



Portable Computer and
Communications Association

Updated June 16, 2014.

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New Wireless Services and Applications Through Connectivity Management - Workshop

**Confirmed presenters and panelists so far include: Aeris
Communications, Ericsson, Instep Group, iPass, MCCI,
NetMotion Wireless, Open Mobile Alliance, Qualcomm, SAI
Technology, Sierra Wireless, and Smith Micro.**

June 17, 2014

**Smith Micro Software, Inc.
51 Columbia
Aliso Viejo (Orange County), CA 92656 USA**

Hosted by [Smith Micro Software](#)

Chair: Peter Rysavy, [Rysavy Research](#)

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BACKGROUND

How wireless connections are managed affects not only a user's mobile experience, but the demand on network capacity, how much users or companies pay for service, and what types of services are available. Most devices, whether smartphones or M2M devices, potentially have multiple connection types available to them: intelligent management is of crucial importance.

Multiple entities can manage connections, including the mobile operating system, operator-provided connection managers, wireless-modem-vendor connection managers, third-party connection managers, mobile VPNs, and network-hosted systems.

The industry is moving toward policy-based connection management with systems such as Access Network Discovery and Selection Function (ANDSF) and Hotspot 2.0, but many usage scenarios and multiple stakeholders must be considered. For example, how an enterprise wishes to manage device connections may differ from an operator.

Beyond choosing a connection for communications, the connection type can also determine how other services function, such as location-based services or shared Internet.

The purpose of this one-day PCCA workshop is to assess the current state and future directions of connection management, including technical approaches, standards, expected adoption, impact on other services, and vendor approaches.

Topics under consideration include:

- New types of services enabled by innovative connectivity management.
- Connectivity platforms and standards: OMA, 3GPP, M2M, operator provided, USB IF, Windows 8.
- Connectivity approaches and needs relative to network type: Wi-Fi, Bluetooth, NFC, LTE, small cell, HetNets.
- Connectivity related to Internet of Things/M2M: OneM2M Forum, OMA, connected vehicle, connected city, connected health, mobile M2M.
- Connection management and location-based services.

PCCA workshops emphasize technical depth combined with market and business perspective, and keep commercial content to a minimum. The format consists of presentations on key topics followed by Q&A discussion and panel discussions.

AGENDA

**Workshop. Tuesday, June 17, 2014
8:00 AM to 4:00 PM.**

Agenda and schedule subject to change.

The agenda is as follows:

8:00 to 8:30 Registration. Continental breakfast available.

8:30 to 8:40 Peter Rysavy, Executive Director, PCCA. Introductions. PCCA workshop schedule and association update.

8:40 to 9:10. Host company presentation. David Sperling, Chief Technology Officer, Smith Micro.

9:10 to 9:50. Alan Soloway, Principal Engineer, Qualcomm Technologies. Connection Management Challenges. Many different connectivity solutions exist in the marketplace of today. Is this a problem that needs to be solved? Is the fragmentation in this space an impediment to market penetration? Attach rates? Total cost of ownership? What can we do as members of industry to address fragmentation?

9:50 to 10:30. Joe Savarese, Chief Technology Officer, NetMotion Wireless. Select Topics in Mobile Application Performance and Diagnostics in Field Services. Real time operational intelligence, application performance management definitions, diagnostics and troubleshooting, coverage measurements and signal quality, resulting network performance.

10:30 to 10:50 Break

10:50 to 11:30 Gus Vos, Principal Engineer, Sierra Wireless. Connection Management and Policy Control for M2M Traffic. Unique policy control requirements and problems for M2M traffic vs H2H traffic, why H2H connection management and

policy control is insufficient for M2M traffic; nascent work in standards (3GPP and oneM2M); real-world results based on trials by Sierra Wireless.

11:30 to 12:10 Dzung Tran, Vice President, R&D, CTO Organization at Smith Micro Software. Standards Based Connectivity, Including ANDSF and HotSpot 2.0. As more networks become interconnected, so are services and resources located in these networks. In the heterogeneous networks environment, the much needed ability to discover, select, authenticate, and route traffic over such networks has spurred development of 3GPP and non-3GPP standards to enable ubiquitous access and inter-service provider roaming. The speaker will examine 3GPP ANDSF and WFA HS2.0 - access network discovery and selection standards - and present how these standards can form a policy enforcement foundation from the mobile device perspective to enable robust access to networks and service resources with improved user experience.

