



THE
BRAINS

OF THE NEW GLOBAL NETWORK
METASWITCH FORUM 2014
MAY 12-15, 2014 | HYATT REGENCY NEW ORLEANS, LA

Metaswitch
 Networks

THE BRAINS OF THE NEW GLOBAL NETWORK

OFFICIAL
SHOW GUIDE

WELCOME TO METASWITCH FORUM 2014

Congratulations. You made it to Forum. Not just any Forum. Metaswitch Forum. And not just any Metaswitch Forum, our tenth Forum. It will undoubtedly be the biggest and best — especially now that YOU are here.

I'm not actually sure why we use the word "Forum." The dictionary says it's a place where ideas are discussed and exchanged, and while that's most certainly true, we all like to make it much more than that. So yes, it's a Forum, but it's also a tradeshow. In the most traditional way — you know, where trade is made and a show is put on. If you guys can handle the trade part, I'll handle the show. But it's not just a tradeshow either. It's a workshop, a concentrated education, a place to share, to be inspired and to enjoy. And most of all it's an event that we commit to make worthy of the time and money that you have invested to be here.

I once said that I could only find the energy for three Forums. Director Christopher Nolan said likewise with his Batman trilogy. Yet here I am, heading up a fourth. Why? Because I've never been so inspired by our theme, content and the state of the industry. The "brains of the new global network" is such an appropriate and versatile theme, rich in analogies with our own body's control center. This isn't just a one and done for Forum, but a theme, a brand, that we will continue to develop and extend.

Our event is stacked with original content. We have the strongest, broadest line-up of speakers ever, a "top of mind" pre-conference workshop on hosted business services and a terrific roster of sponsors, partners and entertaining activities. To crown it all, each of us is part of an industry that is sucking down its second wind, with dramatic advances in network architectures that will help operators succeed in a cloud-based, software-centric, all-IP future.

It's going to be an exciting week in New Orleans. Heck, we've got many exciting weeks ahead. The brains of the new global network are officially on the move — and I'm absolutely delighted that you're joining me at the start line.

Welcome to Metaswitch Forum 2014. It's network context for your neocortex.

Steve Gleave
Emcee, SVP Marketing and apparently
not Christopher Nolan



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- 14 - What Telcos Can Learn from RingCentral

Monday, May 12

7:00am – 9:00pm

Registration Desk Opens

Location: Elite Foyer

2:00pm – 4:30pm

Pre-Conference - Winning in the Booming Business Market

Location: Strand 12

Speakers:

Kevin Pack, Chief Executive Officer, MegaGate
Broadband

Larry Lisser, President, EMBRASE

Bryan Grimm, Senior Manager, Market Development,
Metaswitch

The business market for IP Communications is booming. Adoption of Hosted PBX products by businesses is rising and, according to our latest market research, nearly 70% of businesses are considering ditching their TDM phone systems in the next two years. Is your company ready to win your share of the market? Do you know enough about what business customers want? Is your product portfolio in line with customer needs? Do you have the right marketing messages to interest business buyers? Is your sales team ready to close deals? Do you have the right operational processes in place to provide a great customer experience? Our pre-conference workshop is here to help. In the past year, nearly 20 companies have used our MarketVisions Go-to-Market service to successfully launch profitable SMB products including Hosted PBX. Our MarketVisions Go-To-Market experts will lead this fast-paced and highly interactive workshop that will arm you with the tools you need to compete and win in the lucrative, but highly competitive business communications market.

6:00pm – 9:00pm

Welcome Reception

Location: Empire Foyer

Complimentary Wireless Internet is available to all hotel guests in their room and in the main hotel lobby. Wireless Internet access is available on a limited basis in the Empire Foyer. For more information, contact the Registration Desk.

Tuesday, May 13

7:00am – 6:00pm

Registration Desk Opens

Location: Elite Foyer

7:00am – 8:00am

Breakfast

Location: Elite Hall A

8:00am – 8:40am

The Brains of the New Global Network

Location: Empire Ballroom

Speaker:

Steve Gleave, SVP Marketing, Metaswitch

8:40am – 9:10am

The New Global Network

Location: Empire Ballroom

Speaker:

John Lazar, CEO, Metaswitch

What is the new global network? How exactly do you follow a viable path to a cloud-based, software-centric, all-IP future? Is this just another network upgrade, or a more fundamental shift in the way that services are built and the landscape of companies

that will deliver them? And what might your role be in a "post-carrier" future?

In his signature presentation, CEO John Lazar will explore Metaswitch's approach to delivering the software solutions you need for cohesive migration to, and business success in, the era of "commodity cloud" platforms and services.

9:10am – 9:30am

Break

9:30am – 10:15am

Keynote: Technology – Accelerating Possibilities

Location: Empire Ballroom

Speaker:

Jason Silva, Futurist and Host of National Geographic's Brain Games

The rapid, exponential growth rate of technological development is transforming our world, disrupting established industries and leading us towards a radical transformation in many key areas. There are 3 overlapping revolutions occurring in biotechnology, nanotechnology and artificial intelligence, all of which are game-changers. Jason's unique approach towards placing these transformations in context and "looking at the big picture" provides an enthralling vision of what's next.

10:15am – 10:45am

Customer Success Story – EarthLink

Location: Empire Ballroom

Speaker:

Mike Toplisek, Executive Vice President, Sales and Marketing, EarthLink

10:45am – 11:00am

Break

11:00am – 11:30am

Network Functions Virtualization: Moving Your Telco to the Cloud

Location: Empire Ballroom

Speaker:

Martin Taylor, CTO, Metaswitch

The term Network Functions Virtualization was first coined by a group of 13 telcos in October 2012. Since then, NFV has quickly become the number one pre-occupation of network planners and architects – not surprisingly, since it promises a radically new way of building networks with lower Capex and Opex and, above all, with the ability to dramatically accelerate innovation in network services.

In this session, Martin will describe the key technologies that enable NFV, and the positive impacts that NFV is expected to have on network operations and on the development and deployment of new network services. He will also highlight some of Metaswitch's key developments in the world of NFV.

11:30am – 12:45pm

The Path to the Programmable Network

Location: Empire Ballroom

Speaker:

Graeme MacArthur, Executive Vice President, Metaswitch

The future network will provide numerous benefits to network operators, including reductions in both capital and operating costs and the promotion of rapid innovation in the services space. Join the leaders of all four of Metaswitch's Business Units to hear how recent and planned developments will help you evolve your networks into this new world, and about some of the service innovations which can rapidly

benefit your business.

