Small Cells World Summit in exclusive partnership with the Small Cell Forum  
9 – 11 June 2015  
ExCeL Exhibition Centre, London

Day 1 – Tuesday 9th June

9:00 Opening remarks  
Avren Events

Chairperson: Sue Monahan, CEO, Small Cell Forum

9:05 Small Cell Forum update  
- Release Six – Virtualisation  
- Removing deployment barriers across all major use cases  
- Enabling future network transformations with a particular focus on virtualisation of small cell layer

Dr. Alan Law, Chairman, Small Cell Forum

9:20 Opening CTO Keynote  
Mock Pak Lum, CTO, StarHub

9:50 City Buildings: Friend or Foe?  
- Exploring challenges and opportunities enterprise buildings pose to operator networks when considering small cell solutions

Martin Guthrie, Head of Business Development, NEC

10:10 CTO Panel Discussion – MVNO/MVNE  
- What are the new opportunities open to MVNOs with small cell deployments?  
- Can MVNOs launch their own small cells?  
- How would the use of small cells complement services from the host network?

Panellists:  
James Tagg, CTO, Truphone  
Richard Bastin, CTO, Lebara  
Jim Croal, CTO, Limitless Mobile  
Martin Wren-Hilton, Head of Mobile Innovation, TalkTalk Group

Moderator:  
Dr. Alan Law, Chairman, Small Cell Forum

10:30 Small cells on the road to 5G  
Martin Ljungberg, Product Manager Small Cells Solutions at Business Unit Radio, Ericsson

10:50 Importance of small cells in building reliable business & mission critical airline operations

Participants:  
Kirti Pujara, Principal Infrastructure Architect, Mobility & UC Solutions, American Airlines  
Pilar Geist, Senior Manager, Mobility & UC Solutions, American Airlines

Interviewer:  
Dr. Alan Law, Chairman, Small Cell Forum

11:10 Coffee

11:50 Case study: Ground-breaking micro network to benefit rural communities  
- Connecting more than 1500 rural communities by the end 2017  
- Insight into a unique micro network technology that provides coverage to remote areas with no need for broadband or cables

Richard Hargrave, Senior Designer – Spectrum management and Special Projects Solutions, EE

12:10 Presentation by Diamond Sponsor
Cisco

12:30  Seizing the enterprise opportunity for MNOs
   - Supporting multiple operators within enterprise small cell deployments
   - Protocols and architectures
   - The role of DAS

Cao Xi, Wireless Communication Division, Research Institute, China Mobile Communications

12:50  Small cell, big business
Peter Zhou, President of Small Cell & Wi-Fi Wireless Network, Huawei Technologies

13:10  Panel discussion: The emergence of the ‘Licence Free’ bands
   - How do the licence free bands such as 5 GHz and 3.6 GHz bands affect the small cell ecosystem?
   - What are the new use cases for small cells available in the licence free bands?

Panellists:
Benoit Graves, Head of Radio Access Network Strategy, Orange France
Todd C. Mersch, Founder & EVP - Sales & Marketing, XCellAir
Chris Kapucinski, Marketing Director - Small Cells, Alcatel-Lucent
Puneet Sethi, Director of Product Management, Qualcomm Atheros

Moderator:
David Chambers, Founder and Senior Analyst, ThinkSmallCell

13:40  Lunch

Chairperson: Joe Madden, Principal Analyst, Mobile Experts

14:30  Developing corporate spectrum strategy
Steve Blythe, Director of Spectrum Strategy, Orange

14:50  Wi-Fi and cellular, perfect together
Mike Schabel, Vice President – Small Cells Business, Alcatel-Lucent

15:10  Panel discussion: Developments in the approach for NFV as a new operation
   - Deploying additional network functions to address expanding traffic volumes
   - Reviewing existing network architectures and operational paradigms in LTE networks
   - Increasing flexibility to adapt and accommodate the market environment

Panellists:
Raj Singh, General Manager - Digital Home and Office Division & Wireless Broadband Group, Cavium
Art King, Director of Enterprise, SpiderCloud Wireless
Caroline Gabriel, Research Director, Rethink Research

Moderator:
Monica Paolini, President, Senza Fili

15:40  Enable your competitors and make it pay: Serving the enterprise with neutral host small cells
   - Why this is so important, and why is it taking so long
   - Methods & options
   - Commercialisation – how to make it work
   - Project Sesame and the road to shared spectrum and 5G

Nick Johnson, CTO, ip.access

16:00  Multimode public access small cells
David Orloff, Director – Small Cells, AT&T

16:20  Coffee

17:00  Key takeaways and results from the next stage of small cell trials in a rural area
• Updates in deployment plans to work around the regulations and policies set by official bodies
• Introducing new technologies to overcome backhaul issues in rural deployments
• Examining alternative solutions to micro cell deployment

Kevin Kleinsmith, Director of Engineering, Union Wireless

17:10 Densification requires a toolkit approach. So, now what?
• Challenges to densify middling-sized enterprise venues and outdoor dense urban areas
• Exploring the “decision tree” for selecting solutions from the current toolkit
• Identifying gaps, examining forthcoming evolutionary and revolutionary densification technologies and strategies

