

high speed broadband in your community

## Welcome to the NextGen 10 Roadshow



This is a crucial year in the journey towards a Next Generation Broadband Britain. BT and Virgin Media are making great strides towards rolling out some form of next gen services to around 50% of the population and beyond, but the question of how next gen services will reach others, particularly those in the 'final third', is still open. In some cases private sector companies like Geo are working in partnership with the public sector to create innovative models to build networks. Others, like Fibre City, are building projects on an entirely privately funded basis. In South Yorkshire the large, public sector Digital Region project is coming to fruition; and in some deeply rural areas projects like Alston Fibremoor in Cumbria, or Rutland Telecom are demonstrating that alternative, community-led approaches can pay dividends.

One thing is clear, we are not in a world of government-mandated, one-size-fits-all national roll-out of fibre to the cabinet or fibre to the home. Instead a patchwork quilt of initiatives is growing around the country. If properly organised and supported this approach has great strength. Where the private sector alone cannot deliver it means that public, private and community partnerships must be built to address the issues on the basis of regional and local need. It encourages a diversity of approaches, a diversity of funding schemes and engages local people in finding the right solutions for their areas.

INCA's role is to unite as many of these initiatives as possible under one umbrella, agreeing common technical and business process standards, encouraging service providers to get engaged and supporting the growth of the sector.

The Next Gen 10 Roadshows and Conference aim to showcase many of these regional and local initiatives, as well as to understand the plans of major national players like BT. During the course of the day we will explore the likely social and economic impact of next generation broadband in your region. We will explain how others have approached the problem of rolling out networks and services in the UK and internationally. Finally we will discuss how different partnership approaches can deliver in your region.

This is a great time to be working on the problem. The impact of next generation broadband is likely to be enormous, surpassing the transformation of first generation broadband on business, social interaction and public services. But delivering next gen services to all of our citizens and communities is a big, hairy issue. It can only be tackled if we work together, creatively identifying solutions, working out how we can get 'more for less' in straitened economic times and getting our communities engaged. Today is a big step along that path.

Let's Go!

 Malcolm Corbett  
CEO, INCA

Malcolm Corbett is acting CEO of INCA. Prior to setting up INCA Malcolm led the Community Broadband Network which he founded in 2003. Malcolm leads the team that is creating INCA, promoting the need for next generation broadband and the role that alternative public, private and community projects can play.

Malcolm's background is in social enterprise and technology. He was a director of Poptel, the co-operative Internet service provider where he co-invented the .coop global Internet domain.

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# NextGen Roadshow Speakers



## Lorne Mitchell

Lorne has wide experience in helping to set the strategy to improve the marketing, sales, service and finance operations of a wide range of telecoms and media companies. He has specific expertise in the effective use of online solutions to bridge the sales-marketing divide as well as optimising the revenue management process on a service-by-service basis to streamline and/or upgrade existing service delivery platforms. Lorne is also a seasoned commentator, interviewer and presenter at industry conferences where he rapidly gains the confidence of the audience with his keen grasp of industry trends, disruptive services and innovative technologies.



## Adrian Wooster

Adrian is the technical director of CBN, where he specialises in broadband strategy and architecture, and leads CBN's work in Africa. After almost 20 years in international telecommunications, Adrian returned to the UK and became actively involved in the community broadband movement. During a varied career, Adrian's work ranged from high-availability ASP and fibre-optic networks in Silicon Valley, through national broadband strategy for a competitive operator, to internationally recognised work on policy-based smart-edge networks.



## Albert Grooten

Technology Director, FTTH Draka Communications. A veteran in Telecom and Draka, Albert has been working as engineer and representing Draka in numerous standardization committees. He is one of the founding fathers of the FTTH Council Europe. His roles included: Chair of the Network Infrastructure Committee (2004 – 2007), Member of the Deployment & Operations Committee (2007 – 2009), initiating the first edition of the Infrastructure Handbook and as Chairman of the Business Committee (2009 – 2010), he established the first edition of the FTTH Business Guide book. Since April 2010, Albert is a board member of the FTTH Council Europe.



## Bill Murphy

Managing Director - NGA, BT Group. Bill Murphy is the Managing Director of Next Generation Access, BT Group, responsible for driving the commercial roll-out of high-speed broadband across the UK. Bill played a key part in the rollout of first generation broadband - as Managing Director, BT Regions, he set up 84 public private partnerships, and as CEO of BT's businesses in Ireland he worked closely with DETI in Northern Ireland to roll broadband out to 99% of the population. Bill lives in London with his wife and two children.



