



Early Bird ends June 6, 2008  
Members receive additional discounts

# Service Delivery Platforms Summit

Marriott San Francisco Airport Hotel

Training: June 30, 2008  
Summit: July 1, 2008

*Evolving SDP's: Delivering Tomorrow's Services Faster, for Less*

## Contributors include these experts:

*Roberto Saracco, Telecom Italia*

*Don Toland, Qwest*

*Seungyun Lee, ITU-T*

*Jeff C. LaFlamme, Deloitte*

*Mike Lerer, Soapstone Networks/IPsphere*

*Stephane H. Maes, Oracle Corporation/OMA*

*Rick Townsend, IEEE*

*Pat McCarthy, Telcordia Technologies*

*Johanne Mayer, Alcatel-Lucent*

*Gerry Winsor, Hewlett-Packard*

*Sanjay Mewada, NetCracker Technology*

*Lucia Gradinariu, CA*

*Michel Burger, Microsoft Corporation*

*Robert E. Cutting, IBM Corporation*

*Dave Milham, TM Forum Distinguished Fellow*

*Grant Lenahan, Telcordia Technologies*

## Only at TM Forum Service Delivery Platforms Summit Can You:

- **Get up to speed** on the latest in Service Delivery Platforms and how they differ from past implementations
- **Hear from a leading industry line-up** of service providers, vendors and consultancies including first-hand experience from Telecom Italia and Qwest
- **Learn how the new TM Forum Service Delivery Framework** enables the delivery of digital media services in an agile and cost effective way by standardizing the vital few interfaces between different suppliers' realizations thus allowing SDF interoperability whether within one, or amongst a number of service providers
- **Obtain industry clarity** from industry bodies including TM Forum, IEEE, ITU-T, OMA and IPsphere on what standards are in place and what challenges lie ahead to deliver better interoperability whilst not stifling innovation
- **Hear how major vendors are incorporating these advances** in standards into their development of Service Delivery Platforms responding to service provider needs to reduce the cost and increase the speed of service delivery

Register Today! Seating is limited!

[www.tmforum.org/sds](http://www.tmforum.org/sds)

With Support From:



IPsphere FORUM  
THE BUSINESS OF IP



Dear Colleague,

**We all realize that service providers must bring services to market quicker, cheaper and more reliably. The question is – “how best to do this and within what framework?”**

I'm sure that you are also under pressure to deliver exciting “Next Generation” services that require complex value chains and ecosystems. Today's operational frameworks and systems are simply not designed for rapid development environments, nor for services developed among 3rd party ecosystems. New approaches to network and service management are required as well as a new relationship framework.

The **TM Forum Service Delivery Summit** (June 30th – July 2nd, 2008, San Francisco) focuses on the industry-wide drive to create this open, industry-owned blueprint to deliver tomorrow's services quickly, cheaply and flexibly.

**Service Delivery Frameworks are our industry's future.** The concept – championed by the TM Forum and leading member companies – **transforms the unfulfilled promise of Service Delivery Platforms, “SDPs”, into a more mature, modular, open and manageable framework.** The result – platforms truly focused on the needs of tomorrow's content-rich and open value ecosystems. Prominent presentations will showcase work being carried out by major industry players as part of the TM Forum's *Service Delivery Framework* (SDF) program.

Beyond technology and frameworks – essential as they are – this event will highlight practical implementations. It will also provide an up-to-the-minute readout of market moves, illustrated with case studies and examples from leading players in the field.

It will assist you in choosing the right mix of solutions to meet your needs today and understand how industry developments will affect your organization in the future.

*I look forward to meeting you in San Francisco this summer.*

Best regards,



Grant Lenahan  
Vice President and Strategist,  
Service Delivery Solutions  
Telcordia Technologies

Chair of TM Forum's Service Delivery Summit

## TM Forum Training • June 30

### TM Forum SDF Overview

*Rapid and flexible delivery of NGN Services...*

*A wider mix and blend of service components...*

*Common migration strategies for SDPs...*

This course provides practical guidance for implementing, using, and extending the TM Forum's Service Delivery Framework. Case studies depict how the SDP/SDF work is being used by TM Forum members and exercises allow students to practice the competencies obtained during the workshop.

