts a significant rise in MNO/MSO deployed hotspots up to 10.5 million in 2018. We want to build on this confidence and continue to drive the industry forward. Our mantra for this particular event is 'the right place, the right people' and, most notably, 'the right questions'! I think it is important to highlight these three core principals and why they are significant for this event:

The Right Place – Where better than Mobile World Congress to bring together the world's most prolific operators, vendors and policy makers to examine the critical success factors for global Wi-Fi development and deployment. Thank you to the GSMA, our event partners and sponsors for helping us create a fantastic platform for our event.

The Right People – We're making the most of this fantastic opportunity to engage with some of the biggest names from all corners of the ecosystem. We are gathering together speakers from the likes of AT&T, China Mobile, Cisco, Comcast, Facebook, GSMA, GoGo Inflight, Jasper Wireless, Korea Telecom, Microsoft, Ruckus Wireless, SKT and Wi-Fi Alliance, in one room to address what needs to be done to make Carrier Wi-Fi a reality.

The Right Questions – I understand that there are some fundamental questions that need to be answered when it comes to Carrier Wi-Fi, and not only from an operator's perspective:

- How will Carrier Wi-Fi become a driver in the Mobile Broadband revolution?
- What are the benefits and monetization opportunities?
- How can we further improve the customer experience?
- What is the role that Wi-Fi is playing in emerging markets?

Don't be afraid to ask those burning questions that matter to you and get the answers you need to drive your Wi-Fi needs forward. Learn from each other's successes and engage in Wi-Fi's future directions. Now really is the time to drive home the message that Wi-Fi is going to revolutionize the mobile broadband experience.

We hope you enjoy your time at the Carrier Wi-Fi Summit.

Kindest regards,

JR Wilson
Chairman
Wireless Broadband Alliance

Global role of Wi-Fi in ICT

Delivering a better customer experience on Wi-Fi

Evolution of Wi-Fi Networks and Business Models

Driving the Mobile Broadband Revolution with Wi-Fi – the Connected Lifestyle and Vision 2020

NGH and Passpoint Deployments

Public Wi-Fi Trends for 2015



Wi-Fi Alliance® is a global non-profit industry association of hundreds of leading companies devoted to seamless connectivity. With technology development, market building, and regulatory programs, Wi-Fi Alliance has enabled widespread adoption of Wi-Fi® worldwide. The Wi-Fi CERTIFIED™ program was launched in March 2000. It provides a widely-recognized designation of interoperability and quality, and it helps to ensure that Wi-Fi-enabled products deliver the best user experience. Wi-Fi Alliance has certified more than 15,000 products, encouraging the expanded use of Wi-Fi products and services in new and established markets.

Wi-Fi®, Wi-Fi Alliance®, WMM®, Wi-Fi Protected Access® (WPA), WiGig®, Wi-Fi Direct®, Miracast®, the Wi-Fi CERTIFIED logo, the Wi-Fi logo, the Wi-Fi ZONE logo and the Wi-Fi Protected Setup logo are registered trademarks of Wi-Fi Alliance. Wi-Fi CERTIFIED™, Wi-Fi Protected Setup™, Wi-Fi Multimedia™, WPA2™, Wi-Fi CERTIFIED Passpoint™, Passpoint™, Wi-Fi CERTIFIED Miracast™, Wi-Fi ZONE™, WiGig CERTIFIED™, the Wi-Fi Alliance logo, and the WiGig CERTIFIED logo are trademarks of Wi-Fi Alliance. www.wi-fi.org



The WiMAX Forum® is an industry-led, not-for-profit organization that certifies and promotes the compatibility and interoperability of broadband wireless products based upon IEEE Standard 802.16. The WiMAX Forum's primary goal is to accelerate the adoption, deployment and expansion of WiMAX technologies across the globe while facilitating roaming agreements, sharing best practices within our membership and certifying products. WiMAX Forum Certified® products are interoperable and support broadband fixed, nomadic, portable and mobile services. The WiMAX Forum works closely with service providers and regulators to ensure that WiMAX Forum Certified systems meet customer and government requirements. For more information, visit www.wimaxforum.org.



The GSMA represents the interests of mobile operators worldwide. Spanning more than 220 countries, the GSMA unites nearly 800 of the world's mobile operators, as well as more than 200 companies in the broader mobile ecosystem, including handset makers, software companies, equipment providers, Internet companies, and media and entertainment organisations. The GSMA also produces industry-leading events such as the Mobile World Congress and Mobile Asia Expo.

For more information, please visit the GSMA corporate website at www.gsma.com or Mobile World Live, the online portal for the mobile communications industry, at www.mobileworldlive.com.

"The ability to learn so much about the WiFi ecosystem... where it's going... it has been an invaluable experience"

WiFast, on WBA's Wi-Fi Global Congress

Sponsors

Principal sponsor



Headquartered in Sunnyvale, CA, Ruckus Wireless, Inc. (NYSE: RKUS) is a global supplier of advanced wireless systems for the rapidly expanding mobile Internet infrastructure market. The company offers a wide range of indoor and outdoor "Smart Wi-Fi" products to mobile carriers, broadband service providers, and corporate enterprises, and has approximately 27,300 end-customers worldwide. Ruckus technology addresses Wi-Fi capacity and coverage challenges caused by the ever-increasing amount of traffic on wireless networks due to

accelerated adoption of mobile devices such as smartphones and tablets. Ruckus invented and has patented state-of-the-art wireless voice, video, and data technology innovations, such as adaptive antenna arrays that extend signal range, increase client data rates, and avoid interference, providing consistent and reliable distribution of delay-sensitive multimedia content and services over standard 802.11 Wi-Fi. For more information, visit www.ruckuswireless.com.

Premier sponsors



Cisco has been in the carrier-grade small cell business for over ten years, delivering end-to-end solutions using both licensed and unlicensed radio technologies to service providers. We have dealt with and solved the issues that small cells present, including interference, radio resource management, zero touch provisioning, backhaul, policy, security, SON – these issues require unique knowledge that comes from best practices developed in carrier-grade small cell deployments over years. This experience equates to time and cost-savings in deployment and implementation. Cisco has been shipping Wi-Fi CERTIFIED Passpoint products since January 2011, and we are at the forefront of delivering the indoor location-based services that small cell networks make possible. We are excited to partner with AT&T, Accuris Networks and 10 global mobile operators to bring Hotspot 2.0 to Mobile World Congress for the first time. We are also proud to work with the WBA to bring that Next Generation Hotspot Experience to the Carrier Wi-Fi Summit here today.



Using crowd-powered machine learning software to build the world's largest Curated Virtual Network (CVN) of high-quality hotspots, Devicescape has created a new kind of global Wi-Fi service platform that is orders of magnitude less expensive to deploy and manage over conventional telecom networks. Named the Devicescape Service Platform (DSP), it enables a range of carrier-class services for operators to enable "always best connected" subscriber Access, compelling consumer and business Engagement, and powerful Insight into consumer behavior.

Devicescape's deep expertise in Wi-Fi, mobile, and virtualization technologies converge in a curation process that uniquely underpins the DSP. In the context of wireless networks, curation is the art of carefully discovering, qualifying, and preserving both the best network to connect to at the best time and an "über-net of high-quality Wi-Fi hotspots that take the user experience to the next level.

Devicescape's CVN contains more than 20 million curated hotspots, which are culled from a monitored collection of more than 315 million worldwide. Devicescape solutions are deployed at 10 operators in North America and Europe and on tens of millions of smartphones that daily connect with the CVN.

Devicescape is headquartered in San Bruno, California.

www.devicescape.com

Associate sponsor



Aptilo Networks is the leading provider of carrier-class Wi-Fi service management and offloading solutions.

The Aptilo Service Management Platform™ is implemented in large-scale Wi-Fi deployments with 100+ operators worldwide. This and our innovative integration with mobile core and OSS/BSS for policy and charging, together with SIM authentication, provide a holistic approach to offloading.

