SESSIONS
2021 AGENDA - DAY 1 - 09/11/2021

The Edge Event

9-10 November, 2021
Ilec Conference Centre
London & Online

Chairperson's opening remarks

09:00 - 09:10
Morning Keynotes

Participants

Andy Jones - Managing Director, Jonesthefone Consulting

Keynote address – Lifting the lid on the evolving hyperscaler strategy at the edge

09:10 - 09:30
Morning Keynotes

The past few years have seen a significant market shift, with hyperscalers expanding their reach outside of the traditional cloud business model by introducing enterprise solutions that sit closer to end users, as well as new services that directly integrate with 5G networks. This keynote will dive into what this shift means for hyperscalers now and in the future.

- What does the rise in edge computing mean for the centralised cloud business model?
- How do hyperscalers view their evolving relationship with telcos?
- What is the strategy to grow hyperscaler capabilities and service offerings at the edge?
- How can end-users expect to benefit from new edge services deployed by hyperscalers?

Sponsor keynote address – Revealing the secret ingredients to build out and monetize your edge

09:30 - 09:50
Morning Keynotes

- Identifying some of the common characteristics for successful edge deployments
- What's driving enterprises closer to the edge?
- Realising the latency benefits of 5G with the edge
- Tailoring edge deployments to customer requirements

Keynote panel discussion – Collaboration over competition: How are telco and hyperscaler partnerships reshaping the edge market?

09:50 - 10:30
Morning Keynotes

- How crucial are these partnerships to the development of edge services?
- What do these partnerships mean for enterprise end-users of edge services?
- How can telcos collaborate with hyperscalers while strengthening their role beyond connectivity?
- Are telcos agile enough to keep up with hyperscaler innovation at the edge?
- Assessing the long-term viability of these partnerships

Participants

Shailesh Shukla - VP/GM, Networking, Google Cloud

Jennifer Gill Didoni - Head of Cloud Portfolio and Product Management, Vodafone

Paul Ceely - Director of Technology Strategy, Digital Catapult

Moderator: Camille Mendler - Chief Analyst, Service Provider Enterprise, Omdia

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NETWORKING & REFRESHMENT BREAK

10:30 - 11:15
Morning Keynotes

Keynote Address – Enabling latency-critical applications by managed latency across 5G networks with edge computing

11:15 - 11:35
Morning Keynotes

- Examining the similar characteristics of latency-critical use cases across various verticals
- Delivering a stable latency (low jitter and upper bounded latency) with managed latency as a key enabler for latency-critical use cases
- Insights in technology, measurement results and business opportunity of managed latency
- What makes managed latency such a game changer for edge computing?

Participants

Dominik Schnieders - Head of Edge Computing / Cloud XR, Deutsche Telekom

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Keynote address – Why is Mastercard pushing payments to the edge?

11:35 - 11:55
Morning Keynotes

- What's driving Mastercard to overhaul its existing payment network infrastructure?
- How can transitioning to cloud and edge computing systems enable growth for Mastercard's global payment network?
- Overcoming the technical challenges of modernising the network
- Driving efficiency, whilst also enabling new customer experiences

Participants

Ed Mclaughlin - President, Operations and Technology, Mastercard

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Keynote panel discussion – Searching for the Holy Grail ?: How close are we to identifying the edge killer app?

11:55 - 12:35
Morning Keynotes

- Is there a particular industry vertical that is best suited to seize upon the edge opportunity?
- Will the edge killer app be defined by delivering a true next-gen experience or by enhancing an existing experience or use case?
- Is there a legitimate argument to be made that telcos should be their own biggest edge 'customers', with the operation of fully virtualised 5G relying on compute at the network edge?
- Accelerating the potential capability of artificial intelligence and machine learning with edge
- What is needed to deliver scalable and repeatable applications at the edge?

