

SERVICE PROVIDER



## CONFERENCE AGENDA

Monday – Wednesday, Sept. 30th – Oct. 2nd, 2013



### The Ritz-Carlton Key Biscayne

455 Grand Bay Drive  
Key Biscayne, Florida 33149  
USA Phone: +1 (305) 365-4500

## Monday, September 30th

11:00 a.m. to 2:30 p.m.

### REGISTRATION

2:30 p.m. to 3:00 p.m.

### OPENING REMARKS

Selina Lo, CEO, Ruckus Wireless

3:00 p.m. to 3:30 p.m.

### CARRIER WI-FI: WHAT YOU SHOULD BE THINKING ABOUT

Peter Rysavy, Rysavy Research

3:30 p.m. to 4:15 p.m.

### THE BUSINESS CASE FOR CARRIER WI-FI

Steven Glapa, Senior Director Marketing, Ruckus Wireless

4:15 p.m. to 4:45 p.m.

### BREAK

4:45 p.m. to 5:15 p.m.

### THE MSO PERSPECTIVE ON CARRIER WI-FI

Mike Roudi, Senior Vice President, Time Warner Cable

5:15 p.m. to 5:45 p.m.

### THE ROLE OF TOWER & DAS COMPANIES IN ACCELERATING WI-FI AND SMALL CELL DEPLOYMENTS

Daniel Wojciechowski, VP Technology, American Tower

7:00 p.m. to 9:00 p.m.

### WELCOME RECEPTION

The Grand Lawn

Ritz-Carlton Key Biscayne



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## Tuesday, October 1st

8:00 a.m. to 9:00 a.m.

### BREAKFAST

9:00 a.m. to 9:30 a.m.

### EVOLUTION OF WI-FI AND SMALL CELLS

Nick Karter, VP of Business Development, Qualcomm

9:30 a.m. to 10:15 a.m.

### HOTSPOT 2.0 AND THE BUSINESS OF WI-FI ROAMING

Dave Stephenson, Ruckus Wireless and Sami Susiaho, BSKyB

10:15 a.m. to 10:45 a.m.

### REAL-WORLD CASE STUDY: SMALL CELL BACKHAUL OVER WI-FI IN A METRO ENVIRONMENT

Scott Reeves, Technical Director, Ruckus Wireless

10:45 a.m. to 11:00 a.m.

### BREAK

11:00 a.m. to 11:45 a.m.

### BREAKOUT SESSION #1 (pick one)

*BUSINESS TRACK* - ENTERPRISE MANAGED SERVICES

*TECH TRACK* - DESIGNING HIGH-DENSITY NETWORKS

11:45 a.m. to 12:30 p.m.

### BREAKOUT SESSION #2 (pick one)

*BUSINESS TRACK* - CHALLENGES WITH SITE ACQUISITION

*TECH TRACK* - NETWORK MANAGEMENT AND ANALYTICS

12:30 a.m. to 1:30 p.m.

### LUNCH

1:30 p.m. to 2:15 p.m.

### CARRIER PANEL: EXPERIENCES WITH ENTERPRISE MANAGED SERVICES

Moderated by Steven Glapa, Sr. Director of Product Marketing, Ruckus Wireless

2:15 p.m. to 3:00 p.m.

### ENTERPRISE PANEL: PERSPECTIVES ON CARRIER WI-FI, SMALL CELLS, LBS, ETC

Moderated by Peter Rysavy, Rysavy Research

3:00 p.m. to 3:30 p.m.

### RUCKUS CARRIER SOLUTIONS AND ROADMAP

Greg Beach, Vice President of Product Management and  
Rishi Mehta, Senior Director of Product Management, Ruckus Wireless



**MORE**

3:30 p.m. to 7:00 p.m.

### FREE TIME

7:00 p.m. to 10:00 p.m.

### GALA DINNER CRUISE

Bus transportation leaves Ritz-Carlton  
at 6:30pm, Dinner Cruise in and around  
Miami metro area from 7:00 - 10:00pm



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## Wednesday, October 2nd

8:00 a.m. to 9:00 a.m.

### BREAKFAST

9:00 a.m. to 9:30 a.m.

### LOCATION BASED SERVICES

Melvin Yuan, Product Marketing, Ruckus Wireless

9:30 a.m. to 10:15 a.m.

### CARRIER PANEL: SHARING WI-FI EXPERIENCES

Moderated by Peter Rysavy, Rysavy Research

10:15 a.m. to 10:30 a.m.

### BREAK

10:30 a.m. to 11:15 a.m.

### BREAKOUT SESSION #3 (pick one)

*BUSINESS TRACK* - MONETIZING WI-FI

*TECH TRACK* - 802.11ac AND TRENDS IN RF TECHNOLOGIES

11:15 a.m. to 12:00 p.m.

### BREAKOUT SESSION #4 (pick one)

*BUSINESS TRACK* - EVOLVING ROLE OF SERVICE PROVIDERS

*TECH TRACK* - DEPLOYING A HOTSPOT 2.0 ROAMING SERVICE

12:00 p.m. to 1:00 p.m.

### LUNCH

1:00 p.m. to 1:45 p.m.

### GROUP DISCUSSION WITH RUCKUS EXECUTIVES

1:45 p.m. to 2:00 p.m.

### CLOSING REMARKS

Selina Lo, CEO, Ruckus Wireless



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