

Industry Panel Proposal

Technical Strategies for Migrating to a New Broadband Network

LEADER: Robin Mersh, CEO of The Broadband Forum rmersh@broadband-forum.org

AN ABSTRACT OF PANEL PROPOSAL

The focus is on key issues of successful migration from networks that contain today's fixed, static devices with limited programmability to the Forum's Broadband 20/20 vision consisting of hybrid networks that embrace ultrafast, fully programmable, virtualized, broadband services. It covers the specific existing and new architectural, standards, software and certification technical work underway in the context of the value provided for all stakeholders. The Forum's Broadband 20/20 vision is focused on new use cases and business opportunities that are enabled by the complementary and synergistic technologies of NFV and SDN enabling real time network cloud distributed through the WAN or next generation central office. This touches almost every Broadband Forum project from ultra-fast technologies to new software, hardware and M2M/IoT management in the home and business. Integral to all is seamless migration and harmonizing of NFV/SDN implementations with existing deployments to mitigate business risk while new revenue streams grow at the pace of the market.

SHORT BIOGRAPHY OF THE LEADER/SPEAKER

Robin Mersh, Chief Executive Officer

Robin Mersh joined the Broadband Forum as Chief Operating Officer in July 2006, and was promoted to Chief Executive Officer in July 2010. Robin has authored many articles and has spoken at and chaired many broadband industry conferences and exhibitions. He has worked in the telecommunications industry for over 18 years, starting at Cable & Wireless and then moving on to BT before meeting his wife and moving to the US in 1999. Robin has worked in business development and alliance management for various OSS software companies in the United States, mainly in network and service provisioning and activation. He is originally from Cambridge in the United Kingdom. He received a Bachelor of Arts degree with honors from Queen Mary and Westfield College, University of London in 1992.

NAMES, AFFILIATIONS, BRIEF DESCRIPTION OF THE SPEAKERS INTENDED TO INVITE

- Mark Fishburn, Executive Director Marketing, the Broadband Forum
- George Dobrowski, Senior Consultant, Huawei, BBF Fellow, and Co-Director of SND and NFV Work Area.
- Michael Fargano, CenturyLink, Chairman of the Broadband Forum Technical Committee
- David Allan, Ericsson, Co-Director of Architecture and Migration Work Area