

FREE seminar: Next steps for VPLS

- SaaS over VPLS
- Managed Service VPLS proposition
- Unified Communications with VPLS



New agenda: London seminar 20th October, Betjeman Suite Charing Cross Hotel

09:00: Registration and refreshments
 09:15: Welcome and introduction

09:30: Industry Analyst Phil Sayer talks about the key trends and drivers behind the take-up of services delivered over VPLS.



10:00: VPLS - adding value in real-life scenarios

- Evolution to Ethernet in the WAN
- Why VPLS – what difference does it make to my WAN and business?
- What can I do now that I couldn't do before?
- Case studies – challenge faced/solution deployed • Q&A

Adrian Hobbins, Chief Technology Officer, Exponential-e & Sunil Acharya, Head of Pre-Sales, Exponential-e

10:30: VPLS: The enabler to Wide-Area Unified Communications

- Converge, unify and secure
- Migration to highly-secure private SIP voice and converged IPT
- Service level agreements and QoS guarantees
- Real-time billing; click to call dialling and self-initiated video conferencing
- Realising improvements in competitiveness, productivity and efficiency
- Case studies – Bank of Cyprus; Ascribe; Conde Nast

Denny Meijer, Director, Scalable Communications & Simon Durrant, Business Development Manager, Exponential-e

11:00: Refreshments

11:15: The VPLS Managed Service Proposition

- Managed services within a VPLS NGN
- The managed services umbrella; hardware and software as a service
- Customer benefits
 - Mitigating technology risk
 - CAPEX to OPEX
 - Outsourcing of non-core tasks to focus on core business
 - Access to new skills sets
- Spotlight on managed security services - detect, mitigate, report & review
- Associated professional services

Gary McCullough, Product & Services Manager, Exponential-e

11:45: Storage & server virtualisation from the VPLS cloud

- Enterprise-class server infrastructure without the capital investment
- Creating a pool of flexible server resource
- Site to cloud communication - powerful layer 2 MPLS
- Commercial model
- Opportunities for significant cost savings

Simon Kelson, Managing Director, Atlanta Technology

12:15: Next Gen Networking for Software as a Service

- The SaaS opportunity: AutoCad on demand
- Guaranteeing the performance of centrally-delivered services
- Restructure IT costs from CAPEX to OPEX and reduce cost of ownership
- Quick and simple scaling up or down

Julian Carr, Chief Operating Officer, Qube & Dave Joplin Business Development Manager - SaaS, Exponential-e

12:45: Buffet lunch

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Break-out sessions

There is now an opportunity for delegates to pre-book up to 3 of the following one-to one sessions which will start at 1:45pm. We will notify delegates of the exact time of their session(s) nearer to the event and ensure they are able to attend all they require.

**A: Private WAN planning challenges:
One to one sessions with Exponential-e**

**B: Unified Communications: One to one sessions
Scalable Communications**

**C. Storage and server Virtualisation:
One to one sessions Atlanta Technology**

**D. Autocad on demand:
One to one sessions Qube**

These sessions allow delegates to have a private and confidential discussion with a subject matter specialist. Highly interactive, the session allows the delegate to talk through the challenges they face to kick-start individual (30 min) whiteboard session.

To book your place at the VPLS seminar, and (if desired) up to 3 of the private break-out sessions please register at:

www.exponential-e-vents.com

Places are strictly limited so as to guarantee a highly-interactive and personalised event.

Quotes from previous VPLS seminar attendees:

"My expectations were fully met by the presentations, with a clearer idea for the way forwards of MPLS/VPLS services"

"Impressive. Seems like an easy to manage, transparent, competitive technology"

"This is the solution we need for our business"

"A lot of good detail presented in a logical and clear fashion"

"Very informative and pitched at a level for all."

"The IP VPN solutions which we first considered required us to use highly complex access-control lists to keep different business unit traffic secure from each other. With VPLS solutions designed by Exponential-e, you don't get this headache as it's all done via secure layer-2 broadcast domains."

Tony Farrington
Director of IT
Havas

Directions to:
Betjeman Suite
Charing Cross Hotel



Charing Cross Station is on the Northern and Bakerloo lines. Embankment Station (2 minute walk from Charing Cross Hotel) is on the Northern, Bakerloo, Circle and District lines.

