

# AT&T Policy Forum Event

Tuesday, June 27, 2017

**Date of Event:** Tuesday, June 27, 2017

**Time:** 8:00 am- 12:00pm

*Press Invited*

**Dress Code:** Business

**Location:** AT&T Forum (5<sup>th</sup> Floor)  
601 New Jersey Ave NW, Washington, DC 20001

**Overview/Format:** This event will be the second in a four part series planned for 2017 to offer insight on issues relevant to shaping future development. The topic of the symposium is the Global Open Network Automation Platform (ONAP), an open source network initiative that will enable software, network, IT and cloud providers and developers to rapidly create next-generation services. The panel will feature an in-depth discussion on the Internet of Things (IoT) and how that will benefit from ONAP.

**Agenda:** **8:00 a.m. – 9:00 a.m.-** Registration and Light Breakfast

**9:00 a.m. – 9:05 a.m.-** Welcome Remarks- **Bob Quinn**, Senior Executive Vice President-External and Legislative Affairs, AT&T

**9:05 a.m. – 9:25 a.m.-** Historical Overview on the Evolution of Software-Defined Networking, ECOMP, ONAP and Indigo - **Andre Fuetsch**, President – AT&T Chief Technology Officer, AT&T

**9:25 a.m. – 10:05 a.m.-** Panel Discussion: ONAP: What is it and why?

**Moderator:** **Peter Rysavy**, President, Rysavy Research

**Panelists:**

- **Dr. Eyal Felstaine**, Chief Technology Officer, AMDOCS
- **Arpit Joshipura**, General Manager, Networking & Orchestration, Linux Foundation
- **Sandra Rivera**, Senior Vice President and General Manager of Network Platforms Group, Intel

**10:05 a.m. – 10:15 a.m.-** Audience Questions and Answers

**10:15 a.m. – 10:30 a.m. -** *Break*

**10:30 a.m. – 10:50 a.m.-** The Connected Lifestyle - **Glenn Lurie**, President & CEO, AT&T Mobility and Consumer Operations

**10:50 a.m. – 11:50 a.m.-** Panel Discussion: What does the Internet of Things enable and what does it mean to consumers and businesses? What new products and services can be provided?

**Moderator:** **Lydia Beyoud**, Tech, Media & Telecom Reporter, Event Driven News

**Panelists:**

- **Austin Ashe**, Co-Founder and General Manager, GE
- **Meredith Attwell Baker**, President & CEO, CTIA
- **Manu Namboodiri**, Senior Director Business Development Smart Cities, Delphi
- **Michael Zeto**, General Manager, AT&T Smart Cities

**11:50 a.m. – 12:00 p.m.-** Audience Questions and Answers

## Panel One: Historical Overview on the Evolution of Software-defined Networking, ECOMP & ONAP and Indigo

### Andre Fuetsch

*President – AT&T Labs and Chief Technology Officer*



### About Fuetsch

- Andre Fuetsch is responsible for delivering the architecture and design of AT&T's future networking evolution.
- This transformation will utilize software-defined networking and network function virtualization to deliver products and services to the customer with greatly reduced time to market and significant operational efficiencies.
- He leads a team of over 2,000 engineers and computer scientists working on programs encompassing both the business and mass market customer segments.

### About AT&T

- AT&T Inc. (NYSE:T) helps millions around the globe connect with leading entertainment, business, mobile and high speed internet services. They offer the nation's best data network\* and the best global coverage of any U.S. wireless provider.\*\* They're one of the world's largest providers of pay TV.
- They have TV customers in the U.S. and 11 Latin American countries. Nearly 3.5 million companies, from small to large businesses around the globe, turn to AT&T for their highly secure smart solutions.

---

### Peter Rysavy (Moderator)

*President, Rysavy Research*



### About Rysavy

- Peter has specialized in wireless technology since 1993. Projects include analysis of spectrum requirements for mobile broadband, reports on the evolution of wireless technology, evaluation of wireless technology capabilities, strategic consultations, system design, articles, courses and webcasts, network performance measurement, test reports, and acting as expert in patent-litigation cases. Clients include more than 90 organizations.
- From 1988 to 1993, Peter was vice-president of engineering and technology at Traveling Software (later renamed LapLink) where projects included LapLink, LapLink Wireless, and connectivity solutions for a wide variety of mobile platforms. Prior to Traveling Software, he spent seven years at Fluke Corporation where he worked on data-acquisition products and touch-screen technology.
- From 2000 to 2016, Peter was the executive director of the Wireless Technology Association (incorporated as the Portable Computer and Communications Association), an industry organization that evaluates wireless technologies, investigates mobile communications architectures, and promotes wireless interoperability.