Aptilo's solution supports Hotspot 2.0 and makes 3GPP Wi-Fi access possible in real-world deployments by adding support also for devices lacking SIM authentication capabilities (EAP-SIM/AKA).

Aptilo will be on-site with a full team of experts. Come and let them challenge your thoughts around service provider Wi-Fi and offloading.

We will be in the foyer waiting to answer any questions that you might have. We welcome you to visit our stand in Hall 5, 5G66.

Do not miss the Aptilo & Ericsson Webinar Thursday February 13, "Monetizing Wi-Fi with 3GPP access and making it work in real-world deployments"

Networking Reception

26 February, 4.30pm, Hall 8.0, Theatre B

Sponsored by



Make new contacts and enjoy the refreshments at our informal Networking Cocktail Reception.



Conference program

Hall 8.0, Theatre B

Conference sponsors

arqiva



docomo

Day 1

26 February

9:30	Opening address – Transforming Connected World with Next Generation Wi-Fi JR Wilson, Chairman, WBA and VP, Partnerships & Alliances, AT&T Mobility
9:40	Evolving role of Wi-Fi for operators and driving societal benefit Dr. Reza Jafari, Chairman & CEO, e-Development International
9.50	Panel Discussion: Global Role of Wi-Fi in ICT [Moderator] Dr Reza Jafari, Chairman & CEO, e-Development International Diego Molano Vega, Colombian ICT Minister Selina Lo, CEO, Ruckus Wireless JR Wilson, Chairman, WBA and VP, Partnerships & Alliances, AT&T Mobility
10:20	Refreshment break
	Driving the Mobile Broadband Revolution with Wi-Fi [Moderator/MC] Mohan Gyani, Independent Telecommunications Professional
10:30	Kris Rinne, Senior VP, Architecture and Planning, AT&T
10:45	Carrier Wi-Fi Service Through Innovation , Dr. Seong-Mok Oh, President of Network Group, KT
11:00	Thinking about Wi-Fi in the 4G era , Bill Huang, General Manager, China Mobile Research Institute
11:15	Wi-Fi Service and Evolution by SK Telecom Alex Jinsung Choi, Executive VP and Head of ICT R&D, SK Telecom
11:30	Panel Discussion: Connected lifestyle – Vision 2020 [Moderator] Mohan Gyani, Independent Telecommunications Professional Kris Rinne, Senior VP, Architecture and Planning, AT&T Bill Huang, General Manager, China Mobile Research Institute Dr. Seong-Mok Oh, President of Network Group, KT
12:15	Networking lunch
	Delivering a Better Customer Experience on Wi-Fi , [Moderator/MC] Daryl Schoolar, Principal Analyst, Ovum
14:00	Orange Connect and carrier grade Wi-Fi Arnaud Vamparys, Senior VP Seamless Wireless Access Strategy, Orange
14:20	Selina Lo, CEO, Ruckus Wireless
14:40	Wi-Fi CERTIFIED Passpoint – Growth Opportunities for Carrier Networks Edgar Figueroa, CEO, Wi-Fi Alliance
15:10	David Fraser, CEO, Devicescape
15:30	Wi-Fi Customer Experience in the world of Internet of Things Jahangir Mohammed, Founder & CEO, Jasper Wireless
15:50	Facebook Wi-Fi: Connecting Businesses with Customers , Erick Tseng, Product Manager, Facebook
16:10	Todd Haugen, GM Connectivity Engineering, Microsoft
16:30	Chris Bruce, Co-Chairman, WBA and Director, International Sales & Consulting at Global Telecom Markets, BT
16:50-19:00	Networking cocktail event

Day 2

27 February

9:30	Opening address: Delivering on the promise of Next Generation Hotspot JR Wilson, Chairman, WBA and VP, Partnerships & Alliances, AT&T Mobility
9:40	Alex Sinclair, CTO, GSMA
10:00	Social Benefits Delivered by Wireless Technologies Brooke Partridge, President and CEO, Vital Wave Consulting
10:15	Panel Discussion: Social Benefits Delivered by Wireless Technologies [Moderator] Brooke Partridge, President and CEO, Vital Wave Consulting Alex Sinclair, CTO, GSMA Gordon Mansfield, Chairman, Small Cell Forum Kelly Davis-Felner, VP Marketing, Wi-Fi Alliance Shrikant Shenwai, CEO, WBA
11:00	Refreshment break
	Evolution of Wi-Fi Networks and Business Models [Moderator/MC] Caroline Gabriel, Head of Research, Maravedis
11:30	Re-inventing Wi-Fi Bill Hague, Executive VP for International Alliances and Integration, AT&T
11:50	How to maximize value from Carrier Wi-Fi Kelly Ahuja, Senior VP Mobility Business Group, Cisco
12:10	Importance of WiFi in a Connected World Tom Nagel, Senior VP and General Manager for Wireless Services, Comcast
12:30	Wi-Fi at 35,000 feet: Understanding the Connected Air Traveler Greg Oliveau, Senior VP of Business Development, GoGo Inflight
12:50	Refreshment break
	Wi-Fi Trends and User Experience – A View into the Future [Moderator/MC] Monica Paolini, CEO, Senza Fili Consulting
13:30	NGH/Passpoint Deployment at Chicago O'Hare Derek Peterson, CTO, Boingo Wireless
13:45	Wi-Fi Trends and User Experience – A View into the Future Evan Kaplan, CEO, iPass
14:00	Executives Panel Discussion [Moderator] Monica Paolini, CEO, Senza Fili Consulting Derek Peterson, CTO, Boingo Wireless Evan Kaplan, CEO, iPass Chris Bruce, Co-Chairman, WBA and Director, International Sales & Consulting at Global Telecom Markets, BT Mark Carter, CTO, BSG Wireless
14:45	Carrier Wi-Fi Summit Closure Chris Bruce, Co-Chairman, WBA and Director, International Sales & Consulting at Global Telecom Markets, BT

Workshop schedule

24
Feb

	WS Area 1	WS Area 2
14:00-15:00	Smart Wi-Fi Offload For Continuity Of Experience – The True OTT Differentiator Birdstep Workshop	
15:00-15:30	Meet the Wi-Fi Alliance Wi-Fi Alliance Workshop	WiMAX Advanced – A roadmap for convergence to TD-LTE to maximize operator assets WiMAX Forum Workshop
15:30-16:30	Meet the Analysts – Current and Future Opportunities for Wi-Fi WBA Workshop	
16:30-17:00	Next Generation Hotspot Network overview and Passpoint – Hotspot 2.0 explained WBA / WFA Workshop	
17:00-17:30		How to monetize Wi-Fi services Cloud4Wi Workshop
17:30-18:00		

25
Feb

	WS Area 1	WS Area 2
10:00-11:00	Indoor Location Services Ruckus Workshop	
11:00-12:00	Managed WLAN Services Ruckus Workshop	
14:00-15:00	Smart Wi-Fi Offload For Continuity Of Experience – The True OTT Differentiator Birdstep Workshop	Wi-Fi Alliance Passpoint Demonstration
15:00-16:30	Meet the WBA & Experts – Wi-Fi Roaming for Operators; NGH Opportunities and Revenue Generation WBA Workshop	
16:30-18:30	Wireless 20/20 & BandwidthX Workshop	

Smart Wi-Fi Offload For Continuity Of Experience – The True OTT Differentiator



Date 24 & 25 February

Time & Location 14:00 – 15:00, Hall 8, WBA Lounge

Duration 1 hour

Moderator Ms. Caroline Gabriel, Research Director, **Rethink Technology Research Ltd**

Panellist Mr. Lonnie Schilling, **CEO of Birdstep**

Panellist Mr. Anders Påls, **VP and Co-Founder of FOGG**

Overview

Birdstep, a leading provider of Smart Mobile Data and Secure Mobility solutions, has teamed up with business partner FOGG to provide real case studies showing how US and European Telecom and MSOs are achieving differentiation for their mobile services by delivering a consistent, continuous and best-quality experience across heterogeneous networks combining Wi-Fi and 4G/LTE. The panel will explore how Continuity of Experience is becoming a true differentiator for mobile OTT services.

