

# ***New Member Orientation***



# Overview

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- Who we are
  - Goals & Key Initiatives
  - Membership Profile
  - Organization
- What value we bring-
  - to the market
  - to the broadband industry
  - to your company
  - to you!
- How can you contribute?
  - Process for technical report approval
  - Process for marketing report approval
- How can you stay informed?
- Schedule of upcoming events

# Who we are

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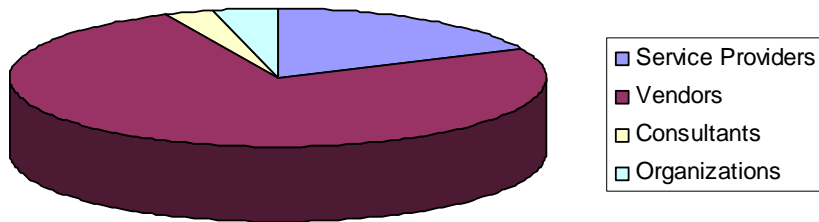
- The Broadband Forum is a worldwide organization committed to rapidly creating specifications for communication service providers and vendors that-
  - accelerate the development and deployment of broadband networks,
  - ensure successful interoperability,
  - manage and deliver advanced IP services to the customer.

# Expanded Scope

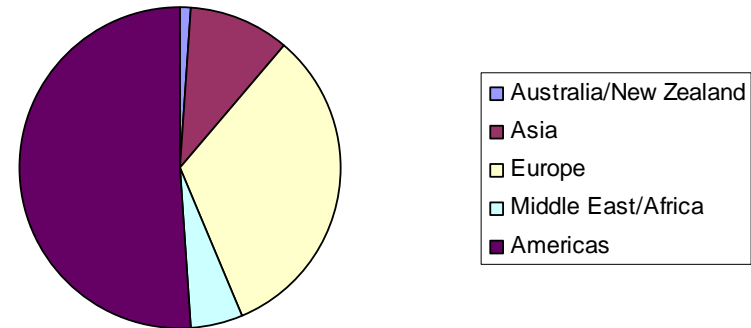
- **To Create a Common Global Access and Control Platform to Elevate the Experience of Next Generation IP Services**
  - Developing an access and management platform responsive to devices beyond the customer gateway as well as the distribution network.
  - Progressing work focused on Service Delivery
  - Common end-to-end architecture for all forms of broadband access for upper layer protocols
  - Defining common CPE specifications for all forms of broadband access
  - Develop tools to advance ADSL2plus and VDSL2 interoperability

