



Addressing the Next Telecom Challenges

A Pacific Islands Forum

1. **Practical Broadband & Next Generation Networks Workshop**
2. **Pacific Islands Meeting on Network Developments**
3. **Fraud & Revenue Assurance workshop**

Date: 12 – 15 October 2009; Venue: Telstra Building, 400 George St., Sydney

Kindly hosted by **REACH Global Services** & **TELSTRA Wholesale**



DRAFT PROGRAM AGENDA

DAY 1: Mon 12 October: Practical Broadband & Next Generation Networks workshop

- | | |
|-------------|--|
| 0815am | Registration |
| 0840am | Welcome and Opening remarks
- REACH Global Services; Telstra Wholesale; PITA |
| 0850-1030am | 1 Key note presentations
This session introduces the Workshop themes with developments and key trends in Broadband and Next Generation Networks
Moderator: Mr. Maui Sanford – PITA President |
| | 1.1 The Australian National Broadband Network
The Australian Government has announced it will establish a new company that will invest up to \$43 billion over eight years to build and operate a National Broadband Network delivering superfast broadband to Australian homes and workplaces. This presentation outlines the objectives of the project, the achievements thus far and the scope of the Government's package of legislative reforms to enhance competitive outcomes in the Australian telecommunications industry and strengthen consumer safeguards.
Brian Kelleher, Regional Backbone Blackspots Branch, Dept. of Broadband Communications and the Digital Economy, Australia (DBCDE) |
| | 1.2 Communications convergence & regulatory challenges
This discussion will cover concepts of Next Generation Networks (NGN) and convergence and areas of the ACMA's regulatory focus in the converging digital communications and media environment, with particular interest in naming, addressing and identity (including ENUM) and the emergence of VoIP and IPTV services in Australia
Kevin Sutherland, Australia Communications and MultiMedia Authority (ACMA) |
| | 1.3 Wholesale Markets in Australia
Glenn Osborne, Telstra Wholesale |
| 1030-1100am | Morning Break sponsored by PACTEL |
| 1100-1300pm | 2 Technical Scenarios
So what are the current programs and directions with industry? This session aims to obtain views from industry players and through discussions in what should members can expect in the future telecoms; impacts of convergences and new initiatives
Moderator: Mr. Maui Sanford – PITA President |
| | 2.1 Brief introduction of the ITU – EC Projects Office for the Pacific
Gisa Fuatai Purcell |

- 2.2 **Future Broadband Technology Trends**
Presentation and discussions on overview of broadband access and technology, industry trends and emerging issues, standards evolution and operator case studies
Dr Frank Ruhl, Telstra
- 2.3 **So what does Converged Networks mean moving forward in shaping the environment "**
People (and especially vendors) have been talking about convergence for the last 20 years in their never ending battle to sell new equipment, it is only now that the impact is starting to be felt. In PITA markets, convergence is more likely to impact sooner and with greater impact than many other markets. This presentation, drawing from the actual technology that is currently being deployed regionally will discuss what potential impacts/opportunities this presents to current regulatory, security and commercial frameworks.
Simon Lardner, Challenge Networks
- 2.4 **Internet-HSPA: The connected world will be flat**
To introduce the concept of broadband coverage through mobile data: island HSPA coverage and its use case in the Pacific Islands.
Existing operators with a 2G network, looking to leverage their assets to provide a competitive and marketing advantage through 3G data. Agenda will include Mobile Broadband - lower cost per bit technology, Flat architecture is the future, and Nokia Siemens Networks i-HSPA Starter Kit Concept
Alex Jacob, Nokia Siemens Networks
- 2.5 **Satellite broadband solutions**
To provide PITA Members with options for broadband delivery in last mile situations as well as remote wireless sites and an alternative to ADSL This presentation will address the options for Broadband (Internet) delivery by satellite in the Pacific, addressing 2 specific applications that Intelsat has used to prove the NBB Product in the Pacific region. Also to be addressed is the potential for Maritime and Disaster Recovery solutions
David Ball, INTELSAT