What you will learn

How intelligent Wi-Fi offload helps deliver the most consistent, continuous and high-quality experience across heterogeneous networks combining Wi-Fi and 4G/LTE. The webinar will cover in detail the key first step of understanding how users are really behaving through application real world use of big data, providing the foundation for network, device and content policies that enable Intelligent Network Selection for an optimal and seamless experience.

Key questions answered

- How to extend reach to any mobile service with intelligent offload
- How to differentiate mobile OTT services with a continuous UX
- How to understand user behaviour through application of intelligent data analytics
- Laying the foundations for network, device and content policies enabling Intelligent Network Selection

Who should attend

Telecom, MSOs and service providers wanting to bring the best mobile Internet access and Value Added Services to their customers, especially by combining Wi-Fi and 4G effectively to achieve maximum coverage with high quality of service at the lowest possible cost and thus differentiating their offering in crowded markets.

WiMAX Advanced – A roadmap for convergence to TD-LTE to maximize operator assets



Date 24 February

Time & Location 15:00 – 17:00, Hall 8, WBA Lounge

Duration 2 hours

Host **Dr. Mo Shakouri**, Chairman, **WiMAX Forum**

Host **Declan Byrne**, President, **WiMAX Forum**

Overview

The WiMAX Forum is an industry-led, not-for-profit organization that certifies and promotes the compatibility and interoperability of broadband wireless products based upon IEEE Standard 802.16e. The WiMAX Forum's primary goal is to accelerate the adoption, deployment, and expansion of WiMAX technologies across the globe while facilitating roaming agreements, sharing best practices within our membership and certifying products. The workshop will provide an overview of WiMAX Advanced, WiMAX Forum's initiative to create more streamlined interworking between WiMAX and other radio access technologies in order to allow WiMAX operators to more easily pursue multi-technology network strategies.

What you will learn

This overview of WiMAX Advanced will cover what WiMAX Advanced is and how operators and vendors are implementing WiMAX Advanced to meet their strategic vision, specific business model, regulatory circumstances, and other needs unique to their organization.

Who should attend

WiMAX Operators who are interested in maximizing their WiMAX Network assets as they plan their transition to LTE. Vendors who are interested in supporting WiMAX Operators in this transition.

Key questions answered

- What is WiMAX Advanced
- How WiMAX Advanced is being supported and implemented by Operators and Vendors



Meet the Analysts – Current and Future Opportunities for Wi-Fi



Date 24 February

Time & Location 15:30 – 16:30, Hall 8, WBA Lounge

Duration 1 hour

Moderator **Ton Brand**, Senior Director Marketing and Industry Engagement, **WBA**

Speaker **Peter Jarich**, **Current Analysis**

Speaker **Chris Nicoll**, **Analysys Mason**

Speaker **Joe Madden**, **Mobile Experts**



Overview

During this workshop, the Wireless Broadband Alliance (WBA) will team up with a panel of highly distinguished analysts, that will provide insight into trends in the Wi-Fi industry; where we are and where we are going is the focus for an exciting and challenging session. The WBA aims to secure an outstanding user experience through the global deployment of next generation Wi-Fi. The WBA and its industry-leading members are dedicated to delivering this quality experience through technology innovation, interoperability and robust security.

Who should attend

- Decision makers from wireless and integrated operators
- Decision makers from industry partners – device vendors, network infrastructure providers, roaming hubs, software and platform providers, directory services providers, venue partners
- Regulators & industry influencers
- Media, consultants, industry analysts

Key questions answered

- What needs to be done to future proof technology
- What lies ahead for Carrier Wi-Fi deployments?
- How is the mobile industry coping with Wi-Fi developments and how can opportunities be leveraged?

“We have seen fantastic examples of innovation...”

Arqiva, on WBA's Wi-Fi Global Congress

Next Generation Hotspot (NGH) Network overview and Passpoint – Hotspot 2.0 explained



Date 24 February

Time & Location 16:30 – 17:30, Hall 8, WBA Lounge

Duration 1 hour

Speaker **John Smith**, Technical Marketing and WBA Project Leader, **Cisco**

Speaker **Mark Ennamorato**, **Wi-Fi Alliance**

Speaker **Tiago Rodrigues**, Program Director, **WBA**

Overview

During this workshop, Wireless Broadband Alliance (WBA) will team up with Wi-Fi Alliance (WFA) to provide an overview of how rising technologies are shaping a whole new world of possibilities for Wi-Fi, both on the service provider and user experience sides. The WBA aims to secure an outstanding user experience through the global deployment of next generation Wi-Fi. The WBA and its industry-leading members are dedicated to delivering this quality experience through technology innovation, interoperability and robust security.

Key questions answered

- What is Next Generation Hotspot “NGH” and Passpoint “Hotspot 2.0”
- How to successfully implement cutting edge Wi-Fi technology
- How to take part in WBA and WFA trials/initiatives
- How WBA and WFA are driving the industry together

Who should attend

- Decision makers from wireless and integrated operators
- Decision makers from industry partners – device vendors, network infrastructure providers, roaming hubs, software and platform providers, directory services providers, venue partners
- Wireless consultants, technical staff, CTO/VP of technology
- Product manager, portfolio manager
- Regulators & industry influencers
- Media, consultants, industry analysts



How to monetize Wi-Fi services

Date 24 February

Time & Location 17:00 – 18:00, Hall 8, WBA Lounge

Duration 1 hour

Presenter **Ivan Muccini**, VP Product Planning, **Cloud4Wi**



Indoor Location Services

Date 25 February

Time & Location 10:00 – 11:00, Hall 8, WBA Lounge

Duration 1 hour

Presenter **Steve Hratko**, Director of Marketing, **Ruckus Wireless**

Presenter **Jan Wybo**, Senior Director of WW Solutions Architecture, **Ruckus Wireless**



Managed WLAN Services

Date 25 February

Time & Location 11:00 – 12:00, Hall 8, WBA Lounge

Duration 1 hour

Presenter **Steve Hratko**, Director of Marketing, **Ruckus Wireless**

Presenter **Jan Wybo**, Senior Director of WW Solutions Architecture, **Ruckus Wireless**



Meet the WBA & Experts – Wi-Fi Roaming for Operators; NGH Opportunities and Revenue Generation



Date 25 February 2014

Time & Location 15:00 – 16:30, Hall 8, WBA Lounge

Duration 1.5 hours

Moderator **Tiago Rodrigues**, Program Director, **WBA**

Speaker **Erinn Hall**, Program Director, **AT&T**

Speaker **Betty Cockrell**, Senior Manager Technology, **BSG Wireless**

Speaker **Steve Dyett**, Global WiFi Solutions & Portfolio Development, **BT**

Speaker **Gunadi HD**, Manager Wireless Broadband, **Telkom Indonesia**

Speaker **David Valerdi**, Technical Leader, **FON**

Speaker **Dan Zagursky**, Senior Director Strategy, **BandwidthX**

Speaker **Randall Schwartz**, **Wireless2020**

Overview

The Wireless Broadband Alliance (WBA) has invited its key specialists from both operator and vendor communities to take part in this workshop. Project leaders, industry experts and Wi-Fi Industry Awards winners will share insights and experiences on the Wi-Fi arena. The WBA aims to secure an outstanding user experience through the global deployment of next generation Wi-Fi. The WBA and its industry-leading members are dedicated to delivering this quality experience through technology innovation, interoperability and robust security.

Key questions answered

- How can you accelerate your Wi-Fi Roaming business
- How can you benefit from Interoperability Compliance Program
- What are the most innovative Wi-Fi products and platforms on the market?
- What are operators doing to foster Wi-Fi business?

Who should attend

- Decision makers from wireless and integrated operators
- Decision makers from industry partners – device vendors, network infrastructure providers, roaming hubs, software and platform providers, directory services providers, venue partners
- Regulators & industry influencers
- Media, consultants, industry analysts

Wi-Fi Alliance®: Carrier Wi-Fi® Technology *Happens Here.*

Our innovative technologies and certification programs deliver on the vision of seamless connectivity. Service providers, equipment manufacturers, and device vendors converge here to bring higher-performance, easy-to-use Wi-Fi hotspots, enterprises, homes, and cities worldwide. Wi-Fi CERTIFIED Passpoint™ is just the beginning.

