

# The NetEvents EMEA Press Summit 2010

This year's edition of NetEvents EMEA Press Summit took place from February 11th till 12th in The Grand Hotel La Florida, Barcelona. Technology leaders met with press representatives to discuss the future of the telecom industry and the industry's latest trends. Telecom Review was the only media from the Middle East region present at the event.



Bo Fjelkner, Verizon Business, Steve Broadhead, Broadband Testing; Rik Ferguson, Trend Micro

going to have the same thing happening with LTE, I believe, where it's going to perform so well where it's deployed; as soon as you're outside of where it's deployed, you're going to be really dissatisfied. And so there's going to be a lot of pressure on coverage."

"But that aside, we believe that the early 2010 deployments are going to be enough for the industry to start to bet on LTE in terms of developing devices and applications. That's going to start to build in scale next year," added Delaney.

### What's LTE for?

"I think LTE certainly starts addressing what we expect to see, an increased bandwidth demand. We do see, and expect to see people driving or requiring much more bandwidth than they are today. And I think with LTE, that all-IP, the challenge we face is with the network going to all-IP. And expecting much more, greater data traffic, we need to engineer a network which is all-IP, all data orientated. I think historically we've seen something very similar if we look to TDM voice switching, and we started using dial-up modems and that sort of stuff. We broke the network and we had to move to broadband. And we reengineered and transformed fixed networks from data TDM networks to IP

broadband networks. Exactly the same thing; we're going to break and we are breaking mobile networks today unless we go to an all-IP, all data architecture," said Tilley.

Like every new technology, LTE has some challenges. "I think the interesting challenge is going to be that some of the larger operators may actually not want to invest in LTE. But I think they're going to have to, because certainly some of the smaller operators in those regions will be competitive enough. They'll put in the infrastructure for the metropolises where there's large volumes of businesses and people who want to use it, and they could take the cherry," said Hills.

"I think the reason people will go to LTE is going to be different in different regions. If I look at the North American market, you see the first person or first large company that talked about LTE is Verizon. Now what was Verizon's option if they did not go to LTE, because remember this is not a UMTS GSM based technology. It's all CDMA. No way to support voice and data application when you go to 3G. That's a huge problem. Here you have AT&T supporting voice and data applications on iPhones. How can Verizon support that? So they have to take the next step, and the next step is LTE. Now if they go



Phil Tilley, MEF; Amir Zoufonoun, Exalt Communications; David Hill, Spirent Communications; Natasha Tamaskar, Genband

### Getting Ready for LTE

LTE took center stage at the summit. Panelists: Natasha Tamaskar, VP Marketing, GenBand; Phil Tilley, VP Marketing EMEA, Alcatel-Lucent/European Marketing Co-chair, MEF; Amir Zoufonoun, CEO, Exalt Communications and David Hill, VP EMEA, Spirent Communications discussed the future of LTE.

The panelists emphasized what LTE promises - promises being an advised word here - and what it might and might not deliver. "Probably what most people understand about LTE is that it's faster, higher data rate in the access network, depending on who you believe, up to perhaps 100 Mbps. Certainly the initial commercial deployments of LTE are delivering data rates,

real data rates in a 20 megabit plus range, which is an order of magnitude better than what you can get on cellular today," said John Delaney, Research Director, Consumer Mobile.

LTE differs fundamentally from the previous three generations of cellular networks in that it's all IP. It is a data network from end to end. There is no circuit switched voice in LTE. "We think that LTE is getting real," said Delaney. "I mean I've seen some demos from Ericsson on this in a moving van, but I'm trusting Ericsson not to be pulling the wool out of my eyes. But if they're not, then this thing really does perform. The corollary of that is going to be that people are going to be dissatisfied by coverage. If it's only in a small area, it's a bit like the 3G, 2G handover. You had a 3G data card, it was great until you got out into GPRS, and then it sucked. You're

to LTE, now the next thing for AT&T is clearly there's going to be more capacity going into Verizon. So AT&T will also go towards LTE," commented Tamaskar.

### Femtocells

GenBand is actually one of the leading providers of infrastructure for femtocells. "We're actually involved in two thirds of the worldwide deployments in femto trials, as gateway providers, media gateways as well as security gateways. So we have been working with a lot of operators. And many of the operators initially started talking about femtocells for the reason of coverage," said Tamaskar.

### Management & Security Issues for Cloud Computing

Cloud computing has become the buzz word in the telecommunications industry these days. Maybe because it has a peculiar-sounding name and it gives a much grander impression of what it might be than what it actually is. However, the concept of cloud computing raised many security issues.

What drove the interest in cloud computing? Panelists Rik Ferguson from Trend Micro, Steve Broadhead from Broadband Testing and Bo Fjelkner from Verizon Business answered all the questions related to cloud computing.

Analyst Nikki Babatola from Canals said that clearly there is a big interest for cloud computing. Canals did a survey of 600 enterprises asking them how their ICT budgets were going to change in the future. Most enterprises clearly stated that they are investing a larger proportion of budgets in outsourcing some of their ICT requirements. So obviously, outsourcing to service providers but also integrating some of that infrastructure to the cloud is an answer.

So there are a lot of benefits, primarily cost benefits in moving to the cloud, and it's simple to move to the cloud. But there are several security issues of moving your infrastructure, data and software into the cloud.

Two years ago Trend Micro launched the Smart Protection Network that provides security from the cloud. "We were able to enhance and improve our [inaudible] offering and change completely the way that we detect malicious activity and malicious software, by moving what's normally stored, or traditionally has been stored, as local pattern files on each individual endpoint, to a dynamic, real-time query-based system in the cloud, and integrate intelligence on malicious files, malicious URLs and malicious email information into one real-time query database. So we can provide more effective, more rapid protection to our customers," commented Ferguson.



John Delaney, IDCTrend Micro



Nikki Babatola, Canals



Vince Vittore, Yankee Group

“What do we need to look at in terms of protection? What are the motives that drive the cloud? And for me, some of the most important ones are virtualization, multi-tenancy and storage area network,” added Ferguson.

Toni Eid, publisher of *Telecom Review* asked, “Why don’t we apply the same procedure at the corporate server, instead of giving to cloud and losing control and all those things?”

“In Trend Micro terms, the technology that we offer is designed to be used

inside your private cloud, your personal data centre, hybrid cloud, public cloud, virtualized infrastructure, physical infrastructure. You can use it where you like. The only reason I’m relating it to cloud is because that’s what we’re talking about. But it works everywhere and we recommend it everywhere,” replied Ferguson.

#### The Future of Video

The panelists were Ofer Shapiro, Vidyo Inc; Carlos Fernandez-Catalan, Polycom; Jim Machi, Dialogic Corporation; Brendon

Mills, Ripcode and Roderick Snell, Video Convergence Forum.

Vince Vittore, Principal Analyst, Enabling Technologies - Yankee Group said, “From the consumer experience, we see a tremendous amount of change happening from the video services.”

The panelists also discussed 3D, how 3D is emerging and it is starting to be seen. 3D is set to change the way we see videos like HD did. For example, ESPN has announced that in the US, it is going to be broadcasting in 3D.

“When you look at large deployments I think it’s all a matter of matching the quality and the cost with the application. So we do have a very diverse world and it’s very different in many applications. For video communication for example, I think all the components are there today. The world of video broadcast, especially HD video broadcast over the internet is still something which is debatable if you could do advertisement supported and pay the bandwidth costs, unless you’re Google,” said Shapiro. ■