

P R O G R A M O F E V E N T S

MONDAY | S E P T E M B E R 1 8 T H

7:30–10:00pm **Welcome Reception**—Program Kickoff Atrium

TUESDAY | S E P T E M B E R 1 9 T H

8:00–9:00am Breakfast Atrium

9:00–9:15am **Welcome and Introduction** Grand Ballroom
Larry Lang, VP, Service Provider Marketing, Cisco Systems

9:15–10:00am **Opening Keynote: Success in an Internet Revolution** Grand Ballroom
Kevin DeNuccio, Sr. VP, Service Provider Sales, Cisco Systems

10:00–10:50am **The Physics of Disruption** Grand Ballroom
Kevin Kennedy, Sr. VP, IOS Technologies Division and Service Provider Line of Business, Cisco Systems

10:50–11:20am Coffee Break Foyer

11:20am–12:30pm **Guest Keynote: Burt Rutan** Grand Ballroom

12:30–1:30pm Lunch Atrium

1:30–2:30pm **Conference Sessions**

- **Strategy and Vision for the Incumbent Market**, *Brad Wurtz*
- **Strategy and Vision for Competitive Carriers: The Path to Profitability**
Sylvia Summers-Dubrevil
- **Strategy and Vision for the Cable Market**, *Carson Chen*
- **Strategy and Vision for the ISP Market**, *Roland Acra*
- **Mobilizing the Internet**, *Jon Shantz*

Pacific 1
Pacific 2
Pacific 3
Pacific 4
Bayview Room

2:45–3:45pm **Conference Sessions**

- **Keeping Business Momentum through Service & Architectural Transitions**
Jeff Bowden, VP, The Boston Consulting Group
- **Changing Business Models, Panel Discussion**
Gerry Sharp, CTO, Pathnet, Brad Macomber, Director, Concentric, John Davis, CTO, ARC
- **The Changing Business Model for MSOs**
Mark Coblitz, Sr. VP Strategic Planning, Comcast Corp
- **New Opportunities and Business Models for ISPs, Panel Discussion**
Deb Mielke, Principal, Treillage Network Strategies, Joc Jacquay, Chairman and CEO, Pagoo
Charles Katz, President and CEO, 1stUp.com
- **Offering Mobile Data Services**, *Paul McAleese, President, GenieMobile*

Pacific 1
Pacific 2
Pacific 3
Pacific 4
Bayview Room

4:00–5:00pm **Conference Sessions**

- **Establishing Revenue Stream in the Internet Economy, Panel Discussion**
Dave Hughes, GM of Internet and IP Network Services, BT Ignite
Rob Pickering, CTO, ZoomTown.com, Hilary Mine, Moderator, Probe Research
- **Driving Your Valuation—a VC's Perspective**, *Paul Vabakos, General Partner, ComVentures*
- **Value Added Services Over Cable**, *D.J. Kim, Sr. VP, Thrunet Co.*
- **Content Delivery Networks: Building New Value into Your Network**, *Cheng Wu*
- **Changing Mobile Landscape**, *Bob Egan and Joe Baylock, The Gartner Group*

Pacific 1
Pacific 2
Pacific 3
Pacific 4
Bayview Room

7:00pm **Dinner and an Evening with Diana Krall** Gift Center
Transportation departs from the Market Street Foyer at the Hyatt



P R O G R A M O F E V E N T S

WEDNESDAY | S E P T E M B E R 2 0 T H

8:00–9:00am	Breakfast	Atrium
9:00–9:15am	Welcome and Opening Remarks <i>Larry Lang, VP, Service Provider Marketing, Cisco Systems</i>	Grand Ballroom
9:15–10:00am	Cisco Keynote: New Market Strategies—Opportunities Ahead <i>Mike Volpi, Sr. VP, Chief Strategy Officer, Cisco Systems</i>	Grand Ballroom
10:15–11:15am	Conference Sessions <ul style="list-style-type: none"> • IP+Optical: Radical Economics for the Internet Economy, <i>Carl Russo</i> • Seizing the Broadband Revolution: DSL, Cable and Wireless, <i>Scott Marshall</i> • Tornado Opportunities in Application Hosting, <i>Alan Cohen</i> • New World Financing: Partnerships in Building a Business, <i>Mike Hampton</i> 	Pacific 1 Pacific 2 Pacific 3 Pacific 4
11:15–11:45am	Coffee Break	Foyer
11:45am–12:45pm	Conference Sessions <ul style="list-style-type: none"> • Unified Communications, <i>Bill Wolfe</i> • Building the New World Multiservice Network: Capital, Channels, and Content, <i>Don Proctor</i> • Global DSL: Infrastructure Foundation for the Mass Market, <i>Enzo Signore</i> • Wholesale Dial: E-Commerce for the Late Majority, <i>Jack Musgrove</i> • Cisco Life Cycle Network Support Services: Virtual Collaboration to Build a New World, <i>Cas Skrzypczak</i> 	Bayview Room Pacific 1 Pacific 2 Pacific 3 Pacific 4
12:45–2:00pm	Lunch	Atrium
2:00–3:00pm	Conference Sessions <ul style="list-style-type: none"> • VPNs: Intranet/Extranet/Remote Access, <i>Susan Sheer</i> • Internet, Access, Content and Applications: Building on the DSL Foundation, <i>John Goodhue</i> • IP Telephony Services: What is Actually Available Today? <i>Alistair Woodman</i> • Internet OSS Changing the Game in Management and Operations, <i>Todd Murray, Cisco Systems, Steve Malde, Head of Information Systems, British Telecom</i> <i>David Hashman, VP Technology, CTO, PetroNet</i> 	Pacific 1 Pacific 2 Pacific 3 Pacific 4
3:15–4:15pm	Surprise Guest Keynote	Grand Ballroom
4:15–5:15pm	Closing Keynote: The Internet Economy, the Network Effect <i>John Chambers, President and CEO, Cisco Systems</i>	Grand Ballroom

THURSDAY | S E P T E M B E R 2 1 S T

Cisco Hosted Activities

Check in at the Hospitality desk for Hosted Activities in San Francisco and the Bay Area

6:30am–1:30pm	Golf at the Presidio Golf Course	Market Street Foyer
10:45am–4:30pm	Modern Art Excursion	
8:45am–12:30pm	Seaplane Adventure	
9:00am–5:00pm	Tour through the Wine Country	



NEW IDEAS, NEW OPPORTUNITIES