# Broadband Forum-Industry Make-up

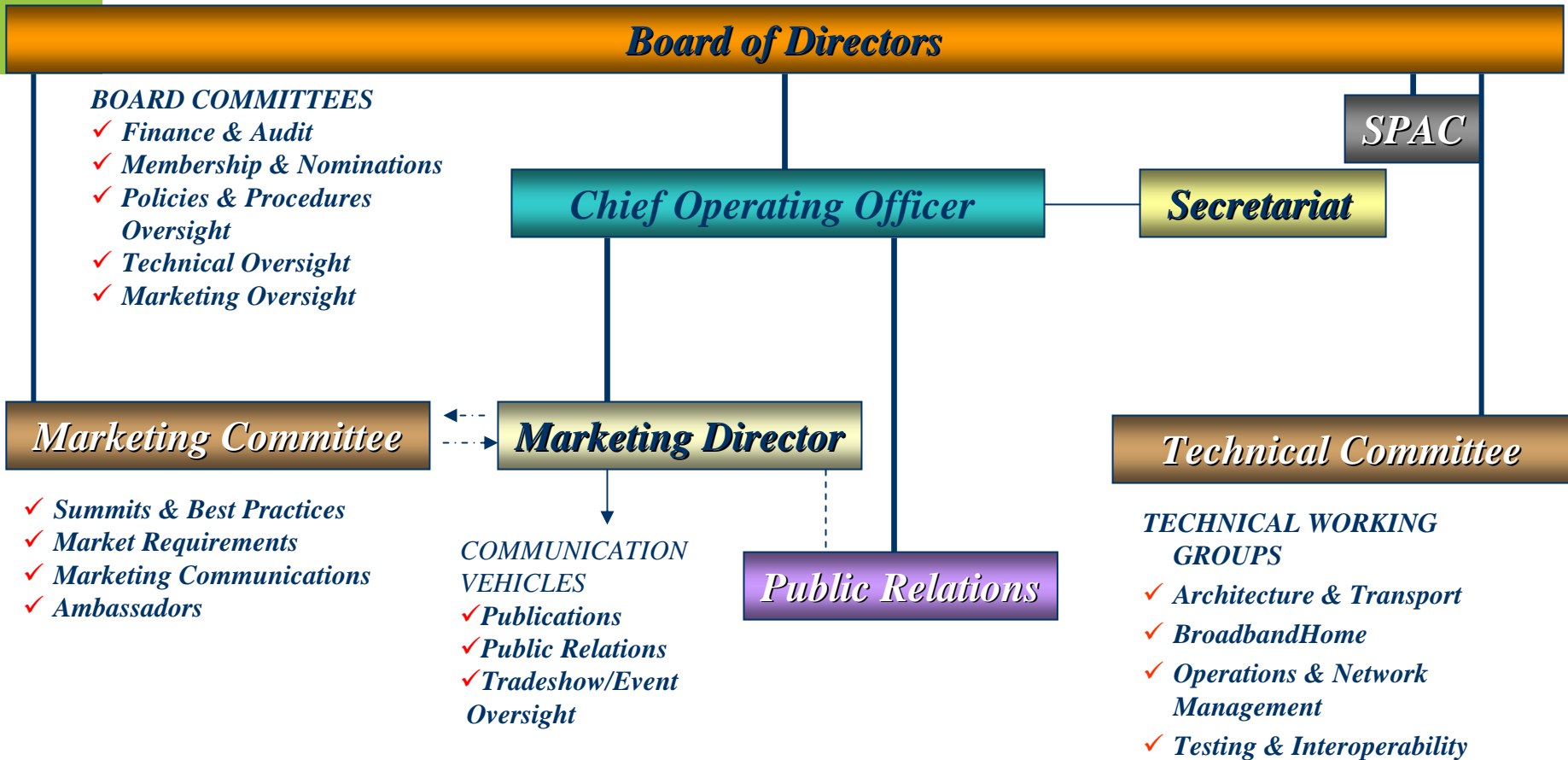
Industry Segment Breakdown



Regional Membership



# Broadband Forum Organization



# How the Broadband Forum works

- Work is facilitated by-
  - Board Strategic Directives
  - Service Provider Priority Input
  - Member Contributions  
(processed approximately 900 in 2007!)
  - Test Events
  - Marketing Reports & Application Notes
  - Market Requirements Documents
  - Demonstrations & Technology Showcases



# Recently Completed Work

- **Operations & Network Mgmt**
  - TR-117- Broadband Trouble Reporting
  - TR-141- Protocol Independent Management Model for Access Nodes Supporting TR-101 (Aug 2007)
  - TR-130- xDSL EMS to NMS Interface Functional Requirements
  - TR-129- Protocol-Independent Management Model for Next Generation DSL Technologies
- **Architecture & Transport**
  - TR-144- Broadband Multi-Service Architecture & Framework Requirements (Aug 2007)
- **BroadbandHome**
  - TR-142- TR-069 Framework for PON
  - TR-135- TR-69 Management of Set Top Box (Dec 2007)
  - TR-069 Amendment 2- CPE WAN Management Protocol (Dec 2007)
  - TR-140- TR-69 Data Model for Storage Devices (Aug 2007)
- **Testing & Interoperability**
  - TR-100 ADSL2/2plus Performance Test Plan (Mar 2007)

# Areas of Current Activities

## Technical

- Testing & Interoperability
  - Interoperability test plans for VDSL2
  - Plugfests & ITL program
- Operations & Network Management
  - ADSL2/2plus & VDSL/2 element management
- BroadbandHome
  - CPE requirements & management
  - TR-069 related test events
- Architecture
  - IP Ethernet
  - Policy Control Framework
  - Video QoE over DSL
  - PON integration

## Marketing

- Showcase 2008!
- Strategic Communications
  - BroadbandSuite Communication Plan
  - Application Notes for service delivery of key applications, ie IPTV, VoIP, Teleconferencing
  - TR & Interop messaging
- Summit / Best Practices
  - Executive Summits & industry panels
- Ambassador
  - Global speakers bureau
- Marketing Communications
  - Tradeshows, Conferences, Webtorials, Web, Events and PR