Network Transformation

Location: Empire Ballroom

Speaker:

Al Mitchell, GM Applications & Media Gateway Business Unit, Metaswitch

Hosted PBX

Location: Empire Ballroom

Speaker:

Al Mitchell, GM Applications & Media Gateway Business Unit, Metaswitch

Session Border Control

Location: Empire Ballroom

Speaker:

Dave Reekie, GM Security/Interconnect Business Unit, Metaswitch

Open Source

Location: Empire Ballroom

Speaker:

Paul Drew, GM Open Source Business Unit, Metaswitch

SDN

Location: Empire Ballroom

Speaker:

Andy Randall, GM Networking Business Unit & SVP Corp Development, Metaswitch

12:45pm – 6:00pm

Lunch / Expo

Location: Elite Hall B

1:45pm – 4:15pm

Partner Presentations

1:45pm – 2:15pm

ADTRAN

Location: Strand 11

2:25pm – 2:55pm

NETXUSA

Location: Strand 11

2:25pm – 2:55pm

Mitel

Location: Strand 12

3:05pm – 3:35pm

Calix

Location: Strand 11

3:05pm – 3:35pm

OneAccess

Location: Strand 12

3:45pm – 4:15pm

LogiSense

Location: Strand 11

9:00pm – 11:00pm

Quiz Night at Bourbon Heat

Wednesday, May 14

7:00am – 5:00pm

Registration Desk Opens

Location: Elite Foyer

7:00am – 8:30am

Breakfast

Location: Elite Hall A

8:30am – 8:45am

Wednesday Welcome

Location: Empire Ballroom

Speaker:

Steve Gleave, SVP Marketing, Metaswitch

8:45am – 9:30am

Keynote: Cognitive Computing - The Brain on a Chip

Location: Empire Ballroom

Speaker:

Rob High, CTO and IBM Fellow, Watson Solutions, IBM Software Group

Cognitive systems are emerging as a better way of solving some of our more persistent and intractable problems -- issues that have been the aspiration of modern computing to solve since their advent in the 1940s, but that have always been just beyond our grasp. With the introduction of IBM Watson we have demonstrated a new generation of computing -- a system that is able to learn its behavior through education; that supports forms of expression that are more natural for human interaction; whose primary value is its expertise; and that continues to evolve as it experiences new information, new scenarios, and new responses; and does so at enormous scale. Watson has been built as an example of a cognitive system that can read millions of pages of human literature, learns to recognize what is important to the domain, responds to natural language questions with natural language responses, and does so with confidence and rational for its beliefs. In this discussion we will highlight the implications of IBM Watson as a cognitive system, and how we expect that to impact society.

9:30am – 10:00am

Keynote: Smart Technologies for Smart Rural Communities

Location: Empire Ballroom

Speaker:

Shirley Bloomfield, CEO, NTCA

Shirley Bloomfield will address how community-based telecommunications providers are demonstrating their vital role in rural America by developing and deploying advanced technologies and building smarter rural communities. She will also explain how these vital broadband networks are connecting community resources that enable citizens' participation in regional, national and global economies.

10:00am – 10:15am

Break

10:15am – 11:00am

BREAKOUT SESSIONS - GROUP I

Track 1: Hosted Business Services - Winning in the Market

Location: Strand 11

Speakers:

Chris Carabello, Director of Marketing, Metaswitch
Brett Meyer, Senior Product Manager, Alaska Communications
Diane Myers, Principal Analyst, VoIP, UC & IMS, Infonetics
Jon Sletton, President, ADG Telecom
Scott Yelton, Director, Product Management, EarthLink Business

The demand for business IP Communications is growing rapidly. According to a recent Metaswitch-sponsored market research study, nearly two-thirds of SMBs will consider purchasing IP Communications in the next two years. In an increasingly competitive

market with evolving customer demands, service providers must not only build a rock-solid network and deployment model, they must also quickly and effectively execute the right offers in marketing communications, sales, and fulfillment. In our first session, we will share insights and best practices in the areas of pricing, marketing, and selling based on our competitive research and experience working with customers through our "Go-To-Market" program. Learn from Metaswitch and our panel of customers, who will share their own experiences on why some carriers fail while others thrive.

Track 2: Growing Revenue with Your Consumer Business

Location: Strand 10

Speaker:

Kelsyn Rooks, Director, Network Transformation Marketing, Metaswitch

Transforming your network provides opportunities to grow revenue and value from your consumer business. New features and services can help you find revenue from your strongest customer segment, and help attract customer segments who have typically abandoned home phone service. Find out how replacing your legacy gear with Metaswitch can help drive revenue and justify your network transformation business case.

Track 3: Interconnect/IPX with Metaswitch (and Carriers)

Location: Strand 12

Speakers:

Norbert Laux, VP of Operations and Network Implementation, Deutsche Telekom North America, Inc.
Mike Dell, Senior Director of SBC Products, Metaswitch

This session looks at how the interconnect market is changing as there is an ever-increasing move from TDM to IP interconnects. We look at both informal interconnect models and more formal IPX deployments, showing use-cases from real customers. Although interconnect remains a very competitive market place, deploying the right solution can still allow you to both protect existing revenue streams and develop new ones.

Track 4: Hypervisors, Cloud Stacks and Orchestrators - Making Sense Of It All

Location: Strand 13

Speaker:

Dave Reekie, GM Security/Interconnect Business Unit, Metaswitch

The world of Network Functions Virtualization can seem a new and scary place. Hypervisors may be familiar, but what turns a hypervisor into a cloud and what is this "orchestration" all about -- and do you need it? In this session we first deconstruct the terminology to explain what it all means and when it all matters. Then we put flesh on the bones with a number of specific deployment options to help you to understand what is important for you in your network.

11:00am – 11:15am

Break

11:15am – 12:00pm

BREAKOUT SESSIONS - GROUP II

Track 1: Hosted Business Services - Winning the Deployment

Location: Strand 11

Speaker:

Steve Welham, Support Manager, Metaswitch

Hosted PBX is a broad and deep product offering. One of the key strengths of Metaswitch's hosted PBX solution is the flexibility we offer to be able to tailor and customize the product offering to meet your exact product requirements. However, that flexibility can leave questions open as to what combination of features to offer together, what other CPE to use, and how to bundle it all together into an offering that can be successfully taken to market.

In this session Metaswitch will share what we've learned over many years and across many service providers globally and our recommended way to take Hosted PBX to market quickly and successfully. This "Reference Architecture" takes all our lessons learned and best practices, and incorporates them with our product roadmap, go-to-market perspectives and the trends in the industry. This all combines into a recommendation of how to deploy a hosted PBX offering, if we were designing a product offering today to be truly competitive over the next five years.

Track 2: How Relevant Are IMS and VoLTE to YOU?

Location: Strand 10

Speakers:

Paul Brittain, VP of VoIP and Multimedia Products, Metaswitch
Carol Wilson, Editor-at-Large, Light Reading

IMS has existed since the turn of the millennium -- but is slowly becoming more mainstream -- particularly with VoLTE rollouts in mobile networks. Even in that 4G world though, many carriers are using CSFB currently to carry voice over 2G/3G instead. In this session we peek into the future for your network, of whatever flavor: Is IMS always inevitable? How will you get there? Do you have to start again when you want IMS? With NFV also on the horizon, how can you minimize the overall effort?

