

Asia Pacific Press Summit 2010 in Highlights

The latest edition of Netevents' Asia Pacific Press Summit was held in Singapore. Telecom Review was the only media from the Middle East present at the summit.



Jay Mellman, HP

individual price book, but they also now need to be thinking about it. And the technology is evolving. So it is the interaction between those technologies, the synergies that become important," said Mellman.

Mellman added that the big challenge is no longer about having an efficient and highly available network but it is about delivering service to users. He also addressed three of the key issues that customers face in networking. The first of these is to deliver a radically and dramatically simpler networking infrastructure, the second is to align the network to deliver flexible application service and the third is to drive open systems and open solutions and standards.

Mellman concluded that customers are not only asking for a high performance, secure and efficiently managed network, but the network has to be flexible, which means it has to evolve very easily.

Virtualization and Datacenter Transformation

Since the mainframe succumbed to the personal computer revolution, there have been several attempts to revive the centralized model with dumb terminals, client/server, thin clients, zero clients, desktop virtualization and the web book.

The first debate about virtualization and datacenter transformation was chaired by Tim Dillon, Associate Vice President - Research IDC, and the panelists were: Jay Mellman, Senior Director of HP Networking Division; Richard Kagan, EVP & GM, Orchestration Systems BU, Infoblox; and Angus Robertson, Director of Spirent Communications.

Dillon firstly set the scene around virtualization and datacenter transformation. He said that there are four areas which are really different aspects of an enterprise environment: CXO, the line of business, the IT functions and capabilities.

"If you think about it from a CXO perspective, if I talk to a CFO, one of the things that has been fundamentally critical and at the top of their agenda has been the removal of CapEx, particularly in the current commercial environment. If you come back to the IT perspective, again you can see there that it's all around optimization. It's about bringing benefits and efficiencies and value for my infrastructure. And then you come to the line of business which evolves around customers, speed to market and different priorities. And if you start to look at how that plays out across an organization you end up with a different



Alex Smith, Canalis, John Pirc, TippingPoint, Eric Haissaguerre, Orange Business, Angus Robertson, Spirent



Jay Mellman, HP, Jim Machi, Dialogic, Daniel Bar Lev, VCO Forum, Richard Norris, Wainhouse Research, Ofer Shapiro, Vidyo

emphasis, almost a divergence of paths around IT. So you have a lot of conflict inside your organization - a lot of conflict and different priorities," commented Dillon.

"In a virtualization play and a datacenter play cost is absolutely fundamental and critical," added Dillon, and dressed the example of Singapore where energy costs have risen 12% this year. "That's being driven by the change in the price of oil. That has an impact upon your datacenter and your virtualization environment or your server environment anyway."

Dillon also stressed on the importance of simplification of management. A server environment can be complex. "The thing about virtualization

is that it's supposed to make it easier for you," he commented. "So the expectation around virtualization in a datacenter is going to be cheaper; it's going to increase my utilization and it's going to simplify my management."

Kagan said that there's a big gap between the level of automation that's available for the server environment versus the network environment. So things like Virtual Centre and vSphere from VMware - they've done a fantastic job.

"But if I really want to think about moving things from a private cloud to a public cloud or across public clouds or across my own datacenters, it doesn't work because now I have to touch the network, and the level of automation of the network

// Customers are asking for a flexible, high performance, secure and efficiently managed network //

is virtually non-existent today. We're still managing networks today the way we did ten years ago. And it's wonderful to be able to move workloads from here to here in a moment, but if it takes a week to reconfigure the network it's not very helpful. You can't do disaster recovery that way. And that's the kind of dirty little secret about cloud computing or even private clouds today, is the only advantages we can get today is to consolidate more workloads onto fewer servers, get CapEx lower, get better utilization, drop our hardware costs, drop power and space. But we're not getting the advantages of the flexibility, the strategic advantages of virtualization and ultimately cloud computing," commented Kagan.

chains, doing things just in time and getting best of breed. And the organizations that architect their IT to do that are going to be the winners and those that don't figure out how to do that are going to have levels of cost and problems in flexibility that will make them become completely non-competitive over time," concluded Kagan.

IT Automation

The debate about IT Automation was chaired by Ian Keene, Vice President - Gartner, and the panelists were: Richard Kagan, Executive Vice President and General Manager, Orchestration Systems BU, Infoblox; Greg Fairbanks, Fanfare Software; and Daniel Bar-Lev, CEO of The Video Convergence Forum.

Keene said that we need network automation before we can have IT automation.

