



# THE ROOSEVELT HOTEL, NEW YORK: 13-16 NOVEMBER 2017



## WIRELESS GLOBAL CONGRESS

WIRELESS BROADBAND ALLIANCE

DRIVING NEXT WIRELESS EXPERIENCE

### — A G E N D A —

End-to-End Service Enablement

Meet the industry leaders who are shaping the future of Wi-Fi in the 5G era in the Connected Cities, Carrier & Service Providers and Enterprise & Hospitality ecosystems

Wi-Fi Monetization Strategies

Customer Experience in a Convergence Era

Connected Cities Roadmap

#unstoppablewifi





# NEW YORK AT A GLANCE

The event is about Wi-Fi evolution in the 5G era, looking at wireless services in-home, outdoor, at work and leisure, from the perspective of:

**End-to-end service enablement | Wi-Fi monetization strategies  
Customer experience in a convergence era | Connected cities roadmap**

With consideration to policy, security, technology, strategy, and business models around each.

This is the only event you attend that will give you the ability to meet with WBA members and our wider executive network who are already engaged in programmes that are setting standards and best practices, solving business problems for service providers, driving improvements in end-user experience, and leading acceleration and adoption of technologies. The event allows you to learn as well as influence developments that will drive solutions to shape your short and long term business strategy.

## MONDAY 13 NOVEMBER 2017

Member Working Sessions

MORNING

Member Working Sessions

AFTERNOON

EVENING

## TUESDAY 14 NOVEMBER 2017

Member Working Sessions

Member Working Sessions

WBA Board Meeting

WBA Board Dinner

## CONFERENCE DAY 1 WEDNESDAY 15 NOVEMBER

JR Wilson, Chair WBA and VP Partnerships & Alliances, AT&T  
Shrikant Shenwai, CEO, WBA

### SERVICE ENABLEMENT TOWARDS 5G

Moderator: Steve Andrews, WBA Board Advisor  
Dr. Derek Peterson, CTO, Boingo Wireless  
Cole Reinwand, VP XFINITY Wi-Fi, Comcast

JR Wilson, Chair WBA and VP Partnerships & Alliances, AT&T  
Shri Shrivastava, Chairman & Managing Director, BSNL

### COFFEE BREAK & INNOVATION STAGE DEMOS

### WI-FI MONETIZATION STRATEGIES

Moderator: Vijay Sammeta, CEO, Civic Foundry  
Rick Wilmer, CEO, Mojo Networks  
James Beldock, Express Wi-Fi, Facebook  
Enrique Farfan, COO, Fon

### LUNCH & NETWORKING BREAK

### CONFERENCE TRACKS

CABLE INDUSTRY  
TRACK

CONNECTED CITY  
TRACK

HOSPITALITY &  
ENTERPRISE WIRELESS  
SERVICES TRACK

### COFFEE BREAK

(CONTINUED)

(CONTINUED)

(CONTINUED)

### DRINKS & NETWORKING RECEPTION

## CONFERENCE DAY 2 THURSDAY 16 NOVEMBER

### CUSTOMER EXPERIENCE IN A CONVERGENCE ERA

Moderator: Chris Bruce, Co-Chair WBA and BT  
Shri Shrivastava, Chairman & Managing Director, BSNL  
Executive from Cisco

Create Future Now – Millennials Panel

### COFFEE BREAK & INNOVATION STAGE DEMOS

### A CONNECTED WORLD LIFESTYLE

Phil McKinney, CEO, CableLabs  
SungHoon Seo, Ph.D. Principal R&D Engineer, KT Labs  
Daisuke Nojima, Principal Researcher, NTT DOCOMO

### PANEL DISCUSSION - WOMEN IN TECH LEADERSHIP

Moderator: Angie Wiskocil, WBA Board Advisor

### LUNCH & NETWORKING BREAK

### WORKSHOPS

WI-FI MONETIZATION &  
NGH FOR CARRIERS, CITIES & ENTERPRISES

NETWORK DENSIFICATION IN THE 5G ERA  
& POLICY, IDENTITY AND SECURITY

### COFFEE BREAK

WI-FI DEPLOYMENT  
BEST PRACTICES

CONNECTED CITY

### WBA ACCELERATOR





# MEMBERS-ONLY WORKING SESSIONS

## 13<sup>TH</sup> & 14<sup>TH</sup> NOVEMBER

FOR WBA MEMBERS ONLY

TIME	Day 1 - Monday 13 <sup>th</sup> November
8.00-9.00	New Members Training
9.00-10.00	WBA Project Updates
10.00-10.20	Business Workgroup
10:20-10:50	<b>Coffee-Break</b>
10.50-12.00	Wi-Fi Calling End-to-End System Standardization
12.00-12.30	CTO Workgroup
12.30-13.30	<b>Lunch</b>
13.30-14.30	Testing & Interoperability Taskgroup
14.30-15.40	NGH Provisioning Standardization
15.40-16.00	<b>Coffee-Break</b>
16.00-16.30	Carrier Wireless Services Certification
16.30-17.00	Wi-Fi Deployment Guidelines
17:00-18:00	Roaming Workgroup (Sustainment)