Track 3: WebRTC: What Does It Mean For YOU?

Location: Strand 12

Speakers:

Mike Dell, Sr. Director of SBC Products, Metaswitch
Dean Bublely, Founder, Disruptive Analysis

There has been a lot of hype and discussion about WebRTC over the past year. This session gives you a high-level overview of what the technology actually is, and discusses what is real today and where it might be going tomorrow. The session then goes on to discuss why you might be interested -- ultimately, can it help you make money, and if so, how? Lastly, we will present the solution Metaswitch is bringing to market to address this exciting area of technology.

Track 4: Evolution of the IP Network

Location: Strand 13

Speaker:

Christopher Liljenstolpe, Director of Solutions Architecture, Metaswitch

Just as Metaswitch led the way with the evolution of voice networks to VoIP, so today we are turning our attention to the underlying IP networks, and driving their evolution to SDN. In this session we will talk about massively (and cost effectively) scaling BGP-based IPv4/v6 networks, leveraging commodity "white box" switches, and some real-world applications of SDN that Metaswitch has been trialing in Tier 1 network operator labs.

12:00pm – 4:00pm

Expo / Lunch

Location: Elite Hall B

1:00pm - 3:45pm
Partner Presentations
1:00pm - 1:30pm
Polycom
Location: Strand 11

1:45pm - 2:15pm
Panasonic
Location: Strand 11

1:45pm - 2:15pm
Edgewater
Location: Strand 12

2:30pm - 3:00pm
Telax
Location: Strand 11

2:30pm - 3:00pm
Yealink
Location: Strand 12

3:15pm - 3:45pm
Datatrend
Location: Strand 11

3:15pm - 3:45pm
NetNumber
Location: Strand 12

4:00pm - 4:45pm
Metaswitch Support and User Group Update
Location: Empire Ballroom

Speaker:
 Stuart Warwick, SVP Support, Metaswitch
 John Cole, TEC and Chair of the User Group Board

This session will begin with a presentation from Stuart Warwick on how Metaswitch support is evolving to more fully meet the needs of customers and to tackle the challenges of an expanding product range and a changing customer demographic. John Cole, Chair of the Metaswitch User Group Board, will talk about the Board's activities, future plans and appointments to the Board. Finally, members of the Board will join Stuart for a Q&A session on key topics raised by customers.

4:45pm - 5:15pm
Metaswitch - The Company, Our Customers, Your Future
Location: Empire Ballroom

Speakers:
 Gary Bolton, VP of Global Marketing, Adtran
 Gary Testa, Global VP - Cloud & Service Providers, Polycom
 Michael Toplisek, EVP Sales and Marketing, EarthLink
 John Lazar, CEO, Metaswitch
 Phil Harvey, Director, Corporate Communications, Metaswitch

5:15pm - 5:30pm
Closing Thoughts
Location: Empire Ballroom

Speaker:
 Steve Gleave, SVP Marketing, Metaswitch

7:00 - 11:00pm
Party at Champions Square
Thursday, May 15
8:00am - 1:00pm
Registration Desk Opens
Location: Elite Foyer

8:00am - 9:00am
Breakfast
Location: Elite Hall A

9:00am - 10:30am
Detailed Roadmap Sessions

In this session we will recap the detailed roadmap for Hosted Business Services, TAS Infrastructure and Session Border Control. This session will have particular focus on our Hosted PBX enhancements, and we will be saving time for Q&A so please come with your questions and your coffee.

Hosted Business Services
Location: Empire Ballroom

Speaker:
 John Tucker, Senior Director of Business Services Engineering, Metaswitch

Network Transformation
Location: Empire Ballroom

Speaker:
 Joe Weeden, Senior Director of Network Transformation, Metaswitch

Session Border Control
Location: Empire Ballroom

Speaker:
 Mike Dell, Senior Director of SBC Products, Metaswitch

10:30am - 11:00am
Break
11:00am - 12:00pm
Topics to Take Away

Track 1

Open Source in Telcos
Location: Strand 11

Speaker:
 Dave Reekie, GM Security/Interconnect Business Unit, Metaswitch

Is Open Source the latest 'secret sauce' to reducing network costs? Can you really build a highly scalable, telco grade network on Open Source code? Is Open Source important to achieving the service innovation which is a key goal of NFV? All this and more will be revealed in a lightning tour round the world of the Open Source Telco.

How YOU Should Use NFV and the Cloud
Location: Strand 11

Speaker:
 Paul Drew, General Manager, Open Source Business Unit, Metaswitch

In this session we will cover some example use cases for NFV and discuss some real life examples, with the goal of helping you to identify concrete ways you can use NFV and the Cloud within your business. Some specific example use cases will include lab testing and virtualized CPE function, e.g. firewall, enterprises SBC and link acceleration.

Security and Fraud: Why You Should Care
Location: Strand 11

Speakers:
 Ryan Delgrosso, CTO, Phone Power
 Chris Jones, Customer Support Manager, Metaswitch

Security is a crucial but often overlooked part of network management. In this session we will discuss the financial impact of being hit by fraud, review the most common ways that a network can be vulnerable (these also happen to be the most overlooked by Metaswitch network operators), and review the best practice methods for preventing attacks.

Power Savings and the Network Transformation Business Case
Location: Strand 11

Speaker:
 Joe Weeden, Senior Director of Network Transformation, Metaswitch

Migrating away from TDM switches provides a huge opportunity to bring cost down within your network and reduce your carbon footprint. Find out how much you can save by replacing your legacy gear with Metaswitch and how it helps you justify the case for transformation.

Track 2

ACD: Integrated and Telax Hosted
Location: Strand 12

Speaker:
 Jesse Lee, Senior Solution Manager, Metaswitch

With ever increasing options available to your business customers, it is extremely important to understand how you will address the needs of their customer contact centers. In this session Jesse Lee will provide an overview of the contact center market segmentation and the call center products available from Metaswitch.

Optimizing Your Website for Hosted PBX
Location: Strand 12

Speaker:
 Chris Carabello, Director of Marketing, Metaswitch

Many Hosted PBX providers acquire a significant chunk of their subscriber base from inbound leads via their website. In this session we'll discuss best practices for service providers to build winning websites and introduce you to white label content and self-service tools available from Metaswitch to enhance your inbound lead generation capabilities.

Deploying Instant Messaging with Accession
Location: Strand 12

Speaker:
 John Tucker, Senior Director of Business Services Engineering, Metaswitch

Instant Messaging can add a lot to business communications. In this session we will discuss how Metaswitch has focused on making IM easy to deploy and easy to use in an enterprise context, from auto-authentication to auto-populated contact lists.

Voice Quality on Wireless Networks
Location: Strand 12

Speaker:
 John Tucker, Senior Director of Business Services Engineering, Metaswitch

In this session we will discuss the challenges of delivering robust voice quality over fundamentally unreliable networks, and describe the technologies developed for Accession to be able to provide great quality voice despite the network.