Kevin Vierling, Director of Product Management, SOLiD

17:30 Panel discussion: DAS or small cells to meet high traffic situations
• Comparing architecture, components and cost
• Suitability scenarios for the equipment
• Balance between small cells and DAS when considering high-density traffic

Panellists:
David Orloff, Director Small Cells Platforms, AT&T
Martin Guthrie, Head of Business Development, NEC
Benoit Fleury, VP Products and Innovation, iBwave
David Zheng, Vice President of Small Cell & Wi-Fi Wireless Network, Huawei Technologies
Senior Executive, Ericsson

Moderator:
David Chambers, Founder and Senior Analyst, ThinkSmallCell

18:00 Inbuilding coverage for the Internet of Things
• Paradigm changes in traffic and coverage needs
• Serving human users and the IoT in buildings
• Outlook to 3GPP Rel.13 and 5G

Mr. Tommi Uitto, Senior Vice President - Global MBB Sales, Nokia

18:20 End of day one, followed by Operator networking drinks reception
Day 2 – Wednesday 10th June

9:00 Opening remarks
Stefan Pongratz, Director, Dell’Oro Group

Chairperson: Andy Germano, Vice President, Small Cell Forum

9:05 CTO Keynote - Europe
Fotis Karonis, CTO, EE

9:20 Carrier plans for real world implementation of LTE-U to address mobile data demand
- When will carriers begin implementing LTE-U?
- What is the most likely scenario for market trials?
Neville Meijers, Vice President - Business Development, Qualcomm

9:40 Small Cell for outdoor infill
- Validating the proposition for outdoor infill and operational model
- Providing continuity of coverage and customer experience
Alessandro Bovone, Network Strategy Senior Manager, EE

10:00 Small Cell on the way to 5G
- The evolution of small cell from coverage and capacity filler to an integral part of 5G
- Small cell and Mobile Edge Computing
- Small Cell for capacity boosting by leveraging unlicensed or light licensed spectrum
Daniel C. Rodriguez, Product Marketing Director, Wireless Infrastructure, Network Platform Group, Intel Corporation

10:20 Connected Cities: Cardiff
Liz Mahoney, Project Manager Super Connected Cardiff, Cardiff Council
David Steel, Mobile Strategy and Portfolio Development, BT

10:40 Reserved for Platinum Sponsor
Samsung

11:00 Coffee break

11:40 CTO Keynote - Asia
Mock Pak Lum, CTO, StarHub

12:00 Plug and play deployments with Cloud RAN small cells
- How C-RAN simplifies radio planning
- The role management systems play in the deployment process
- The impact on accelerating indoor wireless deployments
Michael McFarland, Senior Director of Product Marketing and Management, Airvana

12:20 Reserved for TELUS

12:40 HetNet Ecosystem - Working in partnership to accelerate HetNet rollout
- Building a full HetNet ecosystem with small cells backhaul vendors
- Assisting operators to reduce time and cost for HetNet rollout
- Enabling the acceleration of network rollout by simplifying key aspects of HetNet deployment
Justin Paul, Head of OSS Marketing, Amdocs

13:00 Small cells as an option to fill not-spots
James Body, Head of Research and Development, Truphone

13:30 Lunch

Chairperson: Joe Madden, Principal Analyst, Mobile Experts

14:30 Maximising 4G/LTE potential with indoor and outdoor small cells
   • Overview of small cells deployments and trials
   • Integrating with HetNets, hybrid access & critical broadband
   • Future roadmap and ecosystem requirements
Jos Berièere, Strategic Program Manager (HetNet), KPN

14:50 HetNets – The three point plan: Locate, turn-up, manage
   • Where do you place sites to maximise capacity?
   • Minimise the cost of turn-up
   • Manage in real-time to deliver superior user service
Paul Gowans, Global Mobile Marketing Manager, JDSU

15:10 Panel discussion: Maximising the utilisation of existing spectrum
   • Small cells and shared spectrum
   • Monetising underutilised spectrum
   • New spectrum
Panellists:
Andrew Hudson, Director of Spectrum Policy, Ofcom
Steve Blythe, Director of Spectrum Strategy, Orange
Olumide Abiona, Radio Frequency Planning and Optimisation Consultant, O2 Telefonica
James Body, Head of Research and Development, Truphone
Moderator:
Ken Rehbehn, Principal Analyst, 451 Research Mobility Team

15:40 Presentation by Gold Sponsor
Quortus

16:00 Scalable 4G small cells
Remus Sepp, Senior Capacity Designer – RAN Design, EE

16:20 Coffee

17:00 Developments in SK Telecom’s small cell technology and its effect on deployments
Changyoung Kim, Manager – Access Lab, SK Telecom

17:20 The next step: Evolving beyond standard Small Cell and DAS to a scalable multi-technology integrated architecture
Simon Yeung, President, Comba Telecom

17:40 Creating service offerings that position small cells as a revenue generator
   • What are the most successful business cases for small cell deployment?
   • How does the TCO of small cells compare to macro cells?
   • Is the profitability of small cell investment affected by deployments in different verticals?
   • Are small cells set to be significant revenue generators in the future?
Bulent Guler, Engineer, Turkcell