TIME	Day 2 - Tuesday 14 <sup>th</sup> November
8.30-9.00	Board Presentations
09.00-10.20	5G Work Stream (Wi-Fi and unlicensed wireless impact)
10:20-10:50	<b>Coffee-Break</b>
10.50-12.00	Connected City Blueprint Taskgroup
12.00-12.30	Market Workgroup
12.30-13.30	<b>Lunch</b>
13.30-14.30	Internet of Things (Roaming)
14.30-15.40	Wireless Security & Privacy
15.40-16.00	<b>Coffee-Break</b>
16.00-17.00	Policy Workgroup
17:00-18:00	Wi-Fi Monetization (Advertising)

\*Please note: Timings and topics are subject to change

Interested becoming a WBA Member and joining these sessions?  
 Email [events@wballiance.com](mailto:events@wballiance.com)





# CONFERENCE PROGRAM DAY 1

## 15 NOVEMBER

OPEN CONFERENCE

TIME	SPEAKER	TOPIC	THEME	
09:00	JR Wilson - WBA Chairman welcome Address	Welcome address	<b>Service enablement towards 5G</b> Moderator: Steve Andrews, WBA Board Advisor	
09:15	Anne Roest, Commissioner NYC (DoITT) Welcome & Smart City Strategy NYC	Welcome address to NYC		
09:30	Presentation (TBC)			
09:45	Shrikant Shenwai, CEO WBA – WBA Perspectives on WiFi in the 5G Era			
10:00	Derek Peterson, CTO at Boingo Wireless Cole Reinwand, VP XFINITY Wi-Fi at Comcast JR Wilson, Chair WBA and VP Partnerships & Alliances at AT&T Shri Shrivastava, Chairman & Managing Director of BSNL	Operator Panel Discussion		
10:45	<i>Coffee-break</i>			
11:15	Rick Wilmer, CEO Mojo Networks ( <b>Topic: Oldest &amp; Simplest Monetization Strategy</b> )		<b>Wi-Fi Monetization Strategies</b> Moderator: Vijay Sammeta, CEO at Civic Foundry	
11:35	James Beldock, Express Wi-Fi at Facebook ( <b>Topic: Facebook Express WiFi</b> )			
11:50	Enrique Farfan, COO at Fon - Home WiFi: Challenges and opportunities ( <b>Topic: Homes WiFi – Challenges &amp; Opportunities</b> )			
12:10	WBA 2017 Industry awards – Moderator: Vijay Sammeta, CEO at Civic Foundry			
13:00	<i>Lunch</i>			
14:00 to 17:30	Cable Industry (see details on next slides)	Connected City (see details on next slides)	Hospitality and Enterprise Wireless Services (see details on next slides)	<b>Conference Tracks</b>
17:30	Drinks and Reception Networking			

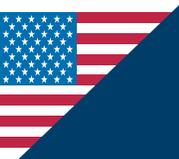


# CABLE INDUSTRY TRACK - DAY 1

## 15 NOVEMBER

OPEN CONFERENCE

TOPIC	TIME	SPEAKER
	14:00	Session Introduction by Peter Smyth, VP of Core Innovation at CableLabs
Topic 1 <b>In-home Wi-Fi</b>	14:10	Eric Schaefer - SVP & GM Communications, Data and Mobility at Comcast
	14:25	Gavin Sheldon, Global Vice-President for Connectivity at Liberty Global
	14:40	Panel discussion (4 panelists + moderator): Eric Schaefer - SVP & GM Communications Data and Mobility at Comcast Gavin Sheldon - Global Vice-President for Connectivity at Liberty Global Josh Redmore - Lead Architect at CableLabs Enrique Farfan, COO at FON Moderator: Peter Smyth, VP of Core Innovation at CableLabs
Topic 2 <b>Indoor/Outdoor Consumer Mobile solutions</b>	15:10	Craig Cowden, SVP Wireless Technology at Charter
	15:25	Mark Poletti - Director Wireless Network Technologies at CableLabs
	15:40	Panel discussion (4 panelists + moderator): Craig Cowden, SVP Wireless Technology at Charter Mark Poletti - Director Wireless Network Technologies at CableLabs Alex Khorram - Founder and GM, machineQ at Comcast Angela Logothetis - VP and Head of CTO for Amdocs Open Network Moderator: Adlane Fella, CEO of Maravedis Research and Founder of Wi-Fi 360
	16:15	<b>Coffee-break</b>
Topic 3 <b>Wireless Enterprise services opportunities</b>	16:30	Christian Nascimento, Executive Director Premise Services at Comcast Business
	16:45	Shannon Aylesworth, VP Service Providers at Ruckus
	17:00	Panel discussion (3 panelists + moderator): Christian Nascimento, Executive Director Premise Services at Comcast Business Anthony Paladino - VP of Strategic Partnerships at Mojo Networks Luther Smith – Principal Engineer at CableLabs Moderator: Adlane Fella, CEO of Maravedis Research and Founder of Wi-Fi 360