METASWITCH FORUM 2014 KEYNOTE SPEAKERS



Jason Silva
Futurist and Host of National Geographic's "Brain Games"

Tuesday, May 13
9:30am – 10:15am
Technology: Accelerating Possibilities

"Part Timothy Leary, part Ray Kurzweil, and part Neo from 'The Matrix'..." Host of Nat Geo's Brain Games, which premiered to the highest premiere ratings in National Geographic's history, Jason Silva is an extraordinary new breed of philosopher who meshes philosophical wisdom of the ages with an infectious optimism for the future. Combining intriguing insights and a mastery of digital filmmaking, Jason delivers "philosophical shots of espresso" which unravel the incredible possibilities the future has to offer the human race. Called the "Timothy Leary of the Viral Video Age" by The Atlantic, Jason draws from his experiences as a television personality, a media artist, a filmmaker, and a technophilosopher to share his inspirational take on scientific and technological advancements. Using his series of short videos, which play as "movie trailers for ideas," Jason explores the co-evolution of humans and technology and have garnered over 2 million views. Jason's riveting on-stage delivery style, and his hyper-enthusiastic insights on creativity, innovation, technology, philosophy and the human condition are equally unique and mind-blowing. An "Idea DJ" and a visual poet, Jason is above all, an optimist and a curator of ideas, inspiration and awe.

From 2005 to 2011, Venezuela-born Silva was a presenter on Current TV, the Emmy-winning, independent cable network started by former U.S. Vice President Al Gore, where he hosted, wrote and produced more than 100 hours of original content. An active and prolific speaker, Jason has spoken at TEDGlobal, Google (three times), and keynoted events for Microsoft and IBM. He has also created videos for GE, Samsung, Adobe and Autodesk. He was a featured speaker at The Economist Ideas Festival, The Festival of Dangerous Ideas, the DLD Conference in Munich, The Singularity Summit, the PSFK Conference, Mexico's Ciudad De Las Ideas and Seattle's Interactive Conference. Jason has been featured in CBS News, The Atlantic, The Economist, Vanity Fair, Forbes, Wired, TED.com, iO9, Huffington Post, BigThink, and BrainPickings, among others and he was also featured as part of the Gap "Icons" campaign.



Michael D. Toplisek
Executive Vice President, Sales and Marketing EarthLink

Tuesday, May 13
10:15am – 10:45am
Customer Success Story – EarthLink

Wednesday, May 14
4:45pm – 5:15pm
Metaswitch – The Company, Our Customers, Your Future

Michael D. Toplisek serves as EarthLink's Executive Vice President of Sales and Marketing, where he leads the growth of the midmarket, enterprise, indirect and wholesale channels and directs the product development and management functions that drive EarthLink's go-to-market strategy.

Before joining EarthLink in 2012, served as President of Concentric Cloud Solutions, a XO Communications Company, where he successfully launched a high-growth IT Services product strategy. Toplisek has more than 20 years of progressive leadership experience in IT Infrastructure and the communications industry. In addition to launching the Cloud Solutions business for XO Communications, Toplisek previously served as the company's Chief Marketing Officer where he developed, implemented and helped execute a growth strategy for the Business Service division.

Prior to XO, Toplisek served as Senior Vice President Global Enterprise and Collaboration and Regional Vice President of Business Services for Global Crossing. He also held sales leadership positions at Frontier Communications and MCI Telecommunications.



Rob High
CTO and IBM Fellow, Watson Solutions, IBM Software Group IBM

Wednesday, May 14
8:45am – 9:30am
Cognitive Computing - The Brain on a Chip

Rob High is an IBM Fellow, Vice President and Chief Technology Officer, Watson Solutions, IBM Software Group. He has overall responsibility to drive Watson Solutions technical strategy and thought leadership. As a key member of the Watson Solutions Leadership team,

Rob works collaboratively with the Watson engineering, research, and development teams across IBM.

Prior to joining the Watson Solutions team, Rob was Chief Architect for the SOA Foundation and member of the IBM Academy of Technology, Rob championed an open industry architectural definition of the principles of business and IT alignment enabled by SOA and Business Process Optimization, as well as ensuring IBM's software and services portfolio is architecturally grounded to enable for efficient SOA-based solutions. This responsibility extended across the IBM software portfolio, including WebSphere, Rational, Tivoli, Lotus, and Information Management offerings.

Rob has 37 years of programming experience and has worked with distributed, object-oriented, component-based transaction monitors for the last 26 years, including SOMObject Server, Component Broker, and the WebSphere Application Server. Rob previously served as Chief Architect for the WebSphere foundation with architectural responsibility for the WebSphere Application Server and the related products integrated on that core runtime.



Shirley Bloomfield
Chief Executive Officer NTCA: The Rural Broadband Association

Wednesday, May 14
9:30am - 10:00am
Smart Technologies for Smart Rural Communities

Shirley Bloomfield is chief executive officer of NTCA-The Rural Broadband Association, the premier association representing nearly 900 independent, community-based telecommunications companies that are leading innovation in rural and small-town America. Under Bloomfield's leadership, in March 2013 NTCA (previously the National Telecommunications Cooperative Association) launched as a unified organization representing both commercial and cooperative telecommunications providers, initiating a new era for rural telecommunications. Bloomfield is a veteran of the telecommunications industry, having served in a variety of leadership roles since 1985. In addition to her more than 20 years of service to NTCA, Bloomfield also served for a brief time as senior vice president of federal relations for Qwest and vice president of federal relations for Verizon.

DIAMOND SPONSOR



ADTRAN, Inc.

ADTRAN enables your customers to access their world with a broad portfolio of carrier and enterprise solutions designed to maximize bandwidth, while minimizing capital outlay. Whether your need is service provider access solutions using IP/Ethernet architectures or CPE such as IP Business Gateways, Unified communications, IP PBX, virtualized WLAN or mobile data offload, ADTRAN has the perfect total voice solution.

PLATINUM SPONSOR



Polycom

Polycom is the global leader in open standards-based unified communications and collaboration (UC&C) solutions for voice and video services. Polycom and Metaswitch have joined forces to provide their network of service providers a fully integrated UC experience. Open APIs that embrace a world full of software and devices to meet customer needs and not lock them into proprietary environments. Easy to install, manage and maintain, this joint solution provides a world class experience for enterprise communications.

GOLD SPONSORS



Edgewater Networks

Edgewater Networks has more than 10 years of experience in providing managed services platforms for the delivery of IP-based voice, video and data services. More than 4 million Edgewater ESBC sessions are currently deployed by some of the largest service providers, including one of the two largest U.S. carriers and three of the top five U.S. cable operators. The company is developing a new patent-pending platform that employs recent advances in SDN and NFV to open new markets for service providers by allowing them to quickly and profitably deliver a new class of business services.