18:00 Small cell framework – A use case driver concept
Markus Ermer, CTO, Nash Technologies

18:20 End of day two, followed by the Small Cell Forum Awards ceremony
**Day 3 – Thursday 11th June**

9:00 Opening remarks
Rahim Tafazolli, Director of Institute for Communication Systems (ICS) and 5GIC (5G Innovation Centre), University of Surrey

*Chairperson: Phil Kendall, Director - Global Wireless Practice, Strategy Analytics*

9:10 Small cells to enhance rural coverage and an update on plans for enterprise
Mansoor Hanif, Director of RAN & Programmes, EE

9:30 Making the world smaller with small cell
David Zheng, Vice President of Small Cell & Wi-Fi Wireless Network, Huawei Technologies

9:50 Addressing the rapidly changing requirements of enterprise customers
  - Adopting mobile enterprise applications which encourage flexible processes and productive working
  - Providing a good mobile experience for visitors to the enterprise buildings
Laura Fleming, Product Manager In-Building Coverage Solutions, Vodafone

10:10 Enterprise end-to-end deployment case studies
  - Introduction to enterprise small cells and their customer synergy
  - Review of multiple actual deployments and customer success factors
  - Options, trade-offs, and decisions made to support deployments
Art King, Director of Enterprise, SpiderCloud Wireless

10:30 Optimisation of small cell planning in urban areas
Greg Thompson, Radio Strategy Manager, Three

10:50 Coffee

11:20 Panel discussion: Enterprise small cell network architectures
  - What are the venue owner challenges to delivering high quality in-building coverage and how is this being addressed?
  - How can you support 3G and LTE small cells within an enterprise environment?
  - What are the commercial and functional benefits to the operator and the enterprise?
Panellists:
Benoit Graves, Head of Radio Access Network Strategy, Orange France
Faycal Khiar, Director Technology Strategy, Millicom
Kirti Pujara, Principal Infrastructure Architect, Mobility & UC Solutions, American Airlines
Pilar Geist, Senior Manager, Mobility & UC Solutions, American Airlines
Sri Purisai, Senior Director Communications Business Segment, Microsemi
Moderator:
Stefan Pongratz, Director, Dell’Oro Group

11:50 Smart small cell infrastructures for broadband rural networks
  - How to develop small cell for no-spot coverage in infrastructure deprived rural areas
  - Which are the smart networking and topology options while developing a broadband rural network?
  - Where can be savings of time, effort and money from the deployment of broadband rural access networks?
John Tenidis, Marketing Director - Wireless Network Systems, Intracom Telecom

12:10 Next generation enterprise communication
  - Delivering a secure and productive experience on any device
  - Ensuring low TCO and high ROI as measured by business value
Dragan Pendic, Chief Security Architect, Diageo
12:30 Deploying small cells in London
- Retaining control over operational assets and gaining access to streethaul/backhaul design
- Operating in a multi-vendor environment
- Developing a suitable solution to meet the market needs

Robert Woolley, Senior Commercial Development Manager, Transport for London

12:50 Lunch

13:50 Panel discussion: Developments in interference management techniques
- How to achieve seamless integration with small cell macro network to provide excellent performance?
- What is the role of ICIC techniques to improve coordination?
- Can interference be managed through centralised and distributed SON?

Panellists:
Benoit Graves, Head of Radio Access Network Strategy, Orange France
Dr. Lei XUE, Director of Europe Marketing Platform, ZTE
Nico De Hoog, Senior Designer, KPN

Moderator:
Randall Schwartz, Founder & Principal Consultant, Wireless 20/20

14:20 Next Generation “Virtual” RAN – The power of virtualising small cells
Paul N. Senior, CTO and SVP, Airspan Networks

14:40 Panel discussion: Monetising enterprise small cells with Mobile Edge Computing
- Defining enterprise small cells
- Opportunities for enterprise services
- Progress of ETSI MEC ISG
- Use cases and business proposition of Enterprises services running on small cells
- Overcoming enterprise IT resistance to services run in the mobile spaces

Panellists:
Senior Executive, Intel
Adrian Neal, Senior Manager - Standardisation, Vodafone

Moderator:
Randall Schwartz, Founder & Principal Consultant, Wireless 20/20

15:10 Coffee

15:40 Industry Leading Workshops

Workshop A – Virtualisation of In-building and Metro Radio Access Networks
In a time when cellular data usage is growing at explosive rate, traditional in-building RAN is being taxed to the limit. While DAS provides sufficient coverage, there is opportunity to deploy a flexible and scalable indoor RAN network in a neutral-host environment. This workshop will discuss how Cloud-RAN topology, architecture and its benefits, together with software techniques as virtualisation, and next generation SON are the solution to growing spectrum efficiency issues, and the answer to the data explosion challenge. Join ASOCS, Intel and other industry leaders to discover why NFV and Cloud-RAN are the future of cellular networks.

Workshop facilitator: Eran Bello, VP Products & Marketing, ASOCS

Workshop B – Security
Workshop C – Enterprise

17:10 End of conference