Participants

Juan Carlos Garcia - SVP Technology and Ecosystem, Telefonica

Francesca Serravalle - Emerging Technology Director, Colt Technology Services

Moderator: Tilly Gilbert - Principal Consultant, STL Partners

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NETWORKING LUNCH

12:35 - 13:35
Morning Keynotes

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Panel discussion – How can we rapidly scale up the deployment of edge infrastructure?

13:35 - 14:15
Edge Infrastructure Focus

- The ongoing chicken and egg debate: Can we afford to wait for monetizable applications before making the investment needed to scale up edge infrastructure?
- Do the benefits of edge outweigh the significant financial cost of accelerating its deployment?
- To what extent do cellular private networks offer the solution to scale up the edge in strategic and commercial locations?
- Will the footprint of edge infrastructure naturally grow in line with the deployment of 5G networks?

Participants

Jose Antonio Aranda - Global Product Strategy and Innovation Director, Cellnex

Farid Singh - Founder, Take 3 Innovate

Rolf Schuster - Director, Open Edge Computing Initiative

Moderator: Andreas Olah - Senior Analyst, Omdia

How do we enable 5G network slicing at the edge?

14:15 - 14:35
Edge Infrastructure Focus

- Edge as a key component of URLLC
- What needs to happen from an edge perspective to enable fully end-to-end network slicing?
- Deploying edge nodes in strategically significant locations to enable network slicing where it's needed most
- What new business models will network slicing at the edge enable?

Debate – Are telcos doing enough to ensure that 5G and the edge are being deployed in tandem?

14:35 - 15:15
Edge Infrastructure Focus

- What's holding operators back from going all-in on 5G edge?
- Considering the efforts that telcos are currently making to deploy 5G and edge alongside one another
- How will edge computing improve network operations and save telcos money in the long term?
- What opportunities are missed when 5G networks are rolled out without the inclusion of edge infrastructure?

Participants

Kurt Schlager - Head of Network Evolution, A1 Group

Jason Hoffman - President and CEO, MobiledgeX

Martin Halstead - CTO Communications Technology Group, HPE

Moderator: Joe Madden - Principal Analyst, Mobile Experts Inc.

NETWORKING & REFRESHEMNT BREAK

15:15 - 15:50

Unlocking the value of edge computing for mixed reality applications

15:50 - 16:10
Edge Applications Focus

AR & VR have often been tipped as key use cases that can be greatly accelerated by edge, but for most of us these technologies remained largely untapped. But how soon is this set to change? This case study will explore how the impact of AR & VR technologies on our everyday lives may well be nearer than we realise, as we take a look at immersive business communication application that could fundamentally change the way we think about remote working and online collaboration with our colleagues.

Participants

Raheel Khalid - Chief Engineer, XR Edge, Verizon

Panel discussion – Which industry verticals are best placed to benefit from private network deployment?

16:10 - 16:50
Edge Applications Focus

- How great is the private network opportunity for the entire ecosystem?
- How crucial is the integration of edge computing to deliver genuine value to enterprises considering a private network solution?
- Identifying the similar characteristics and demands of vertical industries that could benefit from private networks
- Aligning private network spectrum across Europe
- What holds enterprises back from investing in private networks?

Participants

Christian Regnier - Co-Founder, AGURRE

Dirk Reinert - Lead, 5G Enabled Campus Edge Program, T-Systems (Deutsche Telekom)

Mark Gilmour - Vice President, Mobile Connectivity, Colt Technology Services

Chuck Byers - Chief Technology Officer, Industrial Internet Consortium

Moderator: Pablo Tomasi - Principal Analyst, Private Networks, Omdia

Presentation – What can consumers expect from gaming at the edge?

16:50 - 17:10
Edge Applications Focus

- What's the realistic timeline for wide scale edge-enabled gaming?
- Diving into the tangible benefits of gaming at gaming at the edge
- How has Edgegap grown and evolved over the past few years?