## Klaus Kammermeier

Exec. Director Marketing Carrier EMEA. Klaus has been with Corning for 14 years in roles with increasing responsibilities including business strategy, marketing, sales, and commercial technology based in UK, the US, and Germany. Since 1998, Klaus has been directly involved in optical communication on a global basis. Klaus has led business areas developing, marketing, and selling products for telecom networks, most recently focusing on complete passive optical system solutions for FTTH deployments. Klaus is currently developing an innovative business model to serve next generation fibre deployments by cities, regional and local authorities.



## Annette Murphy

Annette Murphy, Business Development and Sales Director at Geo, has been instrumental in the formulation of Geo's next generation network offering. She has worked with public sector organisations to create partnerships and business models enabling the deployment of next generation access in both metropolitan and rural areas. Prior to joining Geo, Annette was a consultant, drawing on her experience from a number of senior roles at BT. She is a member of the Chartered Institute of Management Accountants, and also holds a post graduate in Cooperative Organisation and Rural Development.



## Brian Condon

Brian Condon is a partner in Complexity Partners llp, the specialist consultancy working with complex organisations on strategy and innovation. He also works with the University of London on the Centre for Creative Collaboration. Brian focused on broadband scene since 2002 and is on the board of the Community Broadband Network. He has worked on a wide range of projects for CBN ranging from infrastructure, technology choice, open access business models, applications and issues on inclusion, take-up and use.

Photo courtesy: Laura Kidd



## Edgar Aker

Director Marketing & Product Management, Draka Edgar, a Dutch National, is currently responsible for marketing and product management for Telecom Solutions, EMEA. Pushing Draka forward in the ever changing world of Telecoms, primary focus is on innovations for FTTx deployments and backbone upgrades. Edgar holds an MSc degree in Business Science from Groningen University, and BSc degrees in Technical Business Science and Electro Technical Engineering.



## Frank Mc Manus

Frank Mc Manus is head of BT Wholesale Sales & Service division on the island of Ireland. With close to 40 years experience in telecoms, Frank previously headed up the team that was instrumental in securing and successfully delivering the 100 percent broadband availability contract awarded to BT by the Department of Enterprise, Trade and Investment in 2003. Frank is currently focused on both the Northern Ireland implementation of BT's fibre investment programme and the deployment of the Northern Ireland Government's Next Generation Broadband project, which will create a transformational open access broadband network in Northern Ireland.



## Sebastian Eckert

Manager Market Development FTTH EMEA. Sebastian joined Corning in 2006 as a market analyst, where he examined the evolving European FTTH market. He later worked as system pricing specialist where he built and applied models to compare the total costs of Corning's FTTH solutions to conventional rollout technologies. In 2009 and 2010, Sebastian led a project on the challenges of broadband and FTTH service pricing for the FTTH Council Europe. As Manager Market Development, Sebastian now works to position Corning as the preferred brand for rural FTTH deployments.



## Juan Colina

Juan Colina joined Corning in 2007 as a FTTH Application Engineer. In this role he was managing and delivering FTTH trial/pilots to major European Telecom Carriers. Since 2009 he is in charge of the positioning and promotion of the Multi-Dwelling Unit (MDU) System designed for FTTH networks as well as gathering market & product trends. One of the key responsibilities is the customization of such a MDU system based on the deployment environment. He is a member of the Deployment and Operations Committee of the FTTH Council Europe.



## Peter Kemp

Business Development Director, Keymile Limited. Peter is leading Keymile's activities for Next Generation Access within the UK and was instrumental in the design of the Cornwall VDSL2 trial with Vtesse and Virgin Media. Current projects include other FTTC and FTTH trials and deployments, and developing reference designs to aid business case developments and to support bid activities for local and regional projects. Prior to Keymile, Peter worked at Ericsson in both Solutions and Business Development roles.

## About the Platinum Sponsors



Draka (Euronext Amsterdam: DRAK), headquartered in Amsterdam, has 9600 employees in countries worldwide and 2009 revenues of over € 2 billion. Draka has a presence in 31 countries in Europe, North and South America, Asia and Australia. Draka's activities are divided into three groups: Energy & Infrastructure, Industry & Speciality and Communications. Draka Communications with its four business units, Telecom Solutions, Multimedia Specials, Optical Fiber and Cable Solutions is a global market leader in the development, production and sales of fibers, cables and advanced network solutions. More information at HYPERLINK "<http://www.draka.com/communications>" [www.draka.com/communications](http://www.draka.com/communications).