Join now: www.wi-fi.org/operators





JR WILSON

Chairman, WBA and VP Partnerships and Alliances, **AT&T**



Mr. Wilson is Vice President, Partnerships & Alliances for AT&T Mobility. He oversees AT&T's domestic and international roaming relationships as well as AT&T's global Wi-Fi wholesale roaming strategy. In this role, Mr. Wilson is responsible for developing innovative international roaming products and services that create a seamless global experience. Mr. Wilson leads AT&T's Global Machine-to-Machine strategy, platform development, services contracts, negotiations, and carrier relations function through AT&T's global SIM Platform. In conjunction with this work, he leads international partnerships and alliances for AT&T's Global Managed Mobility business. Additionally, Mr. Wilson is driving growth and transforming the maritime industry through the deployment of 3G networks on cruise ships over satellite.

Mr. Wilson is Chairman of Wireless Maritime Services (WMS), a joint venture of AT&T and MTN Satellite Communications and Chairman of the Wireless Broadband Alliance (WBA).

Since joining AT&T Wireless Services (formerly Cingular) in 2001, Mr. Wilson has led major wireless development projects in numerous international markets in Asia, Europe, Canada, Mexico, and the Caribbean. Prior to his current position, Mr. Wilson served in key roles covering corporate development, mergers and acquisitions, joint venture management, international roaming and strategy, and international development.

Mr. Wilson started his career in Seattle with Arthur Anderson after graduating from Syracuse University. He currently lives and works in Atlanta, GA with his wife and three children.



DR. REZA JAFARI

Chairman & CEO, **e-Development International**

Mr. A. Reza Jafari is the Chairman and CEO of e-Development International. Based in Washington, DC, e-Development International is an executive advisory and investment group which promotes, facilitates and participates in Information and Communication Technology (ICT) initiatives via social entrepreneurship in the global markets.

Mr. Jafari has spent 35 years in the global IT services, telecommunications, media and entertainment and education industries. He now manages a portfolio of business relationships and interests which include advising established and start up companies and organizations in Mobile Broadband, mobile services, mobile tower sharing and IT and IP services. He currently serves as the Chairman of the Board of ITU TELECOM; a board member of GSMA, Ltd.; the Chairman of the Board of the India, China and America Institute; a member of the Governor's Council for International Business, Maryland, USA, and a member of the Dean's Council, Kelley School of Business, Indiana University.

Mr. Jafari served as the Chairman and Managing Director of NeuStar International; Chairman and CEO of The Omega Partners; Mr. Jafari held various senior executive positions at Electronic Data Systems Corporation (EDS-HP), including Group President of EDS's Global Communications, Media and Entertainment Industry Group; Managing Director of the Communications and Media Industry Group for Europe, Middle East and Africa. Mr. Jafari received his MBA in 1976, his Specialist Degree in Education and Innovation (Ed S) in 1980, and his PhD/ABD in Instructional Systems Technology in 1981 from Indiana University, Bloomington, Indiana, USA.



DIEGO MOLANO VEGA

Colombian ICT Minister

Mr. Molano is Electronic Engineer, born in Boyacá and Master in Economy. Diego Molano Vega is an outstanding international expert in the telecommunications world, area in which he has been working during twenty years in entities as the Colombian Regulatory Commission of Telecommunications (CRT) and multinationals.

Minister's experience also includes policy advise in the information technologies and Communications.

Diego Molano Vega graduated in electronic engineering in 1991 from Javeriana University where he also obtained an MA in Economics in 1994. In 2001 he received an MBA at the International Institute for Management Development (IMD) in Lausanne, Switzerland.

In his career he has been General Vice-chairman of Telefonica's Corporate Relations at the main headquarters of the Company in Madrid, Spain from 2005 to 2010. In this position he supervises researches and publications on the impact of technology on public health, banking, judicial sector, education, Pymes, productivity and competitiveness as well as about innovation in Latin American.

Also, within this conglomerate that operates in fourteen Latin American countries led business activities in support of Free Trade Agreement between Latin America counties, Europe and, the U.S.A. He was also director of Government Regulatory Affairs of the U.S.A international telephone company Bellsouth with headquarters in Atlanta (Georgia) between 2002 and 2005.

Between 1996 and 2000 Molano was a member of the Telecommunications Regulatory Commission of Colombia for a period of two years, from there he issued the regulation that introduced competition in the land line, mobile and long distance which attracted foreign capital and increase the penetration of telecommunications Services. He also designed and executed social telecommunication projects.

Between 1992 and 1996 he served at Ascom as Manager of Telecommunications and, between 1988 and 1990 as Sales Manager at the Texas Instrument (Texins).

Minister Molano has been a member of the following organizations: Eu-Brasil, Economic Forum Business of Mercosur (MEBF), Latin American Association of Telecommunications Operators (Ahciet), founder and President of the Forum of Latin America Telecommunications Regulators (Regulatel). He was too Board member of Colombian Postal Service (Adpostal).



SELINA LO

CEO, **Ruckus Wireless**



Never shying away from controversy, the CEO of Ruckus Wireless has become well-known for identifying new markets and building products based on new technologies to exploit these markets. Before starting Ruckus, Ms. Lo built a number of successful networking startups. As VP of Marketing at Alteon WebSystems, she defined a completely new market for load-balancing Web switches. After taking the company public, she sold it to Nortel for \$7.8 billion. Her name has become synonymous for innovation in the world of computer networking. Before Alteon, Ms. Lo co-founded Centillion Networks, the first company to develop the token ring Ethernet switch. She's also worked at HP and N.E.T. Born in Hong Kong, Ms. Lo received her B.S. degree in Computer Science from the University of California at Berkeley.



MOHAN GYANI

Independent Telecommunications Professional

Gyani is currently a member on the boards of Keynote Systems, Safeway, SiRF Technologies and several private and non-profit organizations, in addition to Roamware. His earlier industry assignments include President and CEO of AT&T Wireless Mobility Services and responsible for matters related to Strategy, Business Development and Operations of their business unit.

A widely-respected veteran of the industry, Gyani played key roles in the \$1.6 billion initial public offering of AirTouch in 1993 and the \$10.6 billion IPO of AT&T Wireless in 2000. Post the Vodafone, Air touch merger, Gyani was executive Director on the Board of Vodafone and its head of Strategy.

Before AT&T Wireless Mobility, as CFO at AirTouch, Gyani played a key role in the \$120 Billion merger of AirTouch and Vodafone as head of Strategy and Corporate Development with the subsequent \$70 Billion joint venture with Bell Atlantic that resulted in the creation of Verizon Wireless.

After a degree in A.A, Business from City College of San Francisco, Gyani completed his B.A in Business Administration and earned his MBA degree in Finance from the San Francisco State University.





KRIS RINNE

Senior VP, Architecture and Planning, **AT&T**



Kris Rinne is responsible for planning the evolution of the AT&T Global IP backbone, mobility core, radio access roadmap, wireless device requirements and certification, and the technical solutions for AT&T's products and services. She and her team also lead the network performance analysis for wireless access, as well as the implementation and expansion of the 4G LTE network. Previously, Ms. Rinne served as Cingular's chief technology officer with similar responsibilities.

As a true leader in the wireless industry, she has been at the forefront and played an integral role in many industry firsts including the industry's first wide scale launch of UMTS/HSPA in 2005, the initial iPhone launch, and the distributed architecture for 4G LTE in 2011.

She is on the Board of Directors for 4G Americas, the Next Generation Mobile Network organization (NGMN), and is the current chairperson for Alliance for Telecommunications Industry Solutions (ATIS).

