TECH.2 : SERVICE AND APPLICATION DELIVERY IN A CONVERGED WORLD

Next generation networks in an all-IP world will provide high capacity pipes for the delivery of services. What will fill those pipes, who will be the service providers and what will be the key competitive differentiator? Forecasters paint a future dominated by waves of consumer video, a future in which best effort will no longer be sufficient and where real time and non-real time services have to coexist. Service providers will need to deploy architectural frameworks that support policy control of access networks and continuously monitor and ensure the user's quality of experience. Quality of experience, driven by technology though the implementation of appropriate architectures and best practices, is becoming a key competitive differentiator.

(Summary of debate not available)

Moderator
* **Mr Olof Schybergson**, Co-Founder and CEO, Fjord, United Kingdom

Panellists
* **Mr Michael G. Hill**, Vice President, Enterprise Initiatives, Sales, Services, and Business Development, IBM, United States
* **Mr Alistair Barros**, Vice President and Chief Development Architect, SAP AG, Germany
* **Mr Bosco Novak**, Chief Market Operations Officer, Nokia Siemens Networks, Finland
* **Mr Jeffrey Ganek**, Chairman & CEO, Neustar, Inc., United States
* **Mr Arduino Patacchini**, Director, Multimedia & Value Added Services Department, Eutelsat, France
* **Mr Eric Ho**, Chief Marketing Officer of International Software Unit, Huawei Technologies Co., Ltd, China