NETXUSA, Inc

Since 1984, NETXUSA has provided reliable sourcing, stocking and industry leading professional services to more than 5,000 independent telecommunications service providers and resellers.



Mitel

Mitel® (NASDAQ: MITL) (TSX: MNW) is a global leader in business communications that easily connect employees, partners and customers — anywhere, anytime and over any device, for the smallest business to the largest enterprise. Mitel offers customers maximum choice with one of the industry's broadest portfolios and the best path to the cloud. With more than US\$1 billion in annual revenue, 60 million customers worldwide, and #1 market share in Western Europe, Mitel is a clear market leader in business communications.

Panasonic

Panasonic

Business technology solutions from Panasonic empower customers in government, healthcare, production, education and a wide variety of commercial enterprises to do their best work.

SILVER SPONSORS



Calix

Calix is a leading global provider of broadband communications access systems and software. The Calix Unified Access portfolio allows service providers to connect to their residential and business subscribers and deploy virtually any service over fiber- and copper-based network architectures. With more than 1200 customers — whose networks serve over 100 million subscriber lines in total — Calix is at the forefront of enabling the innovative ways that communications service providers deliver advanced broadband services and value to their customers.



Datatrend Technologies

Founded in 1987, Datatrend Technologies is an IT solutions provider dedicated to helping companies optimize their IT environments and enhance their business. Datatrend specializes in best-in-class data center consulting; server and storage solutions; and network infrastructure services. By providing exceptional thought leadership and a customer-intimate approach, Datatrend has earned the respect of customers everywhere as a trusted advisor on business and technology issues. Datatrend partners with Metaswitch to provide IBM server/storage infrastructure solutions designed specifically for the Metaswitch platform.



LogiSense Corporation

LogiSense's flagship solution, EngageIP, boasts field-proven scale, features and functionality which address every aspect of network usage rating requirements; rating, mediation, billing and customer self-care, enabling Service Providers to advance their usage billing models, react quickly to market demands, challenge the status quo and position themselves to acquire new next-generation revenue streams. We're assisting a new breed of operator who views EngageIP Billing and Usage Rating as an important strategic component to their growth plans.



NetNumber

NetNumber brings 14 years of experience delivering innovative signaling control solutions that enable carriers to accelerate implementation of new services across multiple generations of networks, while dramatically simplifying the core network and reducing operating costs. Today, we are the leading provider of converged signaling, routing and database services to the global communications industry.



OneAccess Networks

Since 2001, OneAccess Networks has been a market leader for multi-service routers for managed services delivery to the SMB and enterprise. Our worldwide customer base numbers more than 160 service providers, where we focus on developing solutions that are aligned with their roadmaps for cloud-based application delivery. As a result, we are recognized as a global leader for multi-service router and gateway solutions.



Telax

Telax Hosted Call Center enables Metaswitch service providers with advanced contact center solutions for their customers including universal ACD, IVR, queuing, recording, reports, real-time display, call monitoring, WFM and more!



Yealink

Founded in 2001, Yealink is the Global Top 3 SIP Phone Provider. Yealink focuses on VoIP products characterized by efficient cost-performance, easy installation and affordable prices.

Algo Communication Products Ltd.

Algo SIP endpoints simplify voice paging, loud ringing, visual alerting, notification, and security intercom for premise or cloud. Turn obstacles into opportunities with Algo purpose-built devices, and ease the migration from legacy phone systems to VoIP.

AudioCodes, Inc.

AudioCodes designs, develops and sells advanced Voice over IP (VoIP) and converged VoIP and Data networking products and applications to Service Providers and Enterprises. AudioCodes products are deployed globally in Broadband, Mobile, Cable, and Enterprise networks.

B-Lynk

B-Lynk provides blended learning training programs for Hosted UC Service Providers globally. Services range from state-of-the-art custom eLearning courses and instructor led classroom training to end-user.

Bandwidth

Bandwidth is among the nation's largest and fastest-growing communication technology companies. Bandwidth provides a full range of communications services, including voice origination, termination and toll free; a full suite of 9-1-1 services; SMS solutions. Founded in 1999, and a certified CLEC in 49 states.

Carrier Management Systems, Inc. (NAMS Firefly)

The NAMS collection and OSS solutions provides innovative solutions for legacy and next-generation wireline and wireless networks. The NAMS systems assist in streamlining network performance, revenue maximization, capacity planning and increased customer care.

Citel Technologies, Inc.

Citel's Portico™ TVATM enables companies to migrate to MetaSwitch by leveraging their existing wiring infrastructure. Existing legacy phones, analog, digital and Centrex, are converted to SIP endpoints simplifying VoIP migration. The existing PBX can be removed reducing maintenance costs while fully benefiting in a timely and cost effective manner from introducing VoIP.

Conklin-Intracom

Conklin-Intracom delivers and Exceptional IPTV experience. Specializing in advanced middleware, conditional access and encryption for linear and on-demand TV services to set-top-boxes. Watch your favorite shows anywhere! Access content, including Live TV, VoD and DVR from any computer, tablet or smartphone.

Cordell, Inc.

Cordell begins its 35th year (1979-2014) by announcing its accreditation and partnership with METASWITCH™. Offering its new VM Ware based systems, Cordell can

consolidate one of the most advanced network alarm management system (C5) available along with its eTraffic/SBC (Perimeta) into a single solution for alarms, reports and graphs. With more than 300 customers and being METASWITCH™ accredited, Cordell continues to be a major technological partner.

CoreDial, LLC

CoreDial's SwitchConnex Software enables carriers to accelerate cloud communications adoption & revenue through empowering the channel to quickly and easily Sell, Deliver, Manage and Invoice for these services.

Daitan Group

Daitan Group is the consulting and development partner-of-choice for communication solution providers. Today we continue to enable our customers to take advantage of new platforms and technologies such as Clearwater IMS and WebRTC.

Dasan Networks USA, Inc.

Dasan Networks manufactures products and solutions that service the following markets: Fiber to the Home/Business/MDU, Layer 2/3 Switching and Routing, Carrier Ethernet, Mobile Backhaul and Triple Play Services.

DuVoice Corp

DuVoice Corporation provides software for the hospitality market including guest and staff messaging, wake up calls and a property management interface to the Metaswitch.

ESNA Technologies

ESNA is a global leader in cloud-enabled communication and collaboration solutions. Esna's solutions allow people to communicate anytime, anywhere by integrating real-time communications inside the cloud, SaaS and social applications they use daily, like email and CRM.

Grandstream Networks

Founded in 2002, Grandstream Networks is the leading manufacturer of IP voice/video telephony and video surveillance solutions. Grandstream serves the SMB and consumer markets with innovative products that lower communication costs, increase security protection, and enhance productivity. Our open standard SIP-based products offer broad interoperability in the industry, unrivaled features, flexibility, and price-performance competitiveness.