For the last two years, Kris has been named in the "Top 10 Most Influential Woman in Wireless" by Fierce Wireless. In 2012, she was listed in the Top 100 Leaders in STEM by STEMconnector. Most recently, the Wireless History Foundation named Ms. Rinne as a 2013 inductee into the prestigious Wireless Hall of Fame.



SEONG-MOK OH

President of Network Group, **KT**



Mr. Sung-Mok Oh currently serves as the president of Network Group at KT Corporation, the largest telecommunications service provider in Korea.

He has over 25 years of seasoned experiences in the telecommunication field, covering practically all aspects of KT's wireless network, with a specific focus on the network design. His major responsibilities include the provisioning of the company's best-in-class broadband network, incorporating both wire-line and wireless infrastructure.

Prior to his current position, while serving as the Head of Mobile Network Business Unit, he played a crucial role in the world-first commercial deployment of centralized radio access network (C-RAN) architecture for 3G and LTE network, which is now internationally recognized as LTE WARP.

He also serves as the President of Korea Internet Service Promotion Association, the Vice President of Korea Radio Promotion Association and the Vice Chairman of Korea Association of Network Industries.

He earned his Ph.D. in Electronics Engineering and Master of Electronics Engineering from Yonsei University in Seoul, Korea. He received his Bachelor's degree in Electronics Engineering from Yonsei University.



BILL HUANG

General Manager, **China Mobile Research Institute**



One of the first group of "Talent 1000" plan, Chinese American, GM of China Mobile Research Institute. Mr. Huang used to work at AT&T Bell Labs. Before joining China Mobile, he was SVP and CTO of UTStarcom.

Bill Huang has been a new technology advocator for Telecom industry with over 23 years of work experience in the development of key communication technologies. He has in-depth experience and striking thoughts in the areas of next generation mobile switching system, IP media streaming, GEPON system, Multi-service Softswitch, Operation Support System, and Mobile Internet, as well as Terminal Sector.

Mr. Huang graduated from the Huazhong University of Science and Technology in 1982 with a bachelor degree in Electrical Engineering. In 1984, he got his master degree in Electrical Engineering and Computer Science from the University of Illinois.



ALEX JINSUNG CHOI

Executive VP and Head of ICT, **SK Telecom**



After the graduation of Seoul National University in Korea, he joined LG Information & Communication., Ltd in 1987. He worked for the development of Electronic Switching System during 1987-1988. Then he studied for his Ph.D. in the area of cellular network optimization at University of Southern California, USA. After obtaining his Ph.D. in 1998, he rejoined LG Electronics where he developed his career as a mobile technology expert. Between 2006 and 2009, he led several LTE technology development projects whereby LG became one of the LTE commercialization leaders in the industry. His last title at LG Electronics was senior vice president and head of Mobile core technology Lab. in Seoul.

When can I scale to **Tens of Thousands of Access Points** with a single controller?

When can my subscribers **Automatically Connect and Roam** with Wi-Fi?

When can I support **Millions of Wi-Fi Clients** with a single controller?

HOW SOON IS NOW?

When can I get **Useful Insight** into who's on my network and **What They Are Doing**?

When can I **Intelligently Deliver Services** to my users based on **Where They Are at Any Given Time**?

COME SEE THE FUTURE...TODAY
Visit us at Mobile World Congress
Booth #5E41 to learn more



In 2012 he joined SK Telecom as a Senior Vice President and Head of Technology Strategy Office in Corporate R&D Center of SK Telecom.

His research interests are mobile networks, mobile phones, 3G/4G, All IP mobile networks, mobile Internet, and many others. In addition, he used to actively participate in 3GPP, NGMN, OMA and ITU global standardization activity.



DARYL SCHOOLAR
Principal Analyst, **Ovum**



Daryl Scholar is a principal analyst covering the wireless infrastructure space at Ovum, with a primary focus on market activities and how they apply to the RAN. Daryl's research includes not only what infrastructure vendors are developing in those areas, but how mobile operators are deploying and using those wireless networking solutions. Daryl has 11 years experience as an analyst at Ovum and has held similar positions at Current Analysis and In-Stat. He is regularly quoted in the media and occasionally writes articles for US news site Fierce Wireless.

Headquartered in London, Ovum's research has a worldwide perspective using some 80 analysts based in the UK, USA, Australia, Germany, France and South Korea and is the largest European headquartered analyst and consulting company. Established in 1985, its research focuses on telecoms, software and IT services.



ARNAUD VAMPARYS
Senior VP Seamless Wireless Access Strategy, **Orange**



Arnaud Vamparys has been appointed mid 2011 "Seamless Wireless Access" Senior VP for Orange. Inside Conquest 2015, the objective of this strategic program is to become number one in mobile internet customer experience specially in Europe. His previous position was Orange Labs Mass Market VP and in charge of the group historical R&D site.

Arnaud Vamparys, 41 years old, a graduate of the École Polytechnique and the École Nationale Supérieure des Télécommunications (X-Mines), joined the Group in 1995 to work for the new mobile operator Itineris. He then worked in a number of positions in France, in the Netherlands and in Spain, within the mobile, internet and business markets.

As chief of engineering, he built a new mobile network in the Netherlands Dutchtone between 1998 and 2000. From 2000 to 2003, he was CTIO for Spanish ISP Wanadoo

which became number two on his market after Terra (Telefonica). From 2003 to 2007, he was the VP Technology for Orange Business Services (France Telecom, Transpac and Equant) creating the Orange Business Livebox a new multimedia router product line used today by more than 70% of the French business sites.



EDGAR FIGUEROA
CEO, **Wi-Fi Alliance**



As president and CEO of Wi-Fi Alliance, Edgar has led an unprecedented period of growth for Wi-Fi®, with about 2 billion devices expected to ship in 2013 alone. Under Edgar's leadership, Wi-Fi Alliance has grown to more than 550 member companies, maintained an aggressive development roadmap, and adopted a vision of seamless connectivity. Edgar forged numerous strategic partnerships to facilitate penetration of Wi-Fi into established and emerging markets. Edgar also defined the Wi-Fi Alliance Wi-Fi CERTIFIED™ program development framework, and guided the launch of several generations of interoperable Wi-Fi programs that have proliferated Wi-Fi into mass markets such as mobile and consumer electronics.

Prior to Wi-Fi Alliance, Edgar was at Ridgeway Systems & Software (now Cisco). He was instrumental in delivering the industry's first session border controller, and the H.460.18 and H.460.19 International Telecommunications Union standards for secure network traversal. Before Ridgeway, Edgar held product management and engineering roles at 3M Company.

Edgar is a veteran of the United States Navy, where he served in a fighter pilot training squadron and received numerous awards including Sailor of the Year. He has taught at the University of Texas at Austin, Austin Community College, and various community programs in Austin Texas. In 2009, he was inducted into the Hispanic Scholarship Fund Alumni Hall of Fame.

Edgar is a graduate of the University of Texas at Austin. He holds a Masters in Technology Commercialization, and undergraduate degrees with honors in Mechanical Engineering and Mathematics.



DAVE FRASER
CEO, **Devicescape**



Dave Fraser brings 30 years of experience in designing, building, marketing, and managing software to his role as CEO of Devicescape. Dave is passionate about products that have a direct, positive impact on everyday life and in particular the role of intelligent, connected devices.

At Devicescape, Dave helped initiate the concept of the Curated Virtual Network that lies at the heart of the company's service platform and enables integration of devices with exciting cloud-based applications and services.

Prior to joining Devicescape, Dave worked for Wind River (acquired by Intel), which grew to become the predominant software platform inside many of the devices powering—and accessing—the Internet. Over a 13-year period he held a variety of executive positions including chief marketing officer, senior VP product business, general manager of networking and consumer, and VP of engineering. Earlier in his career he managed product line marketing at Convergent Technologies (acquired by Unisys) and developed consumer applications at Hewlett-Packard.

Dave holds a bachelor's degree (honors) in computer science from the University of Glasgow, Scotland.



