

Roundtable Discussion Topic: Broadband Usage and Innovative Service Models

Discussion Leader:

Jim Guillet, Senior Director
Products and Solutions Marketing (Networks), Alcatel-Lucent

Abstract:

The explosive growth of Netflix and other OTT video services has exposed the fundamental limitations of unlimited, best effort, oversubscribed data usage plans. Service providers now need to determine how to perform more intelligent service metering and personalization while exploring revenue generating opportunities, either in partnership with OTT providers or with their own services. Come discuss best practices with your peers on the role of application assurance and policy management in enabling innovative new rate plans and services to your subscribers and to better manage your growing network traffic.

Discussion Leader Biography:



Jim's 30-odd years providing network equipment to the telecom and cable industry has included successive roles in engineering, product management and marketing. He is currently leading a marketing team at Alcatel-Lucent focused on enhanced residential and business service offers that leverage the network to create new value for customers.

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