# Special Sessions

- **Outside of working group sessions, the Forum typically has these programs-**
  - **Service Provider Action Council-**  
Monday sessions for Providers, which strengthens the Provider voice into the Forum and drives key issues regarding meeting the needs of the mass market
  - **Keynotes**  
Industry leaders are invited to speak and provide the Forum with their vision for broadband and their priorities to help drive our work
  - **BoF (Birds of a Feather)-**  
Evening technical interactive sessions, open to all and typically on potential work areas. Goal is to stimulate a forward plan addressing what the Forum's scope is in this area and whether new work should begin
  - **Best Practices Sessions-**  
A panel that explores today's best practices around a certain topic. Mostly educational, but can be a source of new work

# How does the Forum benefit you?

- ✓ **Stay on the Cutting Edge**
  - ✓ Gain early access to the standards in development
  - ✓ Engage and drive developments to ensure your company stays on the cutting edge
- ✓ **Inclusion in Test Events**
  - ✓ Participate in members-only test events, allowing your company to achieve an early edge on the market
- ✓ **Obtain an Economical Education**
  - ✓ The Summit, Best Practice sessions, meetings, web and personally lead tutorials, all provide a level of education that can be found nowhere else.
- ✓ **Connect with the Experts**
  - ✓ Network with industry leaders, analyst, and market representatives who can provide your company with a snapshot of today's reality, and tomorrows broadband future.

# Why should YOU be a part of the Broadband Forum?

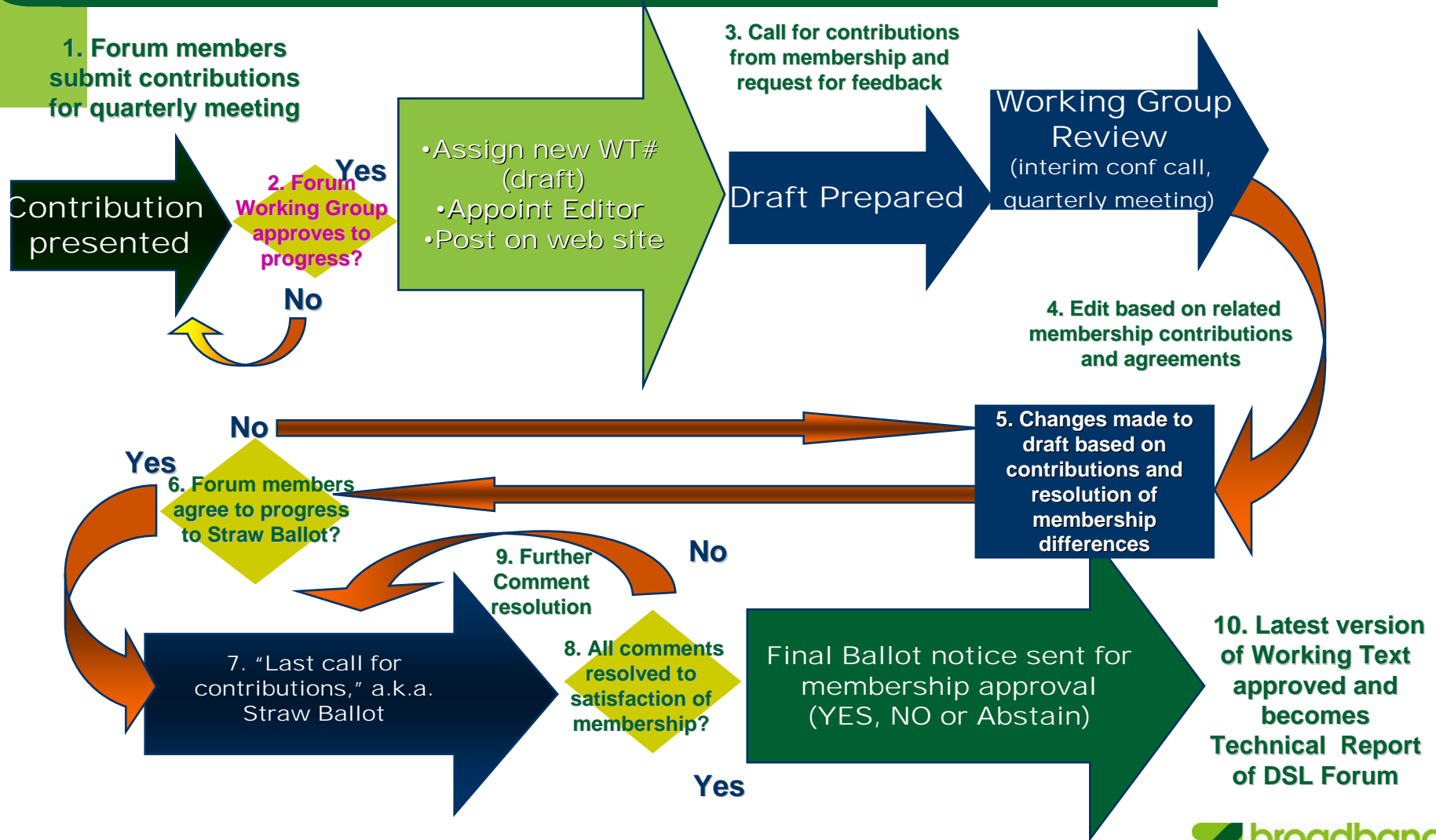
- ✓ Influence the future of broadband by your contributions and voice
- ✓ Receive up to the minute information about broadband solutions, services and applications
- ✓ Exchange deployment experience with professionals/colleagues
- ✓ Learn from and network with experts from all over the world