## About Rysavy Research

- Rysavy Research is a consulting firm that can help individuals make sound technology decisions by analyzing market directions, technology evolution, and competitive technologies.
  - They offer the following services: wireless technology decisions; spectrum and capacity analysis; white papers, reports, articles, columns, and blogs; speaking engagements and trainings; litigation; and test projects.
- 

## Dr. Eyal Felstaine

*Chief Technology Officer, AMDOCS*



## About Felstaine

- As CTO, Dr. Eyal Felstaine is responsible for planning and developing Amdocs' technology vision, as well as the architecture and roadmap of the entire product portfolio.
- Previous executive roles include Amdocs' Head of Orchestration group, where Eyal led the ECOMP co-creation collaboration with AT&T around their software-centric Domain 2.0 vision of achieving 75% virtualization in their network by 2020.
- Eyal spearheaded the establishment of Amdocs' NFV group and was responsible for shaping Amdocs' product vision, strategy, and long-term roadmap for Network Cloud Service Orchestration and NG OSS.
- He has co-founded and held CXO positions in several successful startups in the communications and evolved packet core space. These include Traffix Systems, acquired by F5 [NASDAQ: FFIV], Allot Communications [NASDAQ: ALLT] and SANRAD, acquired by OCZ Technology [NASDAQ: OCZ] (OCZ was later acquired by Toshiba Japan). Prior to joining Amdocs, Eyal served as VP of Radware's Cyber Security Division [NASDAQ: RDWR]

## About AMDOCS

- Amdocs is a leading software & services provider to the world's most successful communications and media companies. As their customers reinvent themselves, they enable their digital and network transformation through innovative solutions, delivery expertise and intelligent operations.
  - Amdocs and its 25,000 employees serve customers in over 85 countries. Listed on the NASDAQ Global Select Market, Amdocs had revenue of \$3.7 billion in fiscal 2016.
-

## Arpit Joshipura

*General Manager, Networking & Orchestration, Linux Foundation*



### About Joshipura

- Arpit brings over 25 years of networking expertise and vision to The Linux Foundation with technical depth and business breadth.
- Joshipura has instrumented and led major industry disruptions across Enterprises, Carriers and Cloud architectures including IP, Broadband, Optical, Mobile, Routing, Switching, L4-7, Cloud, Disaggregation, SDN/NFV, Open Networking and has been an early evangelist for open source.
- He has served as CMO/VP in startups and larger enterprises including Prevoty, Dell/Force10, Ericsson/Redback, ONI/CIENA and BNR/Nortel leading strategy, product management, marketing, engineering and technology standards functions. Arpit has served as CMO/VP in startups and larger enterprises including Prevoty, Dell/Force10, Ericsson/Redback, ONI/CIENA and BNR/Nortel leading strategy, product management, marketing, engineering and technology standards function.

### About the Linux Foundation

- Founded in 2000, The Linux Foundation today provides tools, training, and events to scale any open source project, which together deliver an economic impact not achievable by any one company.
- Linux is the world's largest and most pervasive open source software project in history. The Linux Foundation is home to Linux creator Linus Torvalds and lead maintainer Greg Kroah-Hartman and provides a neutral home where Linux kernel development can be protected and accelerated for years to come.
- The operating system has seen massive acceptance in almost every sector, including financial, government, education, and even film production. Linux is also the operating system of choice to support cutting-edge technologies such as the Internet of Things, cloud computing, and big data. It is helping to transform industries and disrupt the status quo.

---

## Sandra Rivera

*Senior Vice President and General Manager of Network Platforms Group, Intel*



### About Rivera

- Sandra L. Rivera is senior vice president and general manager of the Network Platforms Group at Intel Corporation. She is responsible for the business group charged with providing innovative technology and solutions to the networking industry.
- During her Intel career, she has held various marketing, business development and general management roles focused on network infrastructure. Before joining Intel, Rivera co-founded and served as president of The CTI Authority, served as president of the computer telephony division at Catalyst Telecom and held sales leadership roles at Dialogic. She started her career as an engineer at Westinghouse Electric Corp.
- Rivera sits on the boards of OPNFV, TIA and ATIS. Rivera is also a member of the Intel Hispanic Leadership Council.