BT is one of the world's leading providers of communications solutions and services operating in 170 countries. Its principal activities include the provision of networked IT services globally; local, national and international telecommunications services to our customers for use at home, at work and on the move; broadband and internet products and services and converged fixed/mobile products and services. BT consists principally of four lines of business: BT Global Services, Openreach, BT Retail and BT Wholesale. British Telecommunications plc (BT) is a wholly-owned subsidiary of BT Group plc and encompasses virtually all businesses and assets of the BT Group. For more information, visit [www.bt.com/aboutbt](http://www.bt.com/aboutbt)

## About the Workshop and Event Sponsors



Corning, a global innovator and industry leader in optical networking product solutions, offers a complete solution optimized for FTTH Networks. The Corning broad range of optical cable, hardware and equipment products are designed to make FTTH deployments faster, easier and more reliable. Corning has Global resources and an extensive portfolio of products with an installation base Worldwide of more than 10.5MM homes passed + 3MM homes connected. Our solutions offer innovative products to meet both your Fibre-to-the-home and Fibre-to-the-Business network needs.

### **Fibre to the home: No problem - How pre-fabricated fibre systems change the paradigm: Local, reliable, and easy deployment.**

Corning pre-connectorized solutions can be reliably installed by installation crews with virtually no fibre knowledge, for example electricians. The next generation access network can be designed and realized with minimal planning using local resources for deployment. Together, we will analyze recent cases, discuss the benefits achieved, and how this can apply to you.



KEYMILE is a leading manufacturer of next-generation multi-service transmission systems. Our portfolio includes flexible and robust multi-service access platforms that combine Voice, Data, Ethernet/IP, TDM, SDH and DSL technology. KEYMILE's systems provide hardened carrier grade quality and are ideal for indoor or outdoor use. With KEYMILE's flexible system design you can deliver any service in any network, with a wide range of interfaces supporting legacy and next generation technologies.

### **Next Gen Access: Where does your money go? What a typical "poorly-served" solution looks like and what it all costs.**

Using the Hatt, Cornwall broadband trial as a reference, we identify the components of the solution and put approximate costs on each element to show the scope of funding required. This will be repeated using fibre technology, comparing the differences and similarities.



Geo designs and builds bespoke dedicated fibre networks across the UK. Its solutions allow public and private sector organisations and service providers to own and control their networks, ensuring high bandwidth, optimum security and resilience. Geo has partnered with the Welsh Assembly Government and Manchester Digital Development Agency to build metropolitan fibre optic networks, bringing fibre to homes and businesses in line with governmental objectives. Visit [www.geo-uk.net](http://www.geo-uk.net) today.

### **Making a success of NGN in 2010 - practical answers to the real world challenges.**

The UK has precious few examples of operating NGN's offering a genuine alternative to BT. Geo is successfully operating the Fibrespeed NGN in Wales whilst building and MDDA sponsored NGA in Manchester. Annette Murphy talks to the practice rather than the theory of delivering successful NGN solutions in the UK. Practical answers to the key questions around funding, market intervention, fixed/wireless technology and dealing with a changing regulatory environment.

## About the Exhibitors



Allied Telesis are a global leader in IP/Ethernet solutions with best of breed products in both the enterprise and Network Service Provider (NSP) space. Our expertise in both marketplaces allows us to build carrier-grade transport solutions for customers of all sizes where triple play is a requirement. We offer products for customers requiring legacy xDSL and next generation fibre solutions or combinations of the two. Contact: Chris Dyke Tel: 0844 8007699 Email: [Chris\\_Dyke@alliedtelesis.com](mailto:Chris_Dyke@alliedtelesis.com) [www.alliedtelesis.com](http://www.alliedtelesis.com)



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## About INCA

### Building Next Generation Broadband Britain

First generation broadband has transformed the way that many of us live, work and play. Next generation broadband promises even more far-reaching transformation. INCA's vision is to achieve 100% coverage of next generation broadband as quickly as possible with nobody left behind. To get there, particularly in harder to reach areas, INCA advocates a partnership approach bringing together public, private and community sectors to plan next generation coverage regionally and locally. It is our belief that by working together, sharing knowledge and experience, we will facilitate investment, encourage innovation and speed up deployment for a truly next generation broadband Britain.

### About the Support Sponsors



DC10plus aims to promote social inclusion through the use of technology. It is a collaborative network of local authorities and their partners dedicated to creating partnerships, sharing best practice and developing new initiatives. [www.dc10plus.net](http://www.dc10plus.net)



Groupe Intellex is an international publication and business development agency specialising in technology transfer, networked services and new venture incubation. We lead several innovative projects within three streams: Networked technologies, Creative Media and the Environment. [www.groupe-intellex.com](http://www.groupe-intellex.com)



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Andrew runs GFI Events - a project and events management consultancy - and can be contacted here:  
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