# How can you contribute?

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- Attend and Participate!
- Submit/work on Contributions
- Become an Ambassador or Summit Presenter
- Join/Lead a Committee

# Technical Report Approval Process



# Marketing Report Approval Process

Step 1. A technical contribution, SPAC request, marketing committee proposal or a Board initiative can identify need for a new MR.

- Tech Chair, Marketing Chair and Marketing Director review the request and assess if this is work that is timely and appropriate, and if so- develops an abstract, title and WT number assigned for future reference.

Step 2 Two options:

- If the MR topic includes significant new content, this new content will be developed through initial vetting within a related Tech WG. If so, Tech Chair brings this work to the appropriate T-WG, and requests the T-WG accept the project and determines the scope, timeline for completion, and assigns an editor(s). Once T-WG agrees that all necessary content has been collected, hands it off to Marketing WG for clean up and completion.  
Or-
- If the paper will be based on existing technical reports and approved materials, the M-WG is assigned ownership to determines scope, target audience, target date, and resources needed. M-WG compiles existing information, puts out a call for additional input in the Plenary session and in trip report.

Step 3 Based on quantity of work, timeline and budget, the Marketing Committee determines whether to hire a technical writer or appoint an editor

Step 4 Editor or hired technical writer compiles any additional input, polishes the document for consistency and accuracy, and completes the draft MR.

Step 5 Draft MR is sent to the membership as straw ballot (3 week review period).