### Who should attend?

Service Providers, Systems Integrators and Vendors planning introduction of IMS, SDF and Web 2.0 solutions

### Prerequisites

Basic Knowledge of TM Forum Business Process Framework (eTOM); some familiarity with IMS

### Technology covered

TM Forum Service Delivery Framework – addressing OSS and Run time issues in introducing SDF operationally

### Upon completion of this course, you will be able to:

- Identify key business drivers behind NGN and NGS and relate them to specific aspects which need to be designed and developed to implement an SDP/SDF as well as to the Business Process Framework and SDF Frameworks
- Articulate the key aspect of the TM Forum SDF Framework and relate that to a practical SDF implementation based on IMS
- Understand the steps in developing an SDF solution within your organization along with the legal, operational and technical implications of extending it across organization boundaries
- Identify of some of the IT and Development method changes/challenges
- Apply the SDF Reference Framework
- Practically understand the key 'Standards Agreements' needed for multivendor interoperability (Component model, meta-model, repositories and Catalogues, TM Forum Frameworks: Business Process Framework, Information Framework (SID) and Applications Framework (TAM))
- Understand deep technical implications of improving Cycle Times and 'Right First Time' on C2M processes for SDF and the need for catalogues and meta-models along with the implication on the realization of existing OSS/BSS systems for L2C and T2R
- Identify guidelines for creating B2B solutions and understand the relationship with SDF Lifecycle models

**Register Today!**  
**Seating is limited!**

[www.tmforum.org/sds](http://www.tmforum.org/sds)

**Conference Agenda • July 1**



8:45am **Chair's Welcome & Opening Remarks**  
 Grant Lenahan  
*Vice President and Strategist, Service Delivery Solutions*  
**Telcordia Technologies**

**Opening Session & Keynote Address**

9:15am **Driving Value Realization Through Service Delivery Platform Business Integration**

Jeff C. LaFlamme, *Director Deloitte*  
 Don Toland, *Director, Chief Business Solutions Architect, Qwest*

10:00am **Ecosystems: Taking a New View to Telecom Business**



Roberto Saracco  
*Manager, Long Term Research e Comunicazione Scientifica*  
**Telecom Italia**

10:30am Coffee Break

**Industry Initiatives & Standards**

11:00am **TM Forum Initiative on SDPs**



Dave Milham  
*TM Forum Distinguished Fellow*  
**TM Forum**

11:30am **Towards a SOA/WS Enabled NGN Open Service Environment – Ongoing Developments in ITU-T SG13**



Seungyun Lee  
*Editor of SG13 and Editor of Q2/13*  
**ITU-T**

12:00pm **An Overview of the IPsphere Forum, Its Relationship to the TM Forum and an Update on Progress**



Mike Lerer  
*Consultant Office of the CTO*  
**Soapstone Networks, and Representative of IPsphere**

12:30pm **Panel Discussion: Standards & Industry Specifications**



Dave Milham  
*TM Forum Distinguished Fellow*  
**TM Forum**



Rick Townsend  
*Chair of IEEE NGSON Standard*  
**IEEE**



Seungyun Lee  
*Editor of SG13 and Editor of Q2/13*  
**ITU-T**



Stephane H. Maes  
*Chief Architect and CTO, Mobility, Voice and Communications*  
**Oracle Corporation, and OMA Primary Representative**



Mike Lerer  
*Consultant Office of the CTO*  
**Soapstone Networks, and Representative of IPsphere**

1:00pm Lunch

**How Are Vendors Responding to Service Provider Needs?**

2:00pm **The Market and Business Drivers for the Interactive User Experience**



Pat McCarthy  
*Vice President of Global Marketing, Service Delivery Networks*  
**Telcordia Technologies**