Participants

Mathieu Duperre - CEO, Edgegap

CLOSE OF DAY 1, FOLLOWED BY THE LIFE ON THE EDGE PARTY

17:10 - 19:10

SCHEDULE
2021 AGENDA - DAY 1 - 09/11/2021

TIME	EDGE APPLICATIONS FOCUS	EDGE INFRASTRUCTURE FOCUS	MORNING KEYNOTES
09:00			**09:00** - Chairperson's opening remarks **09:10** - Keynote address – Lifting the lid on the evolving hyperscaler strategy at the edge **09:30** - Sponsor keynote address – Revealing the secret ingredients to build out and monetize your edge **09:50** - Keynote panel discussion – Collaboration over competition: How are telco and hyperscaler partnerships reshaping the edge market?
10:00			**10:30** - NETWORKING & REFRESHMENT BREAK
11:00			**11:15** - Keynote Address – Enabling latency-critical applications by managed latency across 5G networks with edge computing **11:35** - Keynote address – Why is Mastercard pushing payments to the edge? **11:55** - Keynote panel discussion – Searching for the Holy Grail ?: How close are we to identifying the edge killer app?
12:00			**12:35** - NETWORKING LUNCH
13:00		**13:35** - Panel discussion – How can we rapidly scale up the deployment of edge infrastructure?	
14:00		**14:15** - How do we enable 5G network slicing at the edge? **14:35** - Debate – Are telcos doing enough to ensure that 5G and the edge are being deployed in tandem?	
15:00	**15:15** - NETWORKING & REFRESHEMNT BREAK **15:50** - Unlocking the value of edge computing for mixed reality applications	**15:15** - NETWORKING & REFRESHEMNT BREAK	**15:15** - NETWORKING & REFRESHEMNT BREAK
16:00	**16:10** - Panel discussion – Which industry verticals are best placed to benefit from private network deployment? **16:50** - Presentation – What can consumers expect from gaming at the edge?		
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SESSIONS
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The Edge Event

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Overview and updates on ETSI MEC standard

08:00 - 09:20
ETSI MEC Breakfast Briefing

The 2021 ETSI MEC Breakfast Briefing will look at the ambitious phase 3 of the ETSI MEC ISG. Phase 3 was de-signed to reflect the rapid expansion of interest in edge computing beyond just the mobile industry. Our goals for Phase 3 included an ambitious push towards breaking the boundaries that impede the growth of the edge computing market. These included the boundaries between mobile and other types of access, and topics like MEC federation, MEC security, new APIs, diverse deployments in enterprises and with resource constrained devices, etc. A special attention will be given to alignment between standards and the various industry groups (e.g. 3GPP, GSMA, 5GAA, etc); the aim to move between the "paper" specifications and provide more insights on the implementation of these (also in open SW OpenAPI representations); and, ultimately, close the gap between the vendors and operators who deliver the edge clouds and the application developers who represent our user community.

During this Breakfast Briefing, you will get an up-to-date status on completed specifications, which aspects of the overall edge system they address and where you can find the relevant APIs – as a specification document but also implemented as an OpenAPI repository. We will cover our plans for Phase 3 and address some of the use-cases we are in the process of considering. We will also address the work we are doing with our partners in other standards organization and industry representation bodies to deliver to the world a complete picture – or rather complete, use-case adapted pictures – of edge cloud-based solutions that are enabled by the ETSI MEC specifications. Last, but certainly not least, we will present some notable examples of edge computing implementation – both with examples from the MEC ecosystem, the MEC Sandbox, Hackathons, PoCs, Trials and Plugtests, and through open SW collaborations.

Participants

Chairperson: Dario Sabella - MEC Chair, ETSI

Walter Featherstone - ISG MEC Vice-Chair, WG DECODE Chair, ETSI

Alice Li - ISG MEC Vice-Chair, ETSI

Chairperson's opening remarks

09:30 - 09:40
Morning Keynotes

Participants

Joe Madden - Principal Analyst, Mobile Experts Inc.

Keynote address – How are operators continuing to evolve their edge strategy?