JAHANGIR MOHAMMED
Founder & CEO, **Jasper Wireless**



Jahangir founded Jasper Wireless in 2005 and serves as the company's Chief Executive Officer. Jasper is the leader in platforms for the mobile Internet of Things. Over 2500 Enterprises including GM, VW, Honeywell, and GE have standardized on the Jasper Control Center Platform, while over 15 mobile operator groups, including AT&T, Telefonica, NTT DOCOMO and America Movil have chosen to partner with Jasper.



ERICK TSENG
Head of Mobile Products, **Facebook**



Erick is a Product Manager at Facebook, leading a special projects group responsible for products that include Facebook Wi-Fi and Facebook for Google Glass. He joined Facebook's mobile team in May 2010. Previously, Erick was at Google for four years, where he was the Lead Product Manager for Android, overseeing product management for Google's mobile operating system. He has also held various product management and engineering positions at Microsoft, Yahoo, and the MIT Media Lab.

Erick received Bachelors and Masters degrees in Computer Science & Electrical Engineering from MIT, as well as an MBA from the Stanford Graduate School of Business, where he graduated with top honors as an Arjay Miller Scholar.



TODD HAUGEN
GM Connectivity Engineering, **Microsoft**



Todd Haugen graduated from University of Colorado Boulder with a degree in Economics, but has spent his entire career where his passion lies, designing, developing, and releasing innovative software. Most recently, he took on the role GM of Connectivity Engineering at Microsoft where he is responsible for Skype Wi-Fi, Lync Carrier relations and SDN (Software Defined Networks) as well as related standards bodies work for these areas. Mr. Haugen has more than 20 years' experience in connectivity, security, and ecommerce where his work produced numerous patents. Todd lives in Seattle with his wife, Lisa, and their 3 boys where in their spare time you will find them skiing on liquid or solid water.



CHRIS BRUCE
Director, International Sales & Consulting at Global Telecom Markets, **BT** and co-Chairman of **WBA**



Mr. Chris Bruce is responsible for managing BT Advise for Communications. In 2009, Mr. Chris Bruce joined the Board of the Wireless Broadband Alliance and in 2008 joined BT's East of England Regional Board.

In BT Global Telecom Markets (GTM), Chris is responsible for consultancy to telcos globally and for international sales to service providers in Asia Pacific, North America, the Middle East & Africa. He is also co-chair of the Wireless Broadband Alliance, a group of leading operators and technology partners driving the next generation of Wi-Fi experience.

Until recently Chris was CEO of BT Openzone, provider of the BT public Wi-Fi service, where he led the deployment of more than 4 million Wi-Fi hotspots. He also developed partnerships with mobile operators for offload services and with venue partners in the hospitality and travel sectors.

Chris has more than 25 years of international experience in the telecommunications industry in a range of general management, product, marketing and sales channel roles. With BT since 1991, he has been responsible for business growth in the international data communications, mobile, internet hosting, global voice and wireless broadband sectors.



ALEX SINCLAIR
CTO, **GSMA**



Alex Sinclair has served as the Chief Technology Officer of the GSMA since 2005. In this role, Alex is responsible for driving the technology direction of the GSMA and working with its membership to execute key technology initiatives. With more than 25 years' experience in telecommunications in general and mobile in particular, Alex has worked for a number of companies in the UK, Germany and the US. In the early 1990s, he was part of the project team that launched the T-Mobile D1 network in Germany. In 1995, Alex helped Syniverse to launch their GSM clearinghouse business. Prior to joining the GSMA, Alex was Director of Network Engineering at ICO, a global satellite venture. Alex holds a Bachelors Degree in Electrical and Electronic Engineering from the University of Bristol.



BROOKE PARTRIDGE
President and CEO, **Vital Wave Consulting**



Brooke Partridge has been advising clients on how to scale business and programs in emerging markets for over 20 years. She founded Vital Wave in 2005 with the conviction that technology companies could accelerate revenue growth in developing countries with improved strategies and solutions. Since then, she has built a talented and versatile consulting organization and vastly expanded Vital Wave's services, offerings, and industries. The company now caters to technology and pharmaceutical companies, foundations and their grantees, multilateral organizations, and government agencies.

Ms. Partridge first applied strict business rigor to development challenges as Director of the Emerging Market Solutions group at HP. There, she built the team that designed and commercialized HP's first technology solutions for developing economies. Having worked with various consultancies during her corporate career, she believes that Vital Wave's ability to tailor its best practices to each client's needs sets it apart from other firms. Clients can see in the company's actionable recommendations and deliverables a breadth of experience drawn from both corporate board rooms and the back roads of developing countries.

Ms. Partridge is a thought leader, an articulate speaker, and an engaging facilitator. She frequently presents on topics such as sustainable technology growth, new business models, and scaling mobile services (mServices) for finance, health, education, and the public sector. As a facilitator, Ms. Partridge works with a diverse range of stakeholders to combine vision and strategy into realizable

plans. She has helped form the emerging-market strategies of companies like Microsoft, Intel, Cisco, Adobe, Vodafone, Qualcomm, Pfizer, and Johnson & Johnson. She and her team also work extensively with national governments and global development organizations such as the Gates Foundation, the World Bank, and the UN Foundation.

Ms. Partridge has lived and worked in various developing economies, including Perú, Chile, and México, and spent extended periods of time in India, Africa, and Western Europe. She has been featured in The Huffington Post, The Economist, and The New York Times.



GORDON MANSFIELD
Chairman, **Small Cell Forum**



Gordon Mansfield was appointed Chairman of the Small Cell Forum effective 28 September 2012. In this role, Gordon oversees the continued evolution of the Forum following its name change from the Femto Forum which has led to growth in both membership and workload.

In addition to his role as Chairman for the Forum, Gordon currently leads AT&T's small cell activities as the AVP – Small Cell Solutions. He has been instrumental in leading the development of AT&T's radio network evolution with the introduction of HetNet and SON strategies for use within the network. Gordon has been very active in the industry since joining the Executive Board of the Forum in 2008, driving the development of small cell products and advocating the necessary capabilities for them to seamlessly work together with the macro environment.

Gordon has more than 23 years of experience in the communications industry and has served in a number of leadership roles within the Small Cell Forum, AT&T, Siemens Communications and the United States Air Force.



SHRIKANT SHENWAI
CEO, **Wireless Broadband Alliance**



Mr. Shrikant Shenwai is the CEO and one of the founders of Wireless Broadband Alliance (WBA). Under his leadership, the WBA has transformed into a global industry organization with 100 members, including leading wireless & broadband operators and technology companies who are strategically focusing on delivering the next generation Wi-Fi experience that is seamless, secure and interoperable.

DELIVER THE BEST MOBILE EXPERIENCE ON EVERY PHONE, TABLET AND GADGET

(EVEN ONES THAT HAVEN'T BEEN INVENTED YET).

Mobile customers get savvier—and more demanding—every day. So the network has never mattered more. With device numbers set to nearly double in four years, Cisco is helping carriers offer Connected Mobile Experiences with our Cisco® Small Cell Solution. Now, offering customers more is an easy call.

Use the device of your choice to learn more at cisco.com/go/smallcell.



Join the Conversation:
twitter.com/CiscoSPMobility
facebook.com/CiscoSP360
communities.cisco.com/community/solutions/sp/mobility
youtube.cisco.com/serviceproviders

With a global experience of more than 25 years in the ICT industry, Mr. Shrikant Shenwai has held several management and leadership roles in telecom, internet, IT and multimedia businesses. After starting his carrier with HP, he founded and successfully grew an entrepreneurial venture in India before moving to Singapore where he worked with leading telecom companies (StarHub & SingTel group), before taking over as the CEO of WBA. He has extensive experience in successfully building and managing partnerships/alliances and a proven track record in taking new initiatives and ventures from concept to operations.

Mr. Shrikant Shenwai is an Electronics & Communication engineer by training. Having lived and worked in Asia for many years, he currently lives on the west coast of Canada in British Columbia with his wife and two children.



