



MOUNTAIN VIEW ALLIANCE



Call for Presentations

Mountain View Alliance
Communications Ecosystem Conference
MVACEC '08
March 11 and 12, 2008 South San Francisco Conf. Center

~ Keynote Speakers ~
Håkan Eriksson, CTO with Ericsson
Stephan Scholz, CTO with Nokia Siemens Networks

This conference is about identifying the actions that will accelerate the adoption of open specification-based platforms in the telecom infrastructure. Read on to see how you can be part of this important conversation.

The Mountain View Alliance announces the Call for Presentations for its second annual conference set for March 11 and 12, 2008 at the South San Francisco Conference Center. Presentations from technology and business leaders from the entire ecosystem are invited to make a submission.

The Mountain View Alliance is a consortium of Open Specifications organizations and related special interest groups formed to accelerate the adoption of open specification-based equipment in the telecom industry. Its member organizations are the Communications Platforms Trade Association (CP-TA), the Linux Foundation (LF), Open Communication Architecture Forum (OCAF), Optical Internetworking Forum (OIF), PICMG, RapidIO, SCOPE Alliance, and the Service Availability Forum (SA Forum). A unique gathering of MVA organizations' member companies, the Mountain View Alliance Comms Ecosystem Conference (MVACEC) is open to all interested in learning and/or contributing knowledge to the community.

MVACEC '08 is honored to have four industry leaders as the Technical Co-chairs. The MVA welcomes onboard Magnus Karlson, Ericsson AB; Timo Jokiahho, Nokia Siemens Networks; Mark Kent, British Telecom; and Paul Steinberg, Motorola. These gentlemen are developing a robust program that will include educational sessions, interactive panel discussions and breakout sessions on business considerations, delivering solutions, and technology & building blocks.

Target Audience

MVACEC is for members of the Mountain View Alliance, which include PICMG, CP-TA, RapidIO, SA Forum, OIF, LF, SCOPE, and OCAF. MVACEC is also for industry professionals from Service Providers, Network Equipment Providers, and other users and suppliers of high availability equipment, i.e. carriers and large enterprises.

MVACEC '08 Theme

“The more things change, the more they remain the same.” ~ Alphonse Karr ~

Change seems to be a constant in the Telecom industry, yet is this true for the infrastructure and the supply chain? Even more services and delivery mechanisms are being discussed -- what impact, if any, will these changes have on the underlying infrastructure and the equipment therein.

MVACEC will look at this fast changing industry and how it relates to the COTS ecosystem, where it is (and isn't) changing, and what impact changes have on the various layers of the ecosystem.

Agenda

Tuesday ~ March 11, 2008		
8:00 am Registration & Exhibition – 1 hour		
	Welcome Greeting, Introductions	
Opening Keynote Address	TBA	
Break & Exhibition – 45 mins		
Keynote Address	TBA	
Lunch and Exhibition – 90 mins		
Keynote Address	TBA	
Keynote Panel Discussion	The Key to Real Time Service Delivery	
Break & Exhibition - 30 mins		
Panel Session (short presentations and discussion)	The Supply Chain – What is Happening at all Levels	
6:00 – 8:00 pm Networking Reception, Exhibition		
Wednesday ~ March 12, 2008		
8:00 am Registration & Exhibition – 1 hour		
	Welcome Greeting, Announcements	
Opening Keynote Address	TBA	
Panel Session	Open Specifications Progress Across the Layers of the Stack	
Break & Exhibition - 30 minutes		
Breakout Sessions Commence / 3 Tracks		
Track 1 (up to 6 sessions) Business Considerations	Track 2 (up to 6 sessions) Delivering Solutions	Track 3 (up to 6 sessions) Technology & Building
Lunch and Exhibition – 90 mins		
Tracks Resume (Break mid-afternoon)		
Track 1 Business Considerations	Track 2 Delivering Solutions	Track 3 Technology & Building
6:00 pm MVACEC 2008 Concludes		

Topics of Interest

The conference covers all areas of integration in the COTS marketplace from technical to business issues, and from all perspectives (users, buyer, seller, integrator, etc.). We are open to creative suggestions that contribute to the suggested track and panel topics relative to the agenda above. Some ideas for topics are:

- Increased use of COTS hardware and software components to build communication equipment as well as open source components
- Case studies in integration and use of multiple base platform standards initiatives

- Using open interface specifications and open source software in product development including case studies
- Business issues on using COTS model from Vendor, Network Equipment Provider and Service Provider point of view
- Open specifications and standards for HA service development on hardware, operating system and network element platform middleware space
- Information and Communication Standards evolution
- Combination and integration of multiple base platform standardization efforts
- Performance benchmarking and comparison of COTS components
- Evolving network and software architectures
- Adoption and introduction of Open Source development methods and products in commercial products
- Availability standards for service implementation, certification, support
- Availability issues in open service platforms
- Composition – specification, coordination, conformance, monitoring, QoS
- Service infrastructures – hardware, software, middleware, networks
- Service development, analysis, testing - models, environments, tools
- Service requirement – availability, deployment, upgrades
- Service management – certification, rating, service agreements, support
- Interfaces for service implementers – usability, security and availability
- Service Oriented Architectures: dependability benefits and open problems
- Using Java in a standards based telecom platforms
- Security in a telecom base platform

Presenting at the MVACEC '08

Presenting a paper or participating in a panel at the MVACEC will be a rewarding experience for both the presenter and the guests. Please submit your presentation, regardless if it is a general overview, a comprehensive technical description or a suggestion for a hands-on session. If you feel you can contribute to a panel discussion, please submit a short bio and a reason you should participate.

You will be speaking to experienced designers, business executives, managers and young engineers, therefore a purely non-commercial orientation of your presentation is mandatory – marketing or PR-related presentations are not accepted.

Conference Format

For presentations of a technical session/lecture style, please design them to be no more than 45 minutes in length. If you submit a panel discussion, design it to examine innovative, controversial or otherwise provocative topics of interest. We also recommend you sign up as a panelist or even a moderator.

Submission Requirements

Presentations are to be submitted online at: www.mvacec.com/submitpaper.php

- ✧ Submissions must be original, not published or currently under review for any other conference
- ✧ All submissions are to be in English
- ✧ Submissions are subject to review and approval for content by the Technical Co-Chairs

Submit the following for consideration:

1. **Title:** Use a concise and compelling title of 8 words or less.
2. **Presenter:** Include full name(s) of presenter(s), company(s), job title(s) and qualification(s).
3. **Abstract:** Use a maximum of 150 words to describe the topic of the proposed presentation. The abstract must clearly state the presenter's goals and what the audience will learn.
 - **Outline:** Include a detailed outline of the contents and flow of the presentation. This will be used to help judge the quality of the presentation during the selection process.

Once the abstract is reviewed, the presenter will be notified of its' acceptance or otherwise. All accepted presentations are to be designed in accordance with the schedule referred to as 'Important Dates'. Please direct any questions regarding initial submissions to sallyb@rtcgroup.com or +1.503.274.8005.

Important Dates

<i>October 15, 2007</i>	<i>Deadline for submission of titles, abstracts</i>
<i>November 15, 2007</i>	Notification of acceptance, modification, decline
<i>December 07, 2007</i>	Presenters, Speaker Bios (and photos) due date
<i>December 17, 2007</i>	Deadline for submission of first draft of presentation
<i>December 31, 2007</i>	Deadline for full presentations – first approvals
<i>February 01, 2008</i>	Presentations – FINAL approvals

We look forward to your submission.



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