09:40 - 10:00
Morning Keynotes

The Edge Event has often tackled that question of the 'optimal operator strategy', with a broad consensus that telcos must seize upon their unique asset, which is proximity to the customer. But over the past couple of years many telcos have more firmly established their edge strategy both for their own network operations, as well carving out a route to market for potential new edge services and applications.

- How are telcos looking to capitalise on the edge opportunity?
- Examining the close connection between 5G and edge
- Working closely with hyperscaler partners to develop and enhance the edge proposition
- What can telcos bring to the table beyond connectivity?

Participants

Neil McRae - Chief Network Architect, BT

Sponsor keynote address – Opening the doors of the smart factory with the power of edge computing

10:00 - 10:20
Morning Keynotes

- Understanding the importance of low latency for the acceleration of Industry 4.0
- Why edge is the next logical step beyond IoT
- How does edge unlock the true power of big data?
- Unlocking the benefits of advanced predictive maintenance

Keynote panel discussion – The enterprise mindset: How aware are enterprises thinking about what the edge means for them?

10:20 - 11:00
Morning Keynotes

- How are enterprises currently looking to approach edge as an enabling technology?
- Considering the edge language barrier
- To what extent is edge just a natural extension of hybrid cloud strategy for most enterprises?
- Who or what function is responsible for edge within an enterprise?
- What's the decision-making process for enterprises looking to determine which of their workloads should sit in the cloud or at the edge?

Participants

Ed Mclaughlin - President, Operations and Technology, Mastercard

Chris Patten - Technical Delivery Manager, HSBC

Prashant Tiwari - GM & Executive Director of Intelligent Connected Systems, Toyota

Moderator: Farid Singh - Founder, Take 3 Innovate

NETWORKING & REFRESHEMNT BREAK

11:00 - 11:45
Morning Keynotes

Keynote case study – The next generation of edge enabled farming

11:45 - 12:05
Morning Keynotes

- What makes agriculture such a well-suited industry to benefit from edge innovation?
- A deep dive into the Food Resiliency Project
  - ◦ Driving efficiency
  - ◦ Building resiliency
- Streamlining IoT with edge connectivity

Participants

Jim Brisimitzis - Founder and General Partner, 5G Open Innovation Lab

Keynote address – With the wide scale adoption of telemedicine in the past year, how has the pandemic driven progress at the edge?

12:05 - 12:25
Morning Keynotes

- How and why has Covid pushed healthcare industry towards the edge?
- How does the edge and IoT help to enhance the capabilities of telemedicine and connected healthcare?
- Considering the importance of capacity, resiliency, and security in the context of telemedicine

Participants

Kevin Kent - Data Center Operations, Ohio State University, Wexner Medical Center

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Keynote panel discussion – How can we rank and assess the relative value of the numerous edge industry bodies?

12:25 - 13:05
Morning Keynotes

- What do the various stakeholders in the edge ecosystem get out of these bodies?
- Considering the metrics for assigning value to edge industry bodies
- Assessing the relative value of larger industry bodies that have a broader mandate compared with smaller organisations that have a more specific focus
- What are the main criticisms that the ecosystem has about edge industry bodies? Are these grievances fair?
- What's the ecosystem consensus on how edge industry bodies can improve their work moving forward?

Participants

Dario Sabella - MEC Chair, ETSI

Ildiko Vancsa - Senior Manager, Community & Ecosystem, Open Infrastructure Foundation

Moderator: Christopher Silberberg - Senior Analyst, Omdia

NETWORKING LUNCH

13:05 - 14:10
Morning Keynotes

Case study: Transitioning from data extraction at the edge to utilising the edge to automate key company operations

14:10 - 14:30
Edge Efficiency & Sustainability Focus

- What benefits have been driven from extracting data at the edge for more complex analysis within the cloud?
- How are business needs evolving to require compute at the edge for closed loop real-time applications?
- Automating video surveillance
- Developing applications to optimise production and predict the future

Participants

Marko Yli-Pietilä - Head of Smart Operations, Stora Enso

Fireside Chat – It's all about decentralisation: Why DevOps and edge should sit hand in hand

14:30 - 14:50
Edge Efficiency & Sustainability Focus

- What are the key differences between cloud and edge environments?
- Assessing the synergies between more edge computing and DevOps methodologies
- What do edge applications look like?
  - Is there a need to rearchitect applications to run at the edge?
- How do DevOps processes and tools need to evolve to tackle the specific challenges of edge development more effectively?