# CONNECTED CITY TRACK - DAY 1

## 15 NOVEMBER

OPEN CONFERENCE

TOPIC	TIME	SPEAKER
	14:00	Session Introduction by Reza Jafari - WBA Board Advisor and Tiago Rodrigues – Senior Director WBA
Topic 1 Broadband Planning	14:10	Joshua Breitbart, Special Advisor for Broadband in the Office of the NYC Mayor
	14:25	Ron Malenfant, Cisco
	14:40	<b>Panel discussion (3 panellists + moderator):</b> Joshua Breitbart - Special Advisor for Broadband in the Office of the NYC Mayor BlackRock Executive Cisco Moderator: Reza Jafari, WBA Board Advisor
Topic 2 City Real Estate Management for Telecoms Networks	15:10	Chris Fisher, Cuddy & Fedder
	15:25	Edge Communications
	15:40	<b>Panel discussion (3 panellists + moderator):</b> Christopher Fisher - Managing Partner at Cuddy & Feder Chris Elliot, Edge Communications David Bronston, Special Counsel at Phillips Lytle Moderator: Vijay Sammeta, CEO at Civic Foundry
	16:15	<b>Coffee-break</b>
Topic 3 City Wi-Fi opportunities	16:30	Mark Carter - CTO at BSG Wireless
	16:45	Vijay Sammeta, CEO at Civic Foundry
	17:00	<b>Panel discussion (3 panellists + moderator):</b> Vijay Sammeta - CEO at Civic Foundry Olivier Beaujard - LoRa Alliance Senior Director Semtech William Baynet, Transit Wireless Moderator: Tiago Rodrigues, Senior Director at WBA

# HOSPITALITY AND ENTERPRISE WIRELESS SERVICES TRACK - DAY 1

## 15 NOVEMBER

TOPIC	TIME	SPEAKER
	14:00	Session Introduction by Randall Schwartz, Founder & Principal Consultant at Wireless 2020
Topic 1 Wireless Guest Experience	14:05	JR Wilson, Chairman WBA and VP Partnerships & Alliances at AT&T
	14:20	Jeffrey Stephen Parker, VP of Hospitality Systems at Red Lion Hotels
	14:35	<b>Panel discussion (3 panellists + moderator):</b> Paul Mikkelsen - CEO Aptilo Networks JR Wilson Chairman WBA and VP Partnerships & Alliances at AT&T Kathleen Erickson - Director, Guest Facing Technologies Information Technology at Hilton Group Moderator: Armand Rabinowitz, Senior Director of Strategy and Workgroups at HTNG
Topic 2 Next Gen Wi-Fi (HS2.0) and monetization	15:05	Steve Namaseevayum, Senior Supplier Relationship Manager for iPASS - Wi-Fi Monetization: The State of the Art
	15:20	Matt MacPherson, Cisco
	15:35	Finbarr Coghlan, CTO at Accuris-Networks - Carrier and Enterprise: a Match made in Heaven
	15:50	<b>Panel discussion (3 panellists + moderator):</b> Tom Furlong, President and COO at BandwidthX Finbarr Coghlan, CTO at Accuris-Networks Matt MacPherson, Cisco Moderator: Randall Schwartz, Founder & Principal Consultant at Wireless 2020
	16:15	<b>Coffee-break</b>
Topic 3 Enterprise Wireless Connectivity	16:30	Michael Peeters - President CBRS Alliance and Head of Innovation Portfolio at Nokia
	16:45	Cris Kimbrough - Managing Director, In-Building Solutions at CBRE
	17:00	<b>Panel discussion (3 panellists + moderator):</b> Dr. Necati Canpolat - Sr. Staff Communication and Devices Group at Intel Michael Peeters - President CBRS Alliance and Head of Innovation Portfolio at Nokia Cris Kimbrough - Managing Director, In-Building Solutions at CBRE Moderator: Randall Schwartz, Founder & Principal Consultant at Wireless 2020