2:20pm **Creating the Future Mode of Operations' Blueprint**



Johanne Mayer  
*Director Communication OSS/BSS*  
**Alcatel-Lucent**

2:40pm **Service Syndication Drives SDP-Based Service Ecosystem**



Sanjay Mewada  
*Vice President of Strategy*  
**NetCracker Technology**

**Where do SDPs Go From Here? Looking into the Future – Part 1**

3:00pm **How SDPs Enable Better Customer Experience by Bridging the Gap Between BSS and OSS at Service Delivery Time**



Michel Burger  
*Principal Architect BPO*  
**Microsoft Corporation**



Lucia Gradinariu  
*Senior Solution Strategist*  
**CA**

3:45pm Coffee Break

**Where do SDPs Go From Here? Looking into the Future – Part 2**

4:15pm **TM Forum's Service Delivery Framework and IBM's NGSDP**

Robert E. Cutting  
*Solution Architecture, IBM Telecommunications*  
**IBM Global Telecommunications Industry, IBM Corporation**

4:35pm **SDP 2.0: The Intersection of SOA and Web 2.0**



Gerry Windsor  
*Senior Telecom Architect*  
**Hewlett-Packard**

5:05pm **Towards a Common Industry Notion of SDP as Service Layer Platform that Enables Future Proof Converged Communications Services, Pragmatic Approaches to IMS and Concrete Realizations Today of SDFs**



Stephane H. Maes  
*Chief Architect & CTO, Mobility, Voice and Communications*  
**Oracle Corporation**

5:25pm **Power Debate: Where Do SDPs Go From Here? Featuring ALL speakers from today's conference**

6:00pm **Closing Remarks**



Grant Lenahan  
*Vice President and Strategist, Service Delivery Solutions*  
**Telcordia Technologies**

**Sponsorship and Exhibiting**

Increase your visibility at the first-ever TM Forum Service Delivery Summit by taking advantage of our enhanced sponsorship program and exhibiting opportunities. The TM Forum Events team has put together a comprehensive package of sponsorship and exhibiting opportunities that we are offering at great rates to our members.

Supporting the event will provide you with a unique opportunity to expose your products and services to our assembled audience of targeted decision makers, branding and networking opportunities. For more information or to become a sponsor contact Apostolos Kallis (+ 30 6947 828 428 or [akallis@tmforum.org](mailto:akallis@tmforum.org)).



**Registration and Fees**

**Group Discounts Available**

please email [register@tmforum.org](mailto:register@tmforum.org) for more information

		Early Bird Registration <small>(expires 6/06/08)</small>	Pre-Show Registration <small>(expires 6/20/08)</small>
<b>Conference Summit Pass</b>	Members	\$675	\$900
	Non Members	\$825	\$1100
<b>Training Pass</b>	Members	\$675	\$900
	Non Members	\$825	\$1100
<b>1 Day Conference + 1 Day Training Pass</b>	Members	\$1125	\$1625
	Non Members	\$1475	\$1975

Please register online via the website: [www.tmforum.org/sds](http://www.tmforum.org/sds) or email [register@tmforum.org](mailto:register@tmforum.org)

**Travel and Lodging Details**



The Service Delivery Summit will be held at:  
 Marriott San Francisco Airport Hotel  
 1800 Old Bayshore Highway  
 Burlingame, California 94010 USA  
 1-650-692-9100 phone  
 1-650-692-8016 fax

These rooms are subject to availability on receipt of reservation request by 13th June 2008 at the latest. After this any reservation received would be on the best available rate of the day.

Reservations for the Event should be made by individual attendees directly with Marriott reservations at 1-800-228-9290 or 1-605-692-9100. To secure the discounted rate please state "TM Forum" when booking.

The TM Forum has secured a rate of \$139 for a single/double Standard Room at the Marriott San Francisco Airport Hotel.

**Register Today!**  
**Seating is limited!**  
[www.tmforum.org/sds](http://www.tmforum.org/sds)