1300-1400pm

Lunch Break

1400-1530pm

3 Transitioning to Broadband and converged platforms

Moderator: Mr. Ivan Fong; PITA Vice President

- 3.1 **Case Study: Broadband developments in French Polynesia or urban and rural communities**
OPT French Polynesia
- 3.2 **The business case for broadband in the Pacific Islands: getting the most bandwidth for the bucks**
A number of technical options will be presented by vendors to Pacific Island operators and Governments for developing broadband capabilities, reach and accessibility. We will demonstrate using simple business case modelling techniques how to find the most appropriate options for different island settlement patterns and demographic and geographic conditions. We will also examine typical funding requirements to achieve various levels of connectivity and bandwidth. Overview of potential technology choice for island broadband. The presentation will include Modeling technology choice for sample geographic areas, Market scenarios and sensitivity testing, and Funding implications
Dr Suella Hansen, Network Strategies Ltd
- 3.3 **A Practical guide to Converged Networks. The good, the bad and the ugly**
PITA members are in the rather interesting situation where truly converged networks are more likely to be implemented earlier than many larger and more mature markets. The purpose of this presentation is to discuss, (using a real example of a network in the region) the technical and some commercial considerations of such solutions and how they are likely to form the basis of most carrier networks for providing broadband
Simon Lardner, Challenge Networks

1530-1600pm

Afternoon Break sponsored by PACTEL

1600-1730pm

Cont'd Session 3: Transitioning to Broadband and Convergence

- 3.4 **Case Study: New Caledonia NBN: metro Ethernet deployment**
 This Presentation will outline the Metro Ethernet Forum Specifications and will provide a global understanding of Ethernet Carrier services. The presentation will cover Point to Point and Point to Multipoints Services and will embrace to the concept of National Broadband Network offering generic layer 2 services for third party service providers. The specific New Caledonia case study will showcase how come OPT as a public national operator offer data services for third party service providers like ISPs. The case study will cover also specificity of Pacific Island deployment and limitation of a fiber network in the island
Laurent MAILLOT, Sagem Communications Australasia
- 3.5 **Case study on using Partnerships to deliver the Telstra Next IP network**
 This presentation is to give an understanding of the goals of Telstra's **NEXT IP** Network, the capabilities Telstra is building in their network, and the role of Partners in a Transformation program. Discussions will include Overview of the Next IP Network, Engineering Telstra's IP Program, Role of a Partner as the End-to-end IP network integrator, and How Next IP creates customer benefits
Simon Harriss, Alcatel Lucent (Telstra Account Mgmt Team)
- 1800+ **Welcome reception – Sydney Harbour Cruise Dinner**
Hosted by REACH Global Services

DAY 2: Tue 13 October: Practical Broadband & Next Generation Networks workshop

- 0850 **Welcome and Opening remarks**
- 0900-1030am **4 Commercial & Technical considerations**
 Moderator: Mr. Ivan Fong; PITA Vice President
- 4.1 **Extending Broadband to rural using NG Technologies**
 Pacific Island GSM carriers are confronted with endless issues extending coverage of their mobile broadband networks into areas with low population density. Technologies do exist which make a rural, solar powered GSM remote site economically viable. This presentation will explain the technologies available and how to integrate these solutions into the carrier's existing network
Andrew Taylor, PacTel
- 4.2 **Wireless delivered Triple Play**
 To provide an insight into how cost effective, autonomous wireless networks can be built to delivery triple play service for communities and businesses in the Pacific. Adding value to your existing network. The presentation will cover Triple play options, Examples of successful deployments in the Pacific, IPTV and video-on-demand, Solar/wind powered wireless and VSAT systems, Cyclone rated non-concrete masts for remote installations, and IP-PBX solutions.
Tony Waters, Oceanic Broadband Solutions P/L
- 4.3 **Making money from broadband: pricing and marketing strategies for the new business model**
 A successful business model for high speed broadband and NGN must be based not only on costs of deployment, but also on the addressable market and the likely revenues that can be generated. We will examine the relationships between take-up and price, and discuss how best to position the new service offerings against operators' existing products Pricing to achieve operator objectives; The role of pricing in migration strategies, Price points and overseas benchmarks, Determining likely take-up, Should pricing be regulated?
Noelle Jones, Network Strategies Ltd
- 4.4 **The Issue of IPv6 and its relationship to Broadband Networks**
Paul Wilson, APNIC
- 1030-1100am **Morning Break sponsored by METASWITCH**