Innovative Systems

Innovative Systems provides voice, video and OSS/BSS telecommunications services with over 1200 systems in service. The APMAX delivers enhanced voice and IPTV Middleware, Monitoring and Streaming solutions. The eLation OSS/BSS, provides billing, financials and staking/ mapping solutions for wireline, wireless, IPTV and CATV companies. Contact # 605-995-6120 or visit www.innovsys.com

Jenne, Inc.

Jenne Inc., is a leading value-added distributor of business telephony, data, audio and video conferencing, and security technology products for the SMB and Enterprise markets.

Obihai Technology, Inc.

Obihai is a Silicon Valley-based, California corporation rooted in the following technologies: Voice over IP, consumer and business-grade electronics and communication systems, semiconductor and integrated circuit design, audio and video DSP algorithm design, high-yield + low-cost manufacturing, global telecommunications compliance and mass-scale network deployment.

OrecX

OrecX provides open, scalable, and full-featured call recording solutions for service providers, carriers, and enterprises that are easy to implement, administer and operate.

Overture

Overture provides Carrier Ethernet solutions along with a complete NFV management and orchestration solution for the service provider metro service edge portion of the network. Overture has successfully integrated Metaswitch virtual network functions to create fully orchestrated virtual IMS (Clearwater) and virtual SBC (Perimeta) solutions.

Re-invent Telecom

Re-invent Telecom is a premier wholesale provider of cloud-based IP PBX and Hosted VoIP services sold through our network of strategic partners. Via Re-invent's Carrier Professional Services, ILECs and CLECs can leverage our excellence in Metaswitch management and service provisioning to lower operating costs and improve service delivery.

Revolabs

Revolabs is the premier provider of IP and USB conference phones for unified communications. The award-winning FLX2 wireless, UC 500 USB and UC 1000 IP conference phones will be showcased at the event.

Ritalia Funding

Ritalia Funding provides leasing/financial to companies without personal guarantee for large tickets transactions. We have worked with Metaswitch and their customers for over one year.

ScanSource

ScanSource Communications is a value-added distributor of total communications solutions, including video and audio conferencing products; telephony solutions, including Voice over IP (VoIP); and computer telephony building blocks.

SIP Print Inc.

SIP PRINT delivers award-winning call recording solutions for in-bound and out-bound phone calls for: specific users, training, quality assurance, customer satisfaction or legal compliance requirements.

snom technology, inc.

snom technology develops and manufactures VoIP telephones and related equipment based on the IETF open standard, SIP (Session Initiation Protocol). snom customers benefit from the interoperability and flexibility that the snom telephones offer, including plug-and-play integration and universal compatibility with any SIP-based telephony platform. In September 2011, the snom 300 and the snom 821 were the first SIP phones, which were officially tested and qualified as interoperable with Microsoft Lync by Microsoft.

SoTel Systems

SoTel Systems is a leading distributor for Metaswitch qualified phones, equipment, and service. We feature Aastra, Polycom, Snom and Yealink phones. We are both a Metaswitch customer and supplier of solutions.

Telefield

Telefield is a leading manufacturer of VoIP phones, offering a complete lineup of products, including IP-DECT cordless phones and an Android phone that supports vertical market-oriented applications.

TeleSphere Software

TeleSphere Software, Inc. is a leading nationwide telecommunications billing software, professional services and SaaS provider offering carrier access billing services (CABS), billing mediation, wholesale billing to the ILEC, CLEC, tandem, and cable telephony industries. Our solution line-up now includes an innovative circuit management platform that increases special circuit ROI and optimizes the ASR workflow process.

T-Metrics, Inc.

T-Metrics Inc. delivers advanced Cloud and Premise based multimedia contact centers, PC Consoles, and TOPS applications. Voice, video, chat, SMS, and social media are combined for truly unified communications that meet today's business demands.

TransNexus

TransNexus provides software for Dynamic Least Cost and Quality of Service Routing, Number Portability Correction, Fraud Control, Traffic Reporting and Alarms, and Wholesale Billing.

Walker and Associates

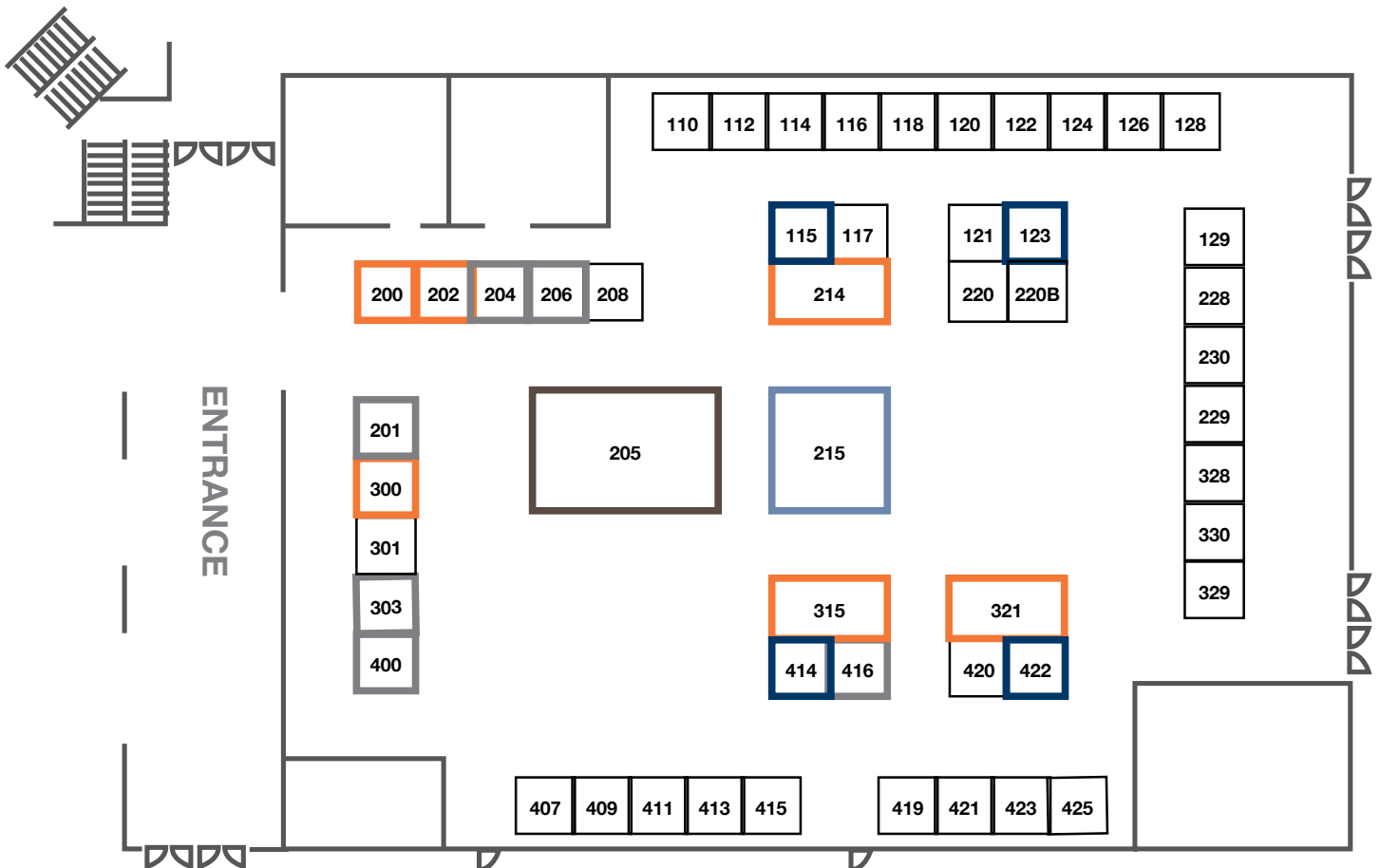
Walker and Associates is the premier distributor of leading edge network products, redefining excellence through custom network deployment kits, EF&I, integration, and unsurpassed customer service. We service more than 1200 service providers, including independent carriers, competitive service providers, wireless service providers, utility and government.