# CONFERENCE PROGRAM DAY 2

## 16 NOVEMBER

OPEN CONFERENCE

TIME	SPEAKER	TOPIC	THEME
09:15	Chris Bruce, Co-Chair WBA and BT		<b>Customer experience in a convergence era</b> Moderator: Chris Bruce
09:30	Shri Shrivastava, Chairman & Managing Director of BSNL		
09:50	CISCO Executive		
10:10	<b>Create Future Now – Millennials Panel</b> – Moderator: Derek Peterson, CTO at Boingo Wireless		
10:50	<b>Coffee-break</b>		
11:10	Phil McKinney, CableLabs CEO ( <b>Topic: Cable: 5G Wireless Enabler</b> )		<b>A connected world lifestyle</b> Moderator: Chris Bruce
11:30	SungHoon Seo, Ph.D. Principal R&D Engineer at KT Labs		
11:50	Daisuke Nojima, Principal Researcher at NTT DOCOMO		
12:10	Sonia Jorge, CEO at Alliance for Affordable Internet (A4AI) Deepti Busireddy, Senior Product Manager at T-Mobile NYC Department of Information Technology and Telecommunications (DoITT) Glenna Colaprete-Hudson, Innovation & New Business at Verizon Wireless Angela Logothetis - VP and Head of CTO for Amdocs Open Network	Panel Discussion - Women in Tech Leadership (World Wi-Fi Day)  Moderator: Angie Wiskocil, WBA Board Advisor	
13:00	<b>Lunch</b>		
14:00	Workshop Roundtable 1 – <b>Wi-Fi Monetization &amp; NGH for Carriers, Cities &amp; Enterprise</b> (90 minutes)	Workshop Roundtable 2 – <b>Network Densification in the 5G Era and Policy, Identity &amp; Security</b> (90 minutes)	
15:30	<b>Coffee-break</b>		
16:00	Workshop Roundtable 3 – <b>Wi-Fi Deployment Best Practices</b> (90 minutes)	Workshop Roundtable 4 – <b>Connected City</b> (90 minutes)	
17:45	Accelerator Sessions		

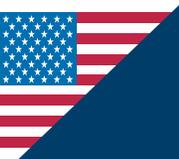


# ACCELERATOR PROGRAM - DAY 2

## 16 NOVEMBER

OPEN CONFERENCE

TIME	SPEAKER
17:45	Session Introduction by Steve Andrews, WBA & Marcos Dinnerstein, Digital.NYC Panel of Experts: Cole Reinwand, VP XFINITY Wi-Fi at Comcast Nicholas Pascaretti, Chief Broadband Architect at Mayor's Office of Technology & Innovation Clayton Banks, Co-Founder and CEO of Silicon Harlem
17:50	Galgus - Jose Gonzalez, CEO Wi-Fi Optimization Software - Challenging traditional Wi-Fi Business models
18:05	Edgewater Wireless - Matt Massey, VP of Marketing
18:20	ShareG - Suruchi Gupta, CEO and Founder
18:35	Spot On Networks - Richard Sherwin, CEO
18:50	Angie Hospitality - Michael Cohen, Head of Business Development and Marketing
19:05	WindyCitySDR - Martin O'Shield, Founder
19:20	Greenerwave - Geoffroy Lerosey, Co-Founder & CEO
19:35	Closing Remarks by Steve Andrews, WBA



# WORKSHOP OVERVIEW - DAY 2

16 NOVEMBER

OPEN CONFERENCE

## WORKSHOP 1

WI-FI MONETIZATION & NGH FOR CARRIERS, CITIES, ENTERPRISE SEGMENTS

- Wi-Fi Roaming
- Wi-Fi Calling
- LBS Services Over Wi-Fi
- Case Studies of NGH Deployment at a Wide Level, by carriers including AT&T and Charter and cities such as New York City & San Francisco
- Benefits of NGH Deployment Within the Hospitality/Enterprise Sector; Ability to Monetize & Offer New Services
  - NGH/Passpoint/Wi-Fi Technology Evolution

## WORKSHOP 2

NETWORK DENSIFICATION IN THE 5G ERA & POLICY, IDENTITY & SECURITY

- 5G Densification and Technology Roadmap for 5G
  - Indoor Private LTE Use Cases
  - IoT LPWAN on 5G
- Understanding State of the Art Offerings to Facilitate Security and Identity Management
- Overview of the Latest Industry Standardization Bodies' Work on Policy Security and Privacy
- Identifying Policy Interoperation Gaps and Working Towards Improvements of Current Mechanisms

## WORKSHOP 3

WI-FI DEPLOYMENT BEST PRACTICES

- High-Density Wi-Fi Deployments and Successful Case Studies
  - Evolution of Wi-Fi Networks in terms of SDN/NFV and Cloud Management

## WORKSHOP 4

CONNECTED CITY

- Understand the Best Practices for City Wi-Fi
- Role of Wireless Technologies in Backhaul
  - Role of IoT in Connected City Strategy