1100-1230pm	<p>5 Supporting platforms and value added functions Moderator: Mr. Maui Sanford - President</p> <p>5.1 Creating an End – to – End Eco System for Next Generation Networks To understand the components needed for a NGN ecosystem and how they are integrated for a successful business operation Overview of developing ecosystem for Next Generation Network. This presentation will cover the General Business process of telecom operators who is operating on Next Generation Network, Example of creating an NGN ecosystem, and Technical and management problems encountered and how they were overcome Austen Mascranghe, Informatics International Limited</p> <p>5.2 Benefits of automating back office functions and deploying online customer self management tools Explain the current challenges faced by telecommunications companies and clarify how a centrally managed billing system that can automate back office systems and provide online customer self management tools can provide enhanced efficiency, significant cost savings and revenue assurance / fraud prevention. Mathew Tarone, NetCraft Australia</p> <p>6.3 Broadband Service Automation This paper is to give an understanding of how Tier 1 Providers such as British Telecom, AT&T, Telecom New Zealand etc are using tools to give their subscribers the ability to service trouble shoot their own issues – get support at the time they need it most. Emerging Market Trends. Discussions will include Additional Services and Devices creating complexity for users and Providers, British Telecom Use Case AT&T Use Case, Telecom New Zealand Use Case Shaun Rossiter, Alcatel-Lucent</p>
1230-1400pm	Lunch Break
1400-1600pm	<p>6 Interconnections, Carriage & Networks Moderator: Mr. Maui Sanford – President</p> <p>6.1 Illegal use and misappropriations of telecommunication numbering resources This presentation will discuss the issue of illegal use and misappropriation of telecommunications numbering resources, impacts and mitigation plans. This discussion is also aimed at widening the understanding of the impact on the Pacific Islands, and generating inputs and views from those countries and the APT with a view to the escalating this issue in the ITU. Ronald Box, Australia Communications & Multimedia Authority (ACMA)</p> <p>6.2 VoIP Peering security & visibility Presentation to discuss Inter-carrier VoIP security, Typical Solutions, and Better Solutions. Will also cover Visibility of VoIP network performance, Adaptive Dynamic routing, and Complete Solution Des Hartman, IVSTEL</p> <p>6.3 i3 Forum: Transitioning to an all IP world – What are the carriers doing about it? This presentation in conducted on behalf of Mr Philippe Millet, Chair of the i3 Forum, to introduce i3 Forum (International Interconnect Forum for Services over IP) and explain on the formation of the forum, its roadmap and how it can help carriers to foster a smooth industry-wide transition of voice and related services to IP. William Buchanan, Orange</p> <p>7 Discussions and Summary Closing remarks</p>
1600-1730	Afternoon Break sponsored by METASWITCH
1730	End
1800+	

DAY 3: Wed 14 October: Pacific Islands Meeting on Network Development

0830		Registration
0850		Welcome and Opening remarks
0900-1030am		Industry Updates of connectivity initiatives Pacific Islands Cable & Connectivity initiatives Micronesia, Melanesia, Polynesia Bringing ownership of satellite capacity to Pacific Islands John Stanton, Asia Broadcast Satellite Affordable Access: Connectivity in the Pacific and Progress Development Will discuss potential partnership opportunities for low cost connectivity to the Pacific Islands using the new O3B satellite networks and low latency satellite links from 1 Mbps to 10 Gbps for cellular backhaul and IP Trunking. The presentation will also highlight key capabilities and features of the new O3B, including progress, latest announcements and development; Nara Sihavong, O3B Networks Status of the Honotua project for the improvement of domestic and international connectivity by 2010, Maui Sanford, OPT French Polynesia
1030-1100am		Morning Break sponsored by Reach Satellite Services
1100	1230pm	1100
1100-1230pm		Case Studies and Possible Initiatives on Private Public Partnership Natasha Beschorner, World bank
1230-1400pm		Lunch Break
1400-1530pm		Panel Discussion – Financial mechanisms in Meeting the Needs for Connectivity
1530-1600		Afternoon break sponsored by Reach Satellite Services Bilateral
1730pm		End

DAY 4: Thu 15 October: Fraud & Revenue Assurance workshop (REVISION 2)

0830		<i>Registration</i>
0900		Welcome and Opening remarks PITA President <i>Maui Sanford, International Relations Manager, OPT French Polynesia</i> Chair PITA Fraud and Revenue Assurance & Security Forum (PFRAS) <i>Ioane Koroivuki, Chief Technical Officer, FINTEL</i>
0900-1030am		Summary of PITA Fraud, Revenue Assurance and Security Forum Objectives, International Cooperation, Scope Chair PFRAS – Ioane Koroivuki Key Elements for Setting up a Fraud & Revenue Unit in a small island scenario – Case Study and discussions Challenges, Needs, Setting Up a Fraud & RA department for a small Island operator Software Selection and gaining immediate revenue impact Erling Ve'etutu, Chief Internal Auditor, Tonga Communications Corporation Revenue Assurance and selecting suitable vendors Sean McIlvin, GM Billing Services, OPTUS
1030-1100am		Morning Break sponsored by REACH Voice Business