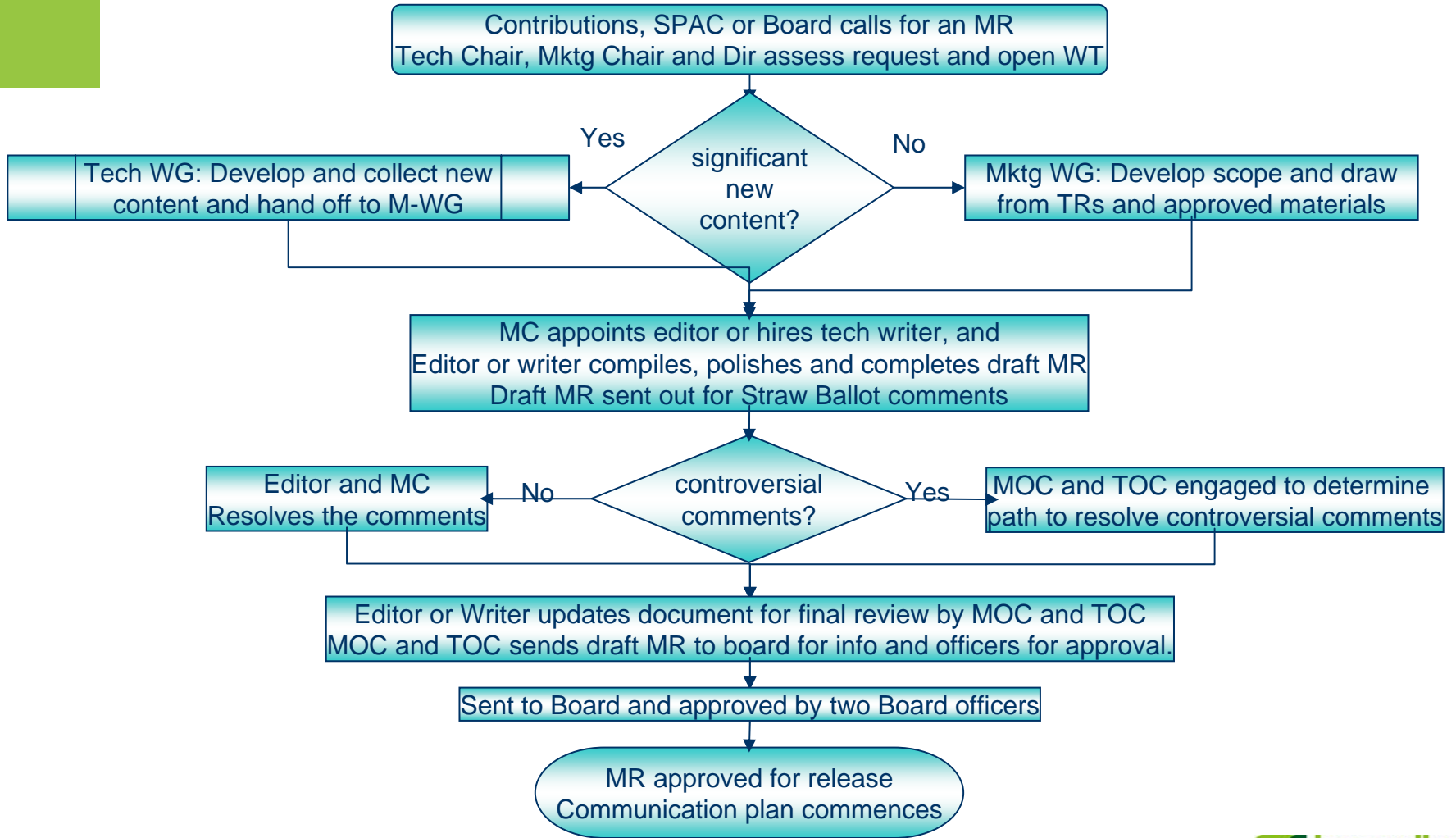
- If comments are non-controversial, member comments are resolved by editor/tech writer and the marketing committee.  
Or-
- If comments are controversial, then MOC/TOC are engaged to determine path forward for comment resolution.

Step 6 Editor or tech writer updates MR based on comment resolution and sends to MOC and TOC for final review.

Step 7 MOC and TOC chairs send the MR to the officers with their recommendation of approval, and to the full board as information. Two officers' approval needed for release

Step 8 Communication Plan commences.

# MR Process



6/24/2008

# Web Resource

## [www.broadband-forum.org](http://www.broadband-forum.org)

- Members Only-
  - Contribution site of all the technical & marketing key documents and efforts
  - Conference Call Calendar
  - Project Areas for coordinated efforts
  - Online Meeting Registration & Distribution list assignment
- Public Site
  - Industry Tradeshow & Conference Calendar
  - Educational tutorials
  - Free Technical and Marketing Reports
  - Plugfest (test event) schedule
  - Latest News & Announcements
  - Press Room, including Analyst Corner

# Work Schedule

## Four meetings per year

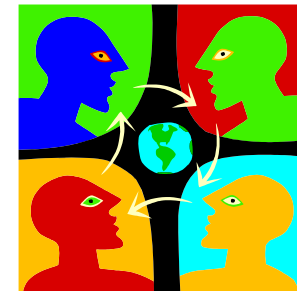
- Typically alternating two European, two Americas
- 2009 will include Asian meeting

Upcoming in 2008:

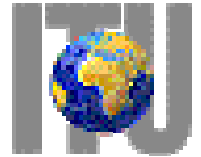
Sept 8-11 Stockholm, Sweden

Nov 17-20 Waikoloa (Big Island) Hawaii

- Between meeting conference calls
- Scheduled members-only plugfests
- Liaisons with key organizations



# We don't work alone



International  
Engineering  
Consortium  
[www.iec.org](http://www.iec.org)



# *Welcome to the Forum!*

*For more information, email  
laurie@broadband-forum.org*