## About Intel

- Intel Corporation is an American multinational corporation and technology company headquartered in Santa Clara, California.
  - It is the world's largest and highest valued semiconductor chip makers based on revenue, and is the inventor of the x86 series of microprocessors: the processors found in most personal computers (PCs).
  - Intel supplies processors for computer system manufacturers such as Apple, Lenovo, HP, and Dell. Intel also manufactures motherboard chipsets, network interface controllers and integrated circuits, flash memory, graphics chips, embedded processors and other devices related to communications and computing.
- 

## Panel Two: The Connected Lifestyle

### Glenn Lurie

*President and CEO, AT&T Mobility and Consumer Operations*



### About Lurie

- Glenn Lurie is President and CEO of AT&T Mobility and Consumer Operations. He is responsible for the operations of the mobility business as well as the overall customer experience across all consumer services including entertainment, video, home broadband and wireless – which includes all sales and distribution, service and operations of wireless.
- Lurie started his technology career in the early days of the wireless industry at McCaw Cellular after playing professional soccer in Cleveland, Atlanta, Milwaukee and Portland. Over the past two decades, he helped usher in the modern smartphone era by leading AT&T's negotiations to introduce the first iPhone and iPad.
- Since then, Lurie led the formation of new businesses at AT&T including the company's Internet of Things (IoT) business which now boasts 30 million connections, including 10 million cars. He also built AT&T Digital Life, the company's home automation and security business, and launched Aio Wireless - now Cricket Wireless.
- Lurie has also served as President of National Distribution, President of AT&T's West region, Regional Vice President for the California/Hawaii region and Vice President and General Manager for the Los Angeles/Southern California market.

### About AT&T

- AT&T Inc. (NYSE:T) helps millions around the globe connect with leading entertainment, business, mobile and high speed internet services. We offer the nation's best data network\* and the best global coverage of any U.S. wireless provider.\*\* We're one of the world's largest providers of pay TV. We have TV customers in the U.S. and 11 Latin American countries. Nearly 3.5 million companies, from small to large businesses around the globe, turn to AT&T for our highly secure smart solutions.
-

## **Lydia Beyoud (Moderator)**

*Reporter, Tech, Media & Telecom Reporter, Event Driven News*



### **About Beyoud**

- Lydia Beyoud is a tech, media and telecom reporter at Event Driven News with Reorg Research based in Washington, D.C.
- She joined the Reorg team from Bloomberg BNA, where she covered regulatory and legislative issues at the Federal Communications Commission, Congress and the courts.
- Before that, she covered taxes and the IRS for Bloomberg BNA.

### **About Event Driven News**

- Event Driven, a Reorg Research product, offers real-time news and analysis on market-moving litigations, Washington, D.C., policy changes and M&A enforcement for investors, traders and lawyers. Our team of reporters along with legal and policy analysts, specializing in a wide range of industries and fields, produces breaking news, market-moving reporting and in-depth analysis all delivered through our proprietary technology.
- 

## **Austin Ashe**

*Global Product Manager, Intelligent Cities, GE*



### **About Ashe**

- Austin Ashe is the Co-founder and General Manager of GE's Intelligent Cities business unit, which is part of Current, Powered by GE. In this role, he leads the sales channel, marketing, alliances, and engineering efforts required to deliver the worlds most advanced IoT sensor platform for cities, called CityIQ.
- Since the inception of the business only 3yrs ago (2014), Austin and his team have helped build the Smart Cities 2.0 market place, a cutting edge IoT technology needed to enable smart city application development, and the business model required to scale.
- Prior to being appointed General Manager, Austin held multiple roles within the Intelligent Cities, including Global Product Manager, as well as VP of Sales.
- Ashe has held multiple roles within his 10yr tenure at GE, including LED Driver Global Product Manager, Regional Sales Manager, Government Relations Operations Manager, Area Sales Manager, and Regional Environmental, Health, & Safety leader.
- Before joining GE, Austin held manufacturing and engineering roles at The Boeing Company, Haliburton Energy Services , Hewlett-Packard (HP), Lynntech's Fuel Cell division, and NASA.