12:10 to 1:00 Lunch Provided

1:00 to 1:40. Terry Moore, CEO, MCCI. The end of AT? Mobile Broadband Interface Model (MBIM) and the Long Goodbye to Modem Emulation. AT commands have dominated call control for WAN devices for 30 years. LTE IP-based networks, modern operating systems, the need for modularity, and modems-as-components have finally made a compelling case for replacement. Network effects will cause convergence on a more modern standard, which looks like MBIM. How MBIM works, the variants of USB that can carry MBIM, and how MBIM is not just for USB.

1:40 to 2:20. Syed Zaeem Hosain, Chief Technical Officer, Aeris Communications. Intelligent Connectivity in M2M Applications.

2:20 to 2:35 Break

2:35 to 4:00. Panel discussion. What Opportunities Are Created For New Services and Applications by New Connection Management Approaches? How Should the Industry Best Move Forward?

Moderator: Peter Rysavy, Rysavy Research

Panelists:

Brenda Connor, Business and Solutions Creation Expert, Ericsson

Emil Sturniolo, Chief Architect, Instep Group

Luis Marmolejo, Senior Architect, iPass

Dr. Eshwar Pittampalli, Director, Market Development, Open Mobile Alliance

Dr. Venkat Rayapati, President and CEO, SAI Technology

Dzung Tran, Vice President, R&D, CTO Organization, Smith Micro Software

Demonstrations

Smith Micro will provide up-close demonstration of technologies that bring great user experience to heterogeneous network connectivity and seamless convenience to network based IP service delivery. Highlights of real world solutions and communications devices operating in Android, Windows 7/8, and Linux gateway will illustrate use cases and technical implementations.

SMSI product experts will highlight behind-the-scene technologies such as 3GPP ANDSF and OMA protocols, dynamic policy-on-device framework, non-3GPP policy based service routing control, and bus level plug-n-play MBIM compatibility that all are designed to increase usage and user experience while minimizing cost and support for OEM, MNO, MSO and enterprises.

WORKSHOP LOCATION

The workshop will be held at:

**Smith Micro Software, Inc.
51 Columbia
Aliso Viejo, CA 92656 USA**

HOTEL AND TRAVEL INFORMATION

Recommended hotels include the following. We do not have a room block.

Marriott Renaissance Club Sport Aliso Viejo Hotel
50 Enterprise, Aliso Viejo, CA 92656
+1-949-643-6700

<http://www.marriott.com/hotels/travel/snaav-renaissance-clubsport-aliso-viejo-hotel/>

[Google Map here](#)

Note: Walking distance from hotel to Smith Micro

Hilton Irvine/Orange County Airport
18800 MacArthur Blvd, Irvine, CA 92612
Tel: +1 949 833-9999

<http://www3.hilton.com/en/hotels/california/hilton-irvine-orange-county-airport-SNAOCHF/index.html>

[Google Map here](#)

Note: 0.3 miles from John Wayne Airport

For assistance with travel, the PCCA recommends [Tom Smith Travel](#), 503-477-5341 or 877-604-3107.

REGISTRATION

The registration deadline is one week before the workshop.

Note: We are waiving the payment fee for non-members for this one workshop.

(Normally: Workshops are intended primarily for PCCA members. However, non-member organizations may attend for a fee of \$375 per person if registering one month or more before the workshop, otherwise \$495 if less than a month before the workshop. This fee can be applied towards future membership. Executive-level members may send five people, associate-level members may send two people and affiliate-level members may send one person without incurring meeting charges.)

There is no attendance charge for members of the press.

If you intend to come, please register soon.

[Click here to register for the meeting using our secure Web page.](#)

[Click here to see a current list of members.](#)

INFORMATION FOR PRESENTERS AND PANELISTS

The following information is for people presenting at this PCCA workshop:

- Presentations: Approximately 45 minutes including Q&A discussion for main presentations. Panel presentations typically 10 minutes long, slides optional.
- Presenters must provide their presentations (PDF or PPT) at least one week prior to the workshop to allow for copying to the members area of the PCCA Web site, as well as to allow detailed questions for discussion.

- This is a technical audience (e.g., engineering and program managers), so please make the presentations technical. Emphasis should be on industry and technology at large, versus selling your product (limit of 3 slides). Consider items such as compatibility, technical alternatives, standardization, deployment considerations, interoperability, certification and adoption.
- Generally, a dynamic and attentive audience of key industry stakeholders attend each workshop, representing a broad spectrum of the mobile computing industry, including operators, infrastructure vendors, device vendors, middleware providers and application developers.
- We will provide a video projector and computer for presenting. Presenters should use their own presentation templates.
- Since PCCA workshops are considered public meetings, please do not include any confidential or proprietary information. Please do not mark your presentations with any terminology indicating confidential or proprietary information.

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