Participants

Usman Javaid - Head of Emerging Technologies, Amazon Web Services (AWS)

Panel discussion – How can edge infrastructure help us to unlock a sustainable future?

14:50 - 15:30
Edge Efficiency & Sustainability Focus

- Optimising energy consumption with edge compute by reducing the amount of data traversing the network
- Just how much more efficient are edge data centres in comparison to cloud data centres?
- Examining the role of AI & ML to promote energy efficiency and sustainability at the edge
- As the footprint of edge scales, how will this impact the environment from a power consumption perspective?

Participants

Kevin Kent - Data Center Operations, Ohio State University, Wexner Medical Center

Petra Felbermayer - Head of Digital Integration – IoT, T-Systems (Deutsche Telekom)

Dalia Adib - Director & Director & Edge Computing Practice Lead, STL Partners

Mats Eriksson - CEO, Arctos Labs

Moderator: Andy Jones - Managing Director, Jonesthefone Consulting

NETWORKING & REFRESHEMNT BREAK

15:30 - 16:10

Predicting the future: Just how powerful could edge be in the context of 6G?

16:10 - 16:30
Afternoon Keynotes

- Defining the relationship between 6G and edge
  - How will this evolve from 5G?
- What will the deployment of the next generation of intelligent edge systems mean for AI?
- What will be the key performance indicators of intelligent edge solutions within 6G networks?

Participants

Ella Peltonen - 6G Flagship, University of Oulu, Finland

The Edge Event 2021 Wrap Up

16:30 - 17:00
Afternoon Keynotes

To bring this year's conference to a close, a selection of our esteemed speakers will join us on stage for a final time to share their thoughts on their experience over the past few days. Topics of conversation will include:

- What are the most interesting takeaways from this year's conference?
- Were there any surprises this year?
- What key debates are still left unresolved?
- Looking into the crystal ball: How will the industry have moved on and what will we be discussing by this time next year?

CLOSE OF CONFERENCE

17:00 - 18:00

SCHEDULE
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TIME	AFTERNOON KEYNOTES	ETSI MEC BREAKFAST BRIEFING	EDGE EFFICIENCY & SUSTAINABILITY FOCUS	MORNING KEYNOTES
08:00		**08:00** - Overview and updates on ETSI MEC standard		
09:00				**09:30** - Chairperson's opening remarks **09:40** - Keynote address – How are operators continuing to evolve their edge strategy?
10:00				**10:00** - Sponsor keynote address – Opening the doors of the smart factory with the power of edge computing **10:20** - Keynote panel discussion – The enterprise mindset: How aware are enterprises thinking about what the edge means for them?
11:00				**11:00** - NETWORKING & REFRESHEMNT BREAK **11:45** - Keynote case study – The next generation of edge enabled farming
12:00				**12:05** - Keynote address – With the wide scale adoption of telemedicine in the past year, how has the pandemic driven progress at the edge? **12:25** - Keynote panel discussion – How can we rank and assess the relative value of the numerous edge industry bodies?
13:00				**13:05** - NETWORKING LUNCH

SCHEDULE
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15:00	**15:30** - NETWORKING & REFRESHEMNT BREAK	**15:30** - NETWORKING & REFRESHEMNT BREAK	**15:30** - NETWORKING & REFRESHEMNT BREAK	**15:30** - NETWORKING & REFRESHEMNT BREAK
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17:00	**17:00** - CLOSE OF CONFERENCE	**17:00** - CLOSE OF CONFERENCE	**17:00** - CLOSE OF CONFERENCE	**17:00** - CLOSE OF CONFERENCE