



# WORKSHOPS

(workshops will be no longer than 45 minutes in length)

Mohegan Sun Pocono  
Wilkes-Barre, Pennsylvania

<b>TUESDAY, October 2nd</b> <b>9:00 AM WORKSHOPS</b>	
<b>Packet Services Revenue Growth While Stabilizing TDM Revenue</b>	<b>Service Providers Must Choose: Embrace the Mega-Brands or Get Ready for Battle</b>
<p style="text-align: center;"> <u>Presenter:</u> Allan Phillips            Group Director, Channel Strategy &amp; Solutions  <b>Tejas Networks</b> </p>	<p style="text-align: center;"> <u>Presenter:</u> Tom Orlich    <b>Calix</b> </p>
<p>Packet Network growth is the future revenue enabler. The ability to stabilize existing TDM revenue on that Packet Network while freeing up space and power for increased packet services is possible. OPEX reduction for TDM services is also achieved. All of this while maintaining a clear growth path to the all Packet Network ready for customer service transitions</p>	<p>There is a ‘brand war’ erupting around the home and business subscriber experience. As mega-brands like Amazon begin to market directly to subscribers, even offering “Smart Home Services”, service providers are faced with a choice. You can embrace the opportunity and leverage the mega-brands or engage in a David v Goliath-style battle that will be difficult to win. Discover strategies for preventing the initial networking relationship from being established and assume your rightful place in the smart home and smart business</p>

**TUESDAY, October 2nd**  
**10:00 AM WORKSHOPS**

<b>Mandatory FCC Network Performance Testing: THIS MEANS YOU!</b>	<b>Smart City/Smart Building Automation</b>
<u>Presenter:</u> <i>Andy Deinert</i> Network & Security Services Manager <b>Vantage Point Solutions</b>	<u>Presenter:</u> <i>Dennis Troxel</i> Principal Sales Engineer, CECP <b>Transition Networks</b>
<p>The FCC has established performance testing requirements that all data network operators receiving support must fulfill. This includes all USF high-cost support recipients, including price cap carriers, rate-of-return carriers, rural broadband experiment support recipients, and CAF Phase II auction winners. What does this mean for you and your network? How do you bring your network into compliance? What are the reporting obligations, and when do they start? How can you collect the information required? From IXP locations to latency-per-minute reporting, in this session Andy Deinert, data network expert, will break down the regulatory, technical, and operational considerations you must address to meet these new requirements.</p>	<p>This seminar will instruct the audience on the components of these Smart Technologies and how to increase revenues by offering services to support Smart City and Smart Building Automation. The seminar agenda will consist of providing an Overview of the Technology - what is Smart City/Smart Building technology , Identify the Components and Services used to support this technology - Equipment that is used to provide and support the Smart Services, sensors, LED lighting, security and access and environmental control, How it is Implemented on a per Service basis - describing the complete workload of the implementation, What Network Infrastructure is required - this will highlight the multiple types of infrastructure used such as Wireless, WiFi, Fiber connectivity, Copper and POE and their requirements. The providers use their current infrastructure to provide additional services and secure additional revenue. Some investment is required to provide edge customer equipment to support those new services. Great efficiency and cost savings can be provided for Wireless Communication, WiFi networks, Utilities - Power and HVAC, Intelligent Transportation, Fire and Safety, Healthcare and Security. Analysis management is provided with these new services and provides the data needed to electronically make the right decisions for system operation.</p>

**TUESDAY, October 2nd**  
**11:00 AM WORKSHOPS**

<b>New Technology in Power Tools – Safety and Efficiency for Your Technicians</b>	<b>Technology Solutions for Next Generation Network Deployments</b>
<u>Presenters:</u> Patrick Prendergast and Eric Farst	<u>Presenters:</u> Ray Hagen and Kevin Stiffler
<b>RepCom International</b>	<b>RepCom International</b>
<p>This seminar gives an overview of new technology in the tools that the service provider technicians use every day. It compares the most innovative battery technologies, brushless motors, charging features and new safety controls available in some of the new tools. A hands-on portion will be included in the workshop where attendees can see a variety of tools built for different applications and get a live experience of some of the new “smart tools”. The point will be reiterated that ALL TOOLS ARE NOT ALIKE!</p> <p>The goal of the seminar is to make the group aware of the new features coming out and how they can greatly improve efficiency of their work and increase safety.</p>	<p>Innovations in WDM Technology offers Solutions for Next-Generation Network Deployments. Migration to next-generation services will be driven by a physical layer convergence. Next-generation services will leverage existing PON &amp; P2P infrastructure and they will require greater fiber density. Today’s Network Decisions will impact the ability to offer next-generation services. Emerging Layer 1 technology must be compatible with current fiber infrastructure, including passives, provide increased capacity – up to 36 Channels with CWDM - as well as provide Multi Protocol Support (SONET, Fibre Channel, Ethernet) in order to maximize and extend the life of existing fiber infrastructure. As fiber density in the Access/Edge grows, Optics technology requirements must keep up with the transitions into a more hostile OSP environment.</p>

**WEDNESDAY, October 3rd**  
**8:30 AM WORKSHOPS**

<b>SIGTRAN: Technical Overview and Main Applications for SS7 and IP</b>	<b>Appointment TV vs. TV Anytime/Anywhere</b>
<u>Presenter:</u> <i>Mark St-Onge</i>	<u>Presenter:</u> <i>Gerry Pearce</i>
<b>Pulse Supply</b>	<b>Amino Communications</b>
<p>Many service providers are under pressure to migrate their SS7 TDM network to SS7 over IP using SIGTRAN. SIGTRAN represents a set of protocols that are defined by the IETF. Their purpose is to reliably transport SS7 signaling over an IP network. The SIGTRAN protocols are not generally well understood.</p> <p>This workshop will provide a technical overview of the various SIGTRAN protocols and how they work. We will also review the major applications for service providers. While answering questions such as: What are the advantages/disadvantages of using M2PA vs. M3UA? Do I need a signaling gateway? What impact does this have on my switch? How is a SIGTRAN connection deployed?</p>	<p>This session will examine how shifts in technology have changed the definition of TV from being a device in the living room to a service where content is consumed when and where subscribers like. Legacy TV may not be dead, but it will continue to evolve as the enabling technologies around it continue to advance. From appointment TV to Operator Ready Android TV, it's all about how technology has changed audience expectations.</p>