### **About Current, Powered by GE**

- Current, Powered by GE, applies advanced energy technologies & digital networks to capture value hiding in the walls and the floors and ceilings of almost every type of building.
- Businesses are just beginning the transition to LED lighting in the 5.6 million commercial buildings in the United States. And in some geographies, the addition of solar solutions for energy independence is also under way. While the immediate goal is energy efficiency, there are long-term implications that require a holistic approach (ie: data & analytics, efficiency mastered energy management system, and open platforms).

---

**Meredith Atwell Baker**

*President & CEO, CTIA*

**About Baker**

- Meredith Atwell Baker joined CTIA as its President and CEO in June 2014.
- Prior to joining CTIA, Mrs. Baker served as the Senior Vice President of Government Affairs at Comcast NBCUniversal where she was responsible for developing policy positions on legislative and regulatory issues and representing those positions before the U.S. Congress, the Administration and government agencies.
- Appointed by President Barack Obama in 2009, Mrs. Baker served as a Commissioner to the Federal Communications Commission (FCC) until June 2011.
- Prior to joining the FCC, Mrs. Baker served in the Bush Administration as the Acting Assistant Secretary of Commerce for Communications and Information as well as the Acting Administrator of the National Telecommunications and Information Administration (NTIA).

**About CTIA**

- CTIA represents the U.S. wireless communications industry and the companies throughout the mobile ecosystem that enable Americans to lead a 21st century connected life.
- CTIA vigorously advocates at all levels of government for policies that foster continued wireless innovation and investment. CTIA also coordinates the industry's voluntary efforts to provide consumers with a variety of choices and information regarding their wireless products and services.

---

**Manu Namboodiri**

*Senior Director Business Development Smart Cities, Delphi*

**About Namboodiri**

- Manu Namboodiri is Senior Director, Smart Cities Business Development at Delphi. In this role, Manu has global responsibilities for Delphi's Smart Cities strategy, including ecosystem development and business models for connected and autonomous vehicle initiatives.
- Prior to Delphi, Manu was Senior Director, Business Development at Qualcomm, where he led the Smart City and Industrial IoT business development team focusing on Industrial Automation, Transportation, Energy, Buildings, Lighting and public smart city projects. Manu has deep expertise in IoT, software, cloud, information security, managed services and has held leadership positions in marketing, product management and corporate strategy at startups and large companies including Microsoft, Sun Microsystems, BitArmor, Trustwave and M2Mi.

**About Delphi**

- Delphi Automotive PLC (NYSE: DLPH) is a high-technology company that integrates safer, greener and more connected solutions for the automotive and transportation sectors.

Headquartered in Gillingham, U.K., Delphi operates technical centers, manufacturing sites and customer support services in 46 countries.

- At Delphi, they are driven by meaningful innovation. They see the future of driving and are making it possible today. They envision a society with zero road fatalities, zero injuries and zero accidents.

---

## **Michael Zeto**

*General Manager, AT&T Smart Cities*

### **About Zeto**

- Michael Zeto is General Manager of AT&T Smart Cities, a business unit inside of AT&T's Internet of Things Solutions. Michael is responsible for the teams that drive the product development, business development and go-to-market strategy for AT&T's Smart Cities initiatives.
- Michael previously served as a Director of Strategy in AT&T's Mobile & Business Solutions organization, focusing on emerging growth opportunities in the areas of IoT, Big Data, Consumer Engagement and Cloud technologies.
- Prior to joining AT&T, Michael was the co-founder and CEO of Proximus Mobility, a location-based consumer engagement software company. Throughout his career, he has successfully served in various general management, corporate development and enterprise sales roles with various technology companies.



### **About AT&T Smart Cities**

- AT&T Smart Cities solutions delivers progress for cities through public-private collaboration.
- AT&T Smart Cities works together to solve modern problems through innovation. Through these unique collaborations, AT&T hopes to help cities identify and prevent potential challenges by developing innovative private sector solutions.
- They work to help save money for cities and taxpayers. When companies, including AT&T and others, join together to solve modern challenges, cities can save taxpayer money and reinvest those resources into priority initiatives such as parks, new roads and important services.
- They strengthen connections between government and citizens. AT&T Smart Cities connects city governments and their citizens like never before. Through real-time monitoring, citizens will find a safer, cleaner and more connected city – A Smart City.