CAROLINE GABRIEL
Head of Research, **Maravedis**



Caroline has been analyzing and reporting in the hi-tech industries since 1986 and has a huge wealth of experience of technology trends and how they impact on business models. She started her career as a journalist, specializing in enterprise and carrier networks and in silicon technologies. She spent much of her journalistic career at VNU Business Publishing, then Europe's largest producer of technology publications and information services. She was publishing director for the launch of VNU's pan-European online content services, and then European editorial director. She then made the move from publishing into technology market analysis and consulting, and in 2002 co-founded Rethink Technology Research with Peter White. Rethink specializes in trends and business models for wireless, converged and quad play operators round the world and the technologies that support them. Caroline's role is to head up the wireless side of the business, leading the creation of research, newsletters and consulting services focused on mobile platforms and operator models. In this role, she has become a highly recognized authority on 4G systems such as LTE and WiMAX, and a prolific speaker at industry events.



BILL HAGUE
Senior VP for International Alliances and Integration, **AT&T**



Bill Hague, Executive Vice President International for AT&T's wireless operations, is responsible for developing international wireless strategy and partnerships, as well as domestic and international wholesale and retail roaming support. He also manages the company's wireless operations in the cruise ship business and company wireless merger integrations.

Prior to this role, Hague served as Executive Vice President-International Development, responsible for developing and implementing international partner and roaming strategies for voice and data for both Cingular Wireless and the former AT&T Wireless, which was acquired by Cingular.

Hague previously managed the former AT&T Wireless' mergers and acquisitions department on both the national and international front; part of his duties included managing strategic investments. Prior to joining AT&T Wireless, Hague was with Pacific Northwest Cellular/Western Wireless Communications where he headed legal, human resources and regulatory affairs. Prior to that, he served as a partner at the law firm of Stokes, Eitelbach & Lawrence.

Hague currently serves on the board of directors of the global GSM Association, is the Chairman of the GSMA Finance Committee and is Chairman of the GSMA Ltd. He is also president of the African Education Foundation, a private foundation he established in 1980, after serving in the Peace Corps in West Africa.

He holds a Bachelor's Degree from the University of Colorado, a Master's Degree in Health Administration and a Juris Doctorate degree from the University of Washington.



KELLY AHUJA
Senior VP Mobility Business Group, **Cisco**



Kelly Ahuja is an accomplished engineer with a strong track record of success as a business leader in the Communications and IT industries. As Senior Vice President and General Manager of Cisco's Mobility Business Group, he is responsible for orchestrating global business strategy and execution for the entire Cisco mobility product portfolio and technology solutions targeted to mobile service operators.

With more than 20 years of global technology background in telecommunications and networking, Ahuja has developed a keen understanding of the important contribution these technologies make in turning the world into a better place to work, live, learn, and play. His deeply informed

perspective on the issues facing mobile service providers today, such as network reach, network intelligence, and service creation velocity, comes from direct experience working closely with and for these technology companies.

Ahuja's Cisco career spans 15 years in roles of increasing responsibility including:

- Chief Architect for the Service Provider business covering routing, optical, mobility, video, and cloud technologies.
- Senior Vice President and General Manager of the Service Provider Routing Technology Group, where he evolved the portfolio through the expansion of the Cisco CRS Carrier Routing System family, the Cisco ASR 9000 and 1000 series Aggregation Services Routers, and the transition from IPv4 to IPv6. During this period, Ahuja also led the acquisition of Starent which became the foundation of the Mobile Internet Technology Group.
- Vice President and General Manager of the Core Routing Business Unit, where he managed the deployment of large core networks around the world.
- Vice President of Marketing for the Carrier Core Multi Service Business Unit, where he led product management and technical marketing for Cisco's high-end routing portfolio, multiservice switches, and media gateways.

Previous to Cisco, Ahuja held positions at Blue Leaf Networks, StrataCom, AT&T Canada, Bank of Canada, and Telesat Canada, where he designed, implemented, and supported data and voice networks.

Ahuja is a sought-after Cisco spokesperson and industry thought leader in the area of small cell technology. He holds a bachelor's degree in electrical engineering from the University of Calgary, Canada.



TOM NAGEL
Senior VP and General Manager for Wireless Services, **Comcast**



Tom Nagel is Senior Vice President, Business Development and Strategy, for Communications and Data Services for Comcast, the nation's largest Internet service provider. In this role, he is responsible for the strategic development of the company's wireless activities. He leads the deployment and expansion of XFINITY WiFi, which encompasses the creation of CableWiFi – a national WiFi network alliance with other major ISPs. In addition, Tom assists in managing the execution of Comcast's agreement with Verizon Wireless.

Tom began his Comcast career in 2002 as Vice President of Business Development for Comcast Voice Services.

He was responsible for the development of new and existing business initiatives for Comcast Digital Voice.

Prior to joining Comcast, Tom acted as Vice President of Business Development at Gemini Networks in Washington, D.C. He also served as Vice President of Business Development at Cox Communications.

Tom earned a Bachelor of Science in electrical engineering from Auburn University and a Master of Business Administration from the University of North Carolina at Chapel Hill.



GREG OLIVEAU
Senior VP of Business Development, **GoGo Inflight**



Greg Oliveau joined Gogo in March 2012 as Senior Vice President, International Market Development. At Gogo, Greg is responsible for gaining access to new markets and developing business opportunities around the world.

Greg joined Gogo after having served in numerous advisory and executive roles in companies spanning telecommunications, dot-coms and aviation. He has held key strategy and market/business development positions on four continents to launch and grow mobile operators, telecommunications firms and Internet-based companies.

Greg holds BSc degree in Computer Science and Electrical Engineering (cum laude) from UCLA and an MBA (summa cum laude) from the University of Chicago.



MONICA PAOLINI
CEO, **Senza Fili Consulting**



Monica Paolini is the founder and president of Senza Fili Consulting. She is an expert in wireless technologies and has helped clients worldwide to understand technology and customer requirements, evaluate business plan opportunities, market their services and products, and estimate the market size and revenue opportunity of new and established wireless technologies. She has frequently been invited to give presentations at conferences and has written several reports on wireless broadband technologies.

She has a PhD in cognitive science from the University of California, San Diego (US), an MBA from the University of Oxford (UK), and a BA/MA in philosophy from the University of Bologna (Italy).





DEREK PETERSON
CTO, Boingo Wireless



Derek Peterson, Senior Vice President of Engineering Derek is responsible for building and operating Boingo's core technologies and systems, including web applications, client software, networks, authentication, billing, business intelligence and IT infrastructure.

Prior to joining Boingo in 2011, he served in strategic product roles at Oracle driving global launch campaigns for LTE adoption and billing software solutions. Derek has rich experience with billing systems, both as a billing engineer and executive for Internet service providers United Online and GoAmerica, and as a global technical instructor for leading billing software company Portal. He is a veteran of Operation Desert Shield/Storm and Operation Joint Endeavor, serving with the United States Air Force. Derek holds a BS in Computer Science from the University of Maryland, an MA in Education and Technology from the American Intercontinental University, and a Doctorate of Computer Science with a focus on Enterprise Information Systems from Colorado Technical University. He is an adjunct professor for Colorado Technical University and an editor for the International Journal of Strategic Information Technology and Applications.



EVAN KAPLAN
CEO, iPass



Evan L. Kaplan is president and chief executive officer of iPass Inc. Kaplan was brought in by the board of directors in late 2008 to lead iPass through a turn-around. Kaplan has been tasked with transforming the company and reinventing its product lines to take advantage of the growth of Wi-Fi.

Kaplan and the company's executive team are focused on delivering always-on, frictionless connectivity around the world – easily, simply, quickly, securely and cost effectively. The company's vision is that anything is possible when you give people the ability to connect.

Kaplan is described as a dynamic, engaging, passionate and sincere visionary, and has infused iPass with his own results-oriented brand and energetic leadership.

With nearly two decades of executive leadership and entrepreneurial experience, Kaplan served as president and CEO of Aventail Corporation, a company he launched in his home in 1996. The Seattle-based network communications company was an SSL VPN pioneer.

The company's services business was acquired by Megapath in 2005 and its technology business was acquired by Sonicwall, Inc. in 2007.