**WEDNESDAY, October 3rd**  
**9:30 AM WORKSHOPS**

<b>Cloud Based Field Quality Inspections and Hold Points</b>	<b>2018 Rural Video and Broadband Survey Results</b>
<u>Presenter:</u> <i>Kevin Gausch</i>	<u>Presenter:</u> <i>Scott Sobolewski</i>
<b>Henkels &amp; McCoy, Inc.</b>	<b>Innovative Systems</b>
<p>This presentation will focus on the use of cloud-based software for quality inspections and installation hold points. We will explain how Henkels &amp; McCoy deployed this software and devices to foremen to document underground work prior to back filling to create a record of predetermined quality hold points to prove the work was done according to standard. We will show how the software provides real time information on the progress of a job to remote users, data analysis of quality metrics for continuous improvement and a mapping feature that depicts the details of who and where information was gathered. Finally, we will review how customers are integrated in to the process, and the ability to create synergies between the contractor's and customer's processes to provide near real time information.</p>	<p>Every telecommunication news organization is proclaiming that traditional pay TV will soon be dead. This comprehensive independent survey with three years of benchmark data proves that the rural video consumer does not fit into that prediction. In this exclusive national survey you will hear how rural residents are watching TV and how this should affect your strategic video planning. The presentation will also reveal important internet consumption behaviors of your rural customers.</p> <p><b>Attendees Will Learn –</b></p> <ul style="list-style-type: none"> <li>• Streaming only Homes are far fewer than the national average</li> <li>• Time shifted viewing is much greater for the rural subscribers compared to the national average</li> <li>• What impact does OTT viewing have on the rural video consumer</li> <li>• What “Add On” to your video service are customers are ready to take right now if offered to them</li> <li>• Top reasons why subscribers may drop you and switch to another provider</li> <li>• The most popular “Cable Channels” in rural America</li> <li>• <b>A free copy of the entire 40-page report will be available for all session attendees</b></li> </ul>

**WEDNESDAY, October 3rd**  
**10:30 AM WORKSHOPS**

<p><b>Whole Home Managed WiFi: Navigating Through the Ins and Outs of a Managed Wi-Fi System</b></p>	<p><b>I'm A Telco, I Have DSL, Why Do I Need Fiber, Why Do I Need it Now?</b></p>
<p><u>Presenter:</u> <i>Bob McMillen</i>          Sr. Sales Director, Service Providers  <b>Zyxel Communications, Inc.</b></p>	<p><u>Presenter:</u> <i>Gordon Caverly</i>          Regional Vice President  <b>MID-STATE CONSULTANTS, INC.</b></p>
<p>WiFi is everywhere, our subscribers take this for granted and assume that WiFi is the Internet and expect nothing less than an exceptional home WiFi experience. According to Adobe Digital Insights, "Over 60 percent of smartphone visits connect through WiFi." The device people are using: their smartphone. The majority of that device's traffic is arriving via WiFi connections, not mobile networks. The challenge for Operators and Service Providers is how to offer and manage their subscribers' home WiFi experience. During our discussion, we will examine the pitfalls of a managed WiFi system, what to avoid, as well as a holistic approach to apply a solid decision on a managed WiFi system for your organization.</p> <p>Three key points that attendees will learn from the presentation:</p> <ul style="list-style-type: none"> <li>· Discuss WiFi home technologies and where to use them</li> <li>· How to make the best decision about selecting a whole home system solution</li> <li>· Ensure delivery of specialty applications like Video and Voice services with Wi-Fi</li> </ul>	<p>Interest Area: Owners, Managers, Supervisors, employees - Everyone in a company that is in the business of staying in business - At least with a reasonable customer base and profit margin!</p> <p>Learning Objective: Why building a fiber network in your service area (ILEC or CLEC) is not only important, it's become critical to your current business model and your future network capabilities</p> <p>Abstract: Everyone understands the capabilities of fiber in your network, but do they understand that DSL is not fiber? Your competition (CLEC, Wireless, ISP, Electrical Cooperative) will not be overbuilding your network with DSL!! Does everyone realize the emerging technologies will outpace the capabilities of DSL and even wireless in many cases?</p> <p>Most of your competition will appear to be friendly at first, then start acquiring your customers and finally turn aggressive and take them!! They may already be in a position to do so! What are you going to do, shout foul, it's not fair, or get real about your network??</p> <p>Your customer base is up for grabs whether you believe it or not! You need to realize that it is all about bandwidth and support of emerging technologies and everyone is a target today!! The tag line for the next 10-20 years will be "Protect Your Nest Egg or Lose It"!!!</p> <p>Any exchange that is currently configured in a copper based/DSL network is at risk of becoming a target to a competitor with new, faster and better technology!!</p> <p>You have a choice, learn where the competition is coming from and how to defend yourself or succumb to being a target fighting for your customer base! This process, only leads to a losing battle with old technology and being forced to continuously cut your operating margins!! Learn how to protect your network asset first and fend off the competition so you can minimize or eliminate becoming a target!!</p>

**WEDNESDAY, October 3rd**  
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