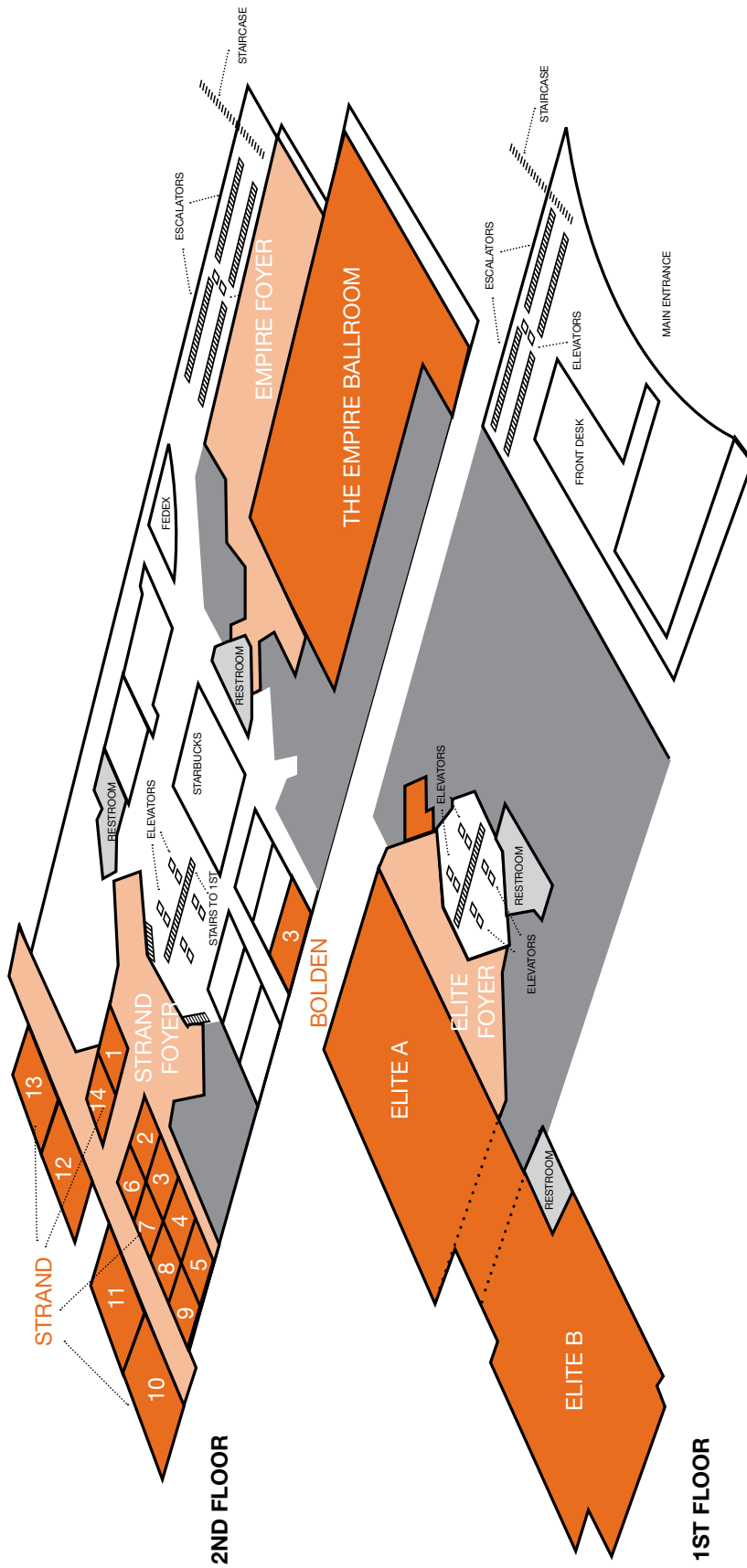
EXPO MAP

BOOTH	COMPANY	SPONSOR
115	Metaswitch	Metaswitch
123	Metaswitch	Metaswitch
414	Metaswitch	Metaswitch
422	Metaswitch	Metaswitch
205	ADTRAN	Diamond
215	Polycom	Platinum
300	Edgewater	Gold
200/202	Mitel	Gold
315	NETXUSA	Gold
321	Panasonic	Gold
400	Calix	Silver
204	Datatrend	Silver
300	LogiSense Corporation	Silver
206	NetNumber	Silver
303	OneAccess Networks	Silver
416	Telax	Silver
201	Yealink	Silver

BOOTH	COMPANY	SPONSOR
329	Algo	Exhibitor
421	AudioCodes	Exhibitor
229	B-Lynk, Inc.	Exhibitor
423	Bandwidth	Exhibitor
415	Carrier Management Systems (NAMS Firefly)	Exhibitor
330	Citel Technologies	Exhibitor
220B	Conklin Intracom	Exhibitor
114	CoreDial	Exhibitor
124	Dasan	Exhibitor
120	DuVoice	Exhibitor
208	Cordell	Exhibitor
228	Daitan Group	Exhibitor
128	ESNA	Exhibitor
413	Grandstream Networks	Exhibitor
419	Innovative Systems	Exhibitor
420	Jenne, Inc.	Exhibitor

BOOTH	COMPANY	SPONSOR
301	Metaswitch User Group	Exhibitor
126	Obihai Technology, Inc.	Exhibitor
118	OrecX	Exhibitor
122	Overture	Exhibitor
112	Re-Invent Telecom	Exhibitor
116	Revolabs	Exhibitor
110	Ritalia Funding	Exhibitor
425	ScanSource	Exhibitor
117	SIP Print Inc.	Exhibitor
409	snom technology	Exhibitor
220	SoTel Systems	Exhibitor
121	T-Metrics	Exhibitor
328	Telefield North America	Exhibitor
411	TeleSphere Software	Exhibitor
407	TransNexus	Exhibitor
129	Walker and Associates	Exhibitor





SESSION	ROOM	SESSION	ROOM
Pre-conference	Strand 12	Partner Presentations	Strand 11/12
Welcome Reception	Empire Foyer	Breakout Sessions	Strand 10/11/12/13
Breakfast	Elite Hall A	Press Room	Bolden 3
General Sessions	Empire Ballroom	User Group Board Room	Strand 14
Expo and Lunch	Elite Hall B		

SOCIALIZE AT METASWITCH FORUM 2014

We have three special social events planned for Metaswitch Forum 2014 attendees. Please show your support and attend these and, of course, have some fun on your own, too. After all, you're staying in the city that invented jazz, poker and cocktails, in addition to being the first place in the U.S. to host a live opera performance.