Prior to Aventail, he held positions at WRQ, Inc., and Crane Aerospace.

Kaplan was voted one of Network World's 50 Most Powerful People in the Networking Industry in 2003 and was recognized as Ernst and Young's Entrepreneur of the Year in the Pacific Northwest in 2001. He has served as a board member for the Center for Innovation and Entrepreneurship at the University of Washington; the Washington Software Association (now WTIA); and the Network + Interop industry trade show.

He also serves on the board of directors and advisory boards for several technology companies.

Kaplan holds a bachelor's degree in environmental sciences from Western Washington University, and a MBA from the University of Washington. He can be followed on Twitter @EvanKaplan.



MARK CARTER
CTO, BSG Wireless



As Chief Technical Officer at BSG Wireless, Mark is responsible for overseeing technical architecture and likes to take a proactive, hands-on approach to the requirements of customers. Mark joined BSG Wireless with the acquisition of Connection Services in 2012, where he was responsible for the product strategy and delivery of the companies' solutions and services.

Mark has an active supporter of the Wireless Broadband Alliance for the past five years with a particular interest in enabling and enhancing the user experience.

With more than 30 years experience in Business Development and Service Delivery roles, Mark has worked on Messaging, ISP and Wireless Services with organisations ranging from Start-ups to large multi-nationals including Schlumberger, Cable & Wireless and ICL based in the UK, Europe & the USA.



The Always Best Choice for "Always Best Connected"

Increasingly, operators are focused on an "always best connected" (ABC) experience. And increasingly, Devicescape Wi-Fi solutions are fundamental and complementary components for delivering on that ideal.

The Devicescape Service Platform—which is massive, with more than 20 million Wi-Fi hotspots—enables a rich set of carrier-class Access, Engagement, and Insight services. All of which can lead to new service generation and revenue opportunities for telecom operators.

Connect with us to learn more about our ABC-inspired approach to Wi-Fi service delivery.



Hear Devicescape CEO Dave Fraser—who was recently selected as one of Light Reading's Top 10 Movers & Shakers in Carrier Wi-Fi—speak about Wi-Fi service generation and the ABC experience at:

WBA's Carrier Wi-Fi Summit (co-located with the Mobile World Congress)

Wednesday, February 26, 2014 3:10 p.m., Hall 8.0, Theatre District, Area B



www.devicescape.com



4-day Roamfest & Networking Lounge

Hall 8.0, WBA Networking Lounge

Roamfest partners



Accelerate your Wi-Fi Programme

MWC is the one event where you can be sure that the right people, from the right organisations, from across the Wi-Fi ecosystem will be present. But connecting with those individuals, at such a huge show, can be challenging. WBA's Roamfest & Networking Lounge brings these people together, creating the opportunity for operators, service providers, hubs and many others to meet, share and learn.

Connect with operators who are already reaping the benefits of Wi-Fi Roaming

Wi-Fi roaming is increasingly seen as a key component of both domestic and international data strategies. Wi-Fi roaming programs offer the ability to drive new revenues through your domestic network while offering your customers international access.

Attend

Who will attend

Anyone in the industry interested in accelerating agreements for roaming or related Wi-Fi services.

Why attend

- Meet a focused group of colleagues with the common purpose of fast-tracking roaming agreements
- Save time, effort and resources by negotiating and signing bilateral agreements with multiple operators from around the world, during one trip
- Find out the latest news and developments in Wi-Fi Roaming and the WBA Interoperability Compliancy Program



We dare to say
No one knows Carrier Wi-Fi better than we do!
services

Mobile Data Offloading

Offloading Defined.

Carrier-Class Wi-Fi

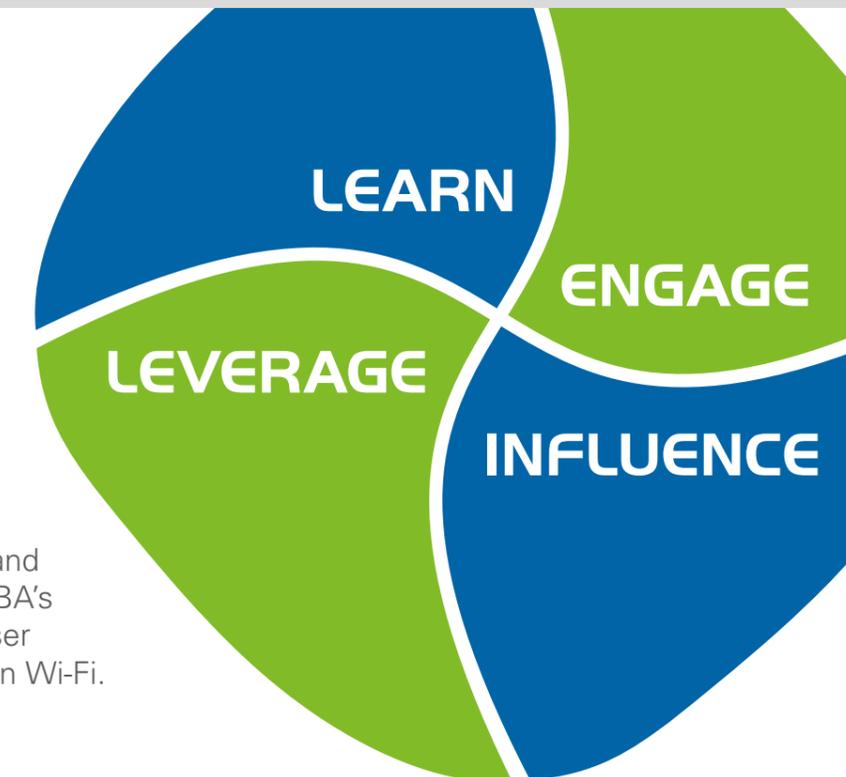
See us at stand 5G66 and in the foyer at the WBA Carrier Wi-Fi Summit



Become a WBA member

The WBA is open to all operators and ecosystem partners who share WBA's vision: to deliver an outstanding user experience through next generation Wi-Fi.

For more information, or to apply for membership, visit wballiance.com



NGH Live Experience

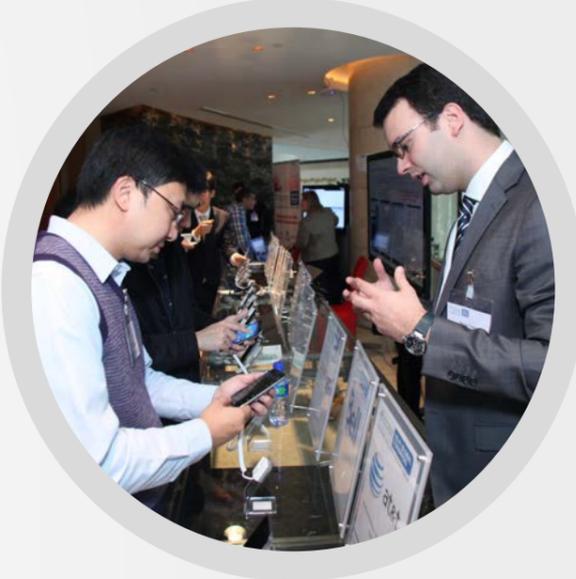
24-25 February, WBA Lounge

26-26 February, Theatre B, Foyer

Brought to you by



WBA, Wi-Fi Alliance & partners demonstrate roaming with seamless and secure access



Devices

Smartphones

LG G2 | MediaTek MT6589 | MediaTek MT6628Q
Samsung Galaxy S4 | Apple iPhone 5C | Apple iPhone 5S

Tablets/Laptops

Apple iPad [4th generation] | Apple iPad mini
Intel Centrino Advanced-N 6230



Wireless
Broadband Alliance

Driving next generation Wi-Fi experience

Wi-Fi
Global
CONGRESS

WBA Wi-Fi Global Congress

Palace Hotel, San Francisco, USA

7-10 October 2014

www.wifiglobalcongress.com

WBA Wi-Fi Global Congress

Principal sponsors



Premier sponsor



Associate sponsor