"The main vendors today, Cisco, HP, IBM, are bringing to the market highly integrated solutions of computing and networking and storage. But if you look at the way they are developing their networking fabrics, there is a lot of discussion about what the data centre networks should look like. They are talking about flattening the data centre network, getting rid of layer



Camille Mendler, Yankee Group, Amir Zoufonoun, Exalt, William Yu, Vidyo



Amir Zoufonoun, Exalt, Dr Ray Owen, Motorola, Angus Robertson, Spirent

three, effectively, and make it look like a big layer two network to make things faster. And that's all great, but there are a couple of problems. And one of the biggest is they are not all doing it the same way," said Kagan.

"Testing is going to play a big role in virtualization. The requirement is to do the test in a faster manner and this is going to require a greater amount of automation for the testing, for virtualization and for cloud networks," commented Fairbanks.

Bar-Lev pointed out that it is very important to talk about infrastructure. "We can also look at the next level up, which is content. And a lot of people talk about video, but actually it's a form of content. It is really starting to impact our lives. We are using networks extensively for transporting content, video, to many types of users," he commented.

"There's a huge proliferation now of devices. We're familiar with iPods and iPads, iPhones,

PCs, but actually there are more and more devices coming on the market. There are the Android devices and we're seeing digital cinemas. And all those devices, those end devices require a different approach to delivering video. And there's a great deal of work that goes into setting up the video for all those different devices and all those different markets around the world. And today that's not automated. And that's what the Video Convergence Forum is about. It's about standardizing the interfaces and the workflows between the different players in online video so that this market can be addressed. So it's one layer up or two layers up, perhaps, from the infrastructure. But many of the problems in online video delivery are very, very similar to the issues that we're seeing with automating infrastructure."

Unified Communications and Collaboration

The debate on Unified Communications and Collaboration was chaired by Alex Smith, Analyst, Canalys, and the panelists were Richard Norris, Practice Consultant, Wainhouse Research; Jim Machi, SVP of Marketing, Dialogic Corporation; Ofer Shapiro, CEO and Co-Founder, Vidyo; Jay Mellman, Senior Director, HP Networking Division; and Daniel Bar-Lev, CEO of The Video Convergence Forum.

Unified Communications, really communications,

is a critical aspect of any organization. Recently over the years we've seen a number of different communications technologies really come into play in the enterprise: email, conferencing solutions and contact centers.

"Now the problem with having all these different forms of communication technologies was that they tend to operate in silo environments. And it makes it very difficult for an enterprise to really organize and facilitate a coherent and converged communication strategy. So that's where the whole concept of Unified Communications really came about, and is looking to unify all these silo forms of communication technologies," said Smith.

"Now the interesting thing about Unified Communications is, because it's a concept rather than a specific technology, everyone seems to have a slightly different view of what Unified Communications is. For us at Canalys we believe that the PBX and presence part of it is really one of the integral parts. And really what you see aims to do is put the person rather than the device at the centre of who you are trying to contact."

Norris thinks that Unified Communications is very much a concept; it's not a specific technology. It's not something you can go to a store or go to your reseller and buy off the shelf. So it's very much



Sunil Joshi, TATA Communications

a concept. "I think Unified Communications means many things to many people. But the critical thing is the presence engine that brings it all together through a simple portal."

Machi said that Unified Communications evolved from Unified Messaging. "So you have that on the bottom right of your picture where you have Unified Messaging with the email and fax all coming into one environment. And you can give any kind of communication via say email," he said.

"When people are talking about Unified Communication, there is no clear standard of what you see. It's more like eating healthy, being green. We all want to do it. It's not always very clear on how to accomplish it. If you look at a slide like we have here on the screen, all of those are components that are part of the communication play in the enterprise. And whenever I look at a slide like that I always have

the feeling of: how is all going to work together? So UC is really the desire to eliminate that complexity from the end user," said Shapiro.

"Another important thing to understand is that Unified Communications is bringing together a lot of legacy technologies and I think that doesn't matter which region you are in, but at the end of the day you've got fax, you've got messaging, SMS, you've got video and video can come in different flavors," commented Bar-Lev.

Mellman pointed out that it is important to really realize that the customer base is not homogeneous. There are certainly basic services that pretty much everyone at a company wants - the ability to have a phone number that travels and the like. But a lot of this market is based on specialized applications. Things, for example, in call centers where that's a very large market

// Today, Unified Communications is bringing together a lot of legacy technologies //

that has its own demands that require deep integration, often into enterprise applications that are not required by offering, by things that could be served by cloud service.

The Ongoing LTE - HSPA+ Debate

The LTE debate was chaired by Adeel Najam, Industry Analyst - Asia Pacific, ICT Practice, Frost & Sullivan, and the panelists were: Angus Robertson, Director, Spirent Communications; Dr. Ray Owen, Head of Technical Marketing and Pre-sales, Motorola Asia Pacific; and Amir Zoufonoun, CEO of Exalt Communications.

Today the market is moving quickly to a highly connected world and there are three key drivers pushing this. The first one is actually the increasing capacity and capabilities of both the network and also the devices, then the changing consumer pattern and the last is that the driver for a connected world is actually ubiquitous behavior.