You will have fun here. You almost can't help it.

MONDAY, MAY 12

6:00 p.m. – 9:00 p.m.

Welcome Reception

Come join Metaswitch Forum attendees at the Hyatt Regency New Orleans Empire Ballroom Foyer for drinks and heavy hors d'oeuvres as we get ready to kick off the big show.

TUESDAY, MAY 13

9:00 p.m. – 11:00 p.m.

Quiz Night at Bourbon Heat

A U.K. favorite comes to the French Quarter as Steve Gleave hosts Metaswitch Quiz Night at Bourbon Heat located at 711 Bourbon Street, the site of the historic Tricou House. Please do holler if you see Penelope's ghost.

WEDNESDAY, MAY 14

7:00 p.m. – 11:00 p.m.

Party at Champions Square

Join us in the new winner's circle, just outside the Mercedes-Benz Superdome, for a gathering that will feature live music, a buffet dinner and plenty of drinks, dancing and surprises!

Remember: To be identified as a member of the Metaswitch community, we request that all attendees wear their conference badge to all sessions and social functions.

Wondering where to share your snapshots (and see everyone else's pics and party reports)?

For Metaswitch Forum 2014, please use the hashtag #mforum14 on Twitter, Facebook, Google Plus, Instagram and other social networks.

Here are Metaswitch's official (and most active) social media accounts:

Twitter: <https://twitter.com/metaswitch> (@metaswitch)

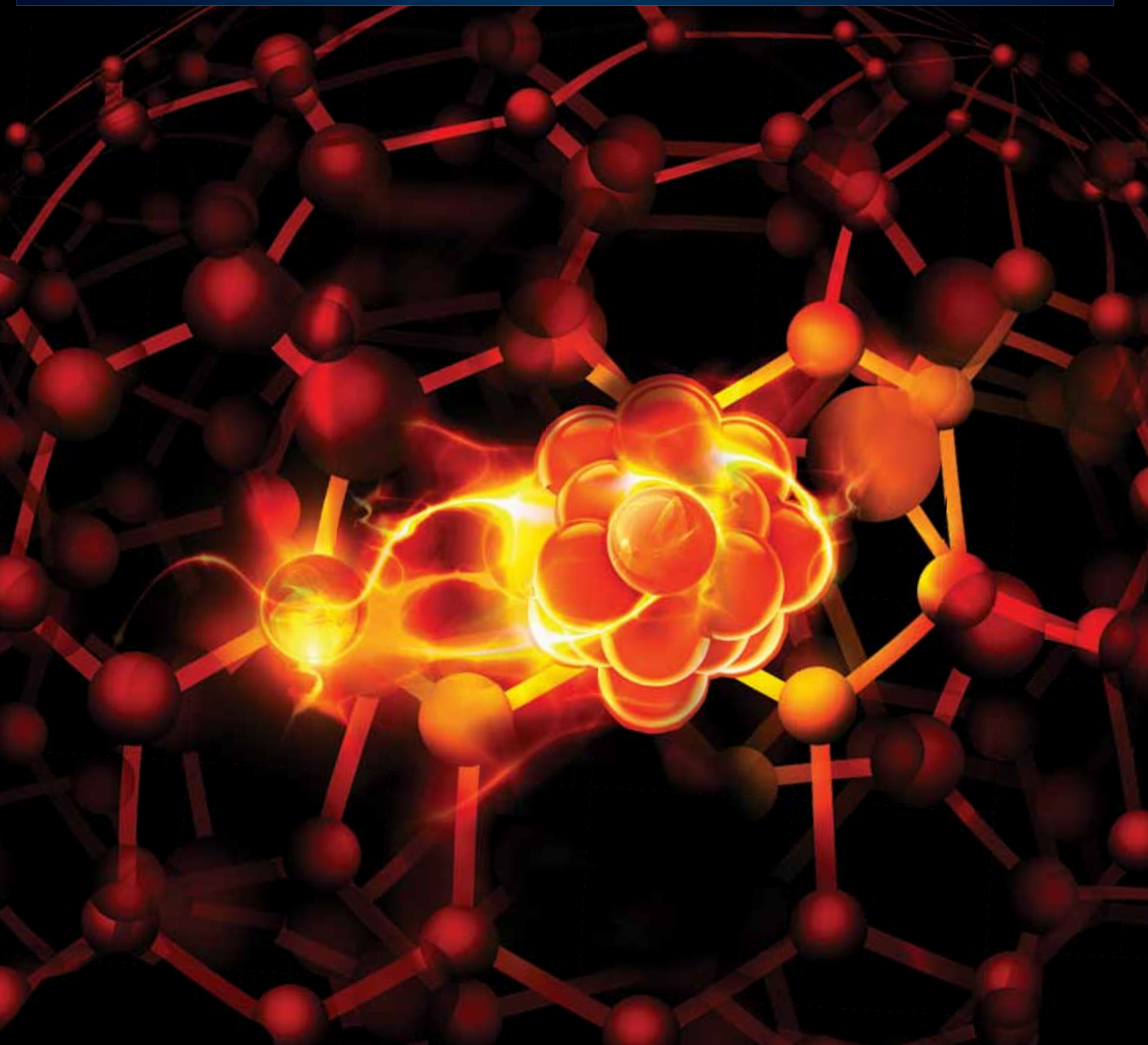
Facebook: <http://www.facebook.com/metaswitch>

Google Plus: <https://plus.google.com/+Metaswitch>

We'll be posting Forum photos on Flickr, too. To follow along, visit:

<http://www.flickr.com/photos/metaswitch>





WWW.METASWITCH.COM/NFV

THE METASWITCH NEURON INITIATIVE INTELLIGENT VIRTUALIZATION

THE METASWITCH NEURON INITIATIVE IS A SYSTEMATIC AND REALISTIC APPROACH TO RAPIDLY VIRTUALIZING NETWORK FUNCTIONS TOGETHER WITH A REVOLUTIONARY METHOD FOR DELIVERING THE HYPER-SCALE DISTRIBUTED CLOUD FABRICS REQUIRED FOR NFV INFRASTRUCTURE (NFVI).