"Now what's happening is that in the next two to three years, what we expect is that mobile broadband usage is going to reach fixed broadband usage actually. That is going to be pushed by technologies like

HSPA+, LTE; the capability will be there. And then the user demand is increasing. Also, the packages being offered by the providers, unlimited packages, flat-rate plans," pointed out Najam.

"At the end of 2009, we saw the first deployment of LTE, commercial deployment by TeliaSonera in Sweden. But the first network deployments are actually taking place this year. And the first network launches are expected in 2011. And then we see more momentum being built in 2012. Now there is some debate that because of HSPA+ or even EVDO, wider deployments might even be pushed until 2013 or even 2015," added Najam.

"I think that there's definitely life in HSPA and HSPA+. According to the GSMA, 85% of HSPA operators will be going to HSPA+, as opposed to going directly to LTE. And there's significant advantages of this, as you have an upgrade to your existing network as opposed to deploying a whole new network and buying new spectrum to support that. So it's significantly cheaper. And HSPA+ offers lower latency, higher bandwidths and also better spectrum efficiency. So you can get much better performance



Kamlesh Patel, NSN, Fabrizio Civitarese, Reliance Globalcom, Angus Robertson, Spirent, Kevin Vachon, MEF, Camille Mendler, Yankee Group

from HSPA+ and not have to spend nearly as much money," commented Robertson.

"I think we'll continue to see a lot of activity in the LTE space. Certainly most large operators have LTE trials going on and will be deploying LTE in some capacity. However, in terms of seeing a fully-integrated, fully-scaled LTE network deployment, it's going to be many, many years, at least 2015 and beyond."

Zoufonoun said that operators are quite concerned about the backhaul capacity in the network.

"I think in the mobile industry, we face a significant challenge in that some of the new smartphones and some of the traffic going across mobile networks has increased drastically in the last few years. But unfortunately, the revenue hasn't scaled with it, mainly due to flat-based fees. So the challenge becomes: how do you now try and monetize some of this increased traffic? Because it's not working at the moment," said Owen.

"If you look at it, LTE is a requirement simply because it does drastically lower the cost

to be able to go and provide a much bigger pipe and therefore give you users a much, much better quality of service. So I think as with the rush to get smartphones out and that increase in traffic, the rush to get out LTE networks will be a lot, lot faster than most people expect."

Robertson raised a very important issue regarding devices. "I think that it's a challenge for the handset manufacturers, because with the advent of LTE and additional spectrum, a smartphone or a handset that supports LTE will have to also support 2G and 3G technologies. So in addition to backwards compatibility, the handset will also have to support many bands," he said.

Managed Services

The Enterprise Solution Case Study Session was given by Cisco and Tata Communications on Managed Services.

"From a Cisco perspective, we have kind of moved from a product-based company into a systems-based company, into a solution-based company and now in architecture," said Rahul Ambegaoker, Cisco

// Seeing a fully-integrated, fully-scaled LTE network deployment, will take a few more years to happen //

Client Service Director for Tata Communications. "So we've got borderless networks from where we see managed services like MPLS, VPNs, connectivity-based services, Ethernet-based services, come out of those architectures. From collaboration we see Unified Communications and when we say cloud we do not just mean data centre services, but we're talking about various kinds of cloud services that would be rolled out. So with all these in mind, we worked along with Tata to see what is it that we could leverage as a base of their managed services, and be able to create newer managed services to be able to deliver value."

"You can't have just one managed service and run it for three years and expect money to come out of it. You have to keep on evolving and you have to be one step ahead of the market. So Tata and Cisco had worked together and come out with a managed VPN service, because MSCP service co-branded by Cisco and Tata some time back, where we had the MPLS layer two, layer three VPNs. And this was pretty much a global service," added Ambegaoker.

"We at Tata Communications are driven by one vision to deliver a new world of communications, to advance the leadership of

our customers, our customers being service providers, those who are in the audience here as well as enterprise customers, and some of them may be on the internet watching this program at the same time," said Sunil Joshi, President – Global Enterprise Solutions, Tata Communications.

"So many of the services we build, we build based on the fact that it has to have applicability. Also it has to have an effect of some shape or form that enables expansion, growth, scale, something that Rahul talked about from a technology standpoint. Telepresence is what we're talking about now. Our first telepresence public room was launched in July 2008."

Joshi talked also about Tata's partners and their journey in developing telepresence, and shared Tata's demonstration at the Shanghai World Expo where they have set up a few rooms, opened up the global telepresence public rooms to enable families in Beijing to be able to reach out to their families in places like Toronto.

When asked just how widely telepresence is really being used in the enterprise, Joshi replied that the usage of telepresence ramps up over time. ■