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ASPCON Conference

CLECexpo Conference

The ISPCON Conference Program: Covering the Industry from Every Angle



All conference sessions will be available in MP3 format. Click [here](#) to order online or onsite from the Stardust.com TalkRadio Booth L1, located in the lobby.

Highly educational and often controversial, the dialogue of more than 120 educational sessions is by far, the best the industry has to offer. This year the ISPCON conference had been divided into three distinct tracks to help you efficiently plan your educational agenda. The sessions are listed on the following pages in date and time order. Use the icons below to quickly locate sessions you're interested in!



= TECHNICAL



= BUSINESS MODELS & STRATEGIES



= POLICY & REGULATION

Tuesday, May 23, 2000

Session I-217 1:30 PM - 2:30 PM



The Digital Divide Debate

The income and technology gap between those who are connected to and are profiting from the Digital Revolution and those who are not integrated into this economic paradigm shift appears to be widening. Several leading Internet companies are now implementing a range of creative strategies

to help close this divide. Industry leaders and government executives will analyze the scope of the challenge, share the experience of their individual approaches and discuss the possibility of coordinated activities.

Moderator: Dave Simpson, Founder, NorthBay Partners
Panelists Include: B. Keith Fulton, Executive Director, Corporate Relations, America Online; Gene Wade, Chief Executive Officer, LeanNow; Nick Gleason, Chief Executive Officer, City Soft

Session I-218 1:30 PM - 2:30 PM



Architecture for Streaming Media

What will it take to deliver high quality streaming media over the Internet? Victoria's Secret and NetAid tried, both died. A hard look at the front-end, the back-end and the latest attempts at making IP Video Holy Grail work.

Doug Mohny, Columnist, Boardwatch Magazine

Session I-219 1:30 PM - 2:30 PM



Everything to the Edge: Breaking Bottlenecks on the Internet

Satellite broadcast, used as a unique "out of band" system in combination with other techniques, will provide new technology to save the Internet from its next train wreck. This session will address the issues and challenges of satellite broadcast technology for cache turbocharging, caching products and systems and future applications.

Doug Humphrey, President/CEO, Skycache

Session I-220 1:30 PM - 2:30 PM



Fundamentals of Profitability

An ISP that does not turn a profit is not a business. This session demonstrates how to put your company in the black and grow into prosperity. It discusses an actual business scenario of how a \$10 per month Internet service can profit, grow and lead a market and why running a good service does not ensure a successful business.

David Robertson, General Manager, South Texas Internet Connections, Inc.

Session I-221 1:30 PM - 2:30 PM



Top Seven Reasons Why Most ISPs Fail

A typical ISP will set up shop and invest in the right equipment and people to get its ISP going. Once the network is up, it fails in as little as a year or less, because it has no money left to pay for the costs to acquire new customers, and a catch-22 begins. This session will give you the top seven

reasons why most ISPs fail from the start and what you can do to make sure this does not happen to your ISP.

**Christopher Knight, Founder/Managing Editor,
ISP-LISTS.com Network**

Session I-222 1:30 PM - 2:30 PM

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Moving at Internet Speed from ISV/XSP to ASP

Moving at Internet Speed from ISV/XSP to ASP With market dynamics changing at lightning speed in the Network Age, software vendors are finding compelling reasons--economic, technological, & logistical--to develop & rely on the application hosting model for delivery of their business functionality. Building such functionality as SERVICES, rather than SOFTWARE--providing these services as an ASP--is a model that Sun Microsystems has extensive experience in architecting and supporting. Because of Sun's acknowledged leadership in the Dot-Com space, ISVs of all shapes & sizes are turning to our company for the foundation architecture, implementation services & marketing expertise needed to become a top-tier ASP. This presentation will address the specifics of the ISV/XSP-to-ASP migration process, along with Sun's anecdotal experience supporting & consulting on these business transformations.

Seth Pinkham, Group Marketing Manager, ASP Market Development, Sun Microsystems, Inc

Session I-223 1:30 PM - 2:30 PM

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Scaleable, Reliable Shared Hosting on Windows 2000

Learn how Windows 2000 is used to provide scalable, reliable shared Web hosting services at a top tier ISP, including a demonstration of an automated provisioning tool, which dramatically decreases the time required to provision Web sites.

Jay Frazier, VP of Product Development, Interland, Inc.

Session I-224 1:30 PM - 2:30 PM



Funding Sources for Small and Medium-Sized ISPs

Three experts in the field of funding acquisitions and growth for ISPs with 2,000 - 20,000 subscribers will discuss lending and investment requirements. The participants will

discuss issues about borrowing less than \$3 million and issues about borrowing more than \$3 million, as well as raising equity funds.

Moderator: Brian Erickson, Regional Manager, Westburg Media Capital
Panelists Include: David A. Meier, Finova Capital Corporation; Gary Trauner, Chief Financial Officer, Onewest, Inc.; Michael Pruett, CEO/Founder, OneWest Net.

Session I-317 2:45 PM - 3:45 PM



Policy Based QoS: Getting Smart about Bandwidth Control and Service Provisioning

Members of the QoS Forum will present policies and prescriptions for the implementation of smart, managed bandwidth capabilities in ISP networks. Speakers will address the relationship between new QoS and policy technologies and products and incremental service offerings from ISP's.

Moderator: Martin Hall, Stardust.com

Panelists include: Richard Muirhead, Vice President, Technology Solutions, Orchestream; Karen Styres, Vice President, Marketing, Resonate; Matt Nibler, Program Manager, Microsoft Corporation

Session I-318 2:45 PM - 3:45 PM



Policy Enforcement Agents or Consumer Privacy Advocates

A review of how governments, legislators and companies are looking to have Internet Service Providers enforce policy with mandated content filtering, political routing filters and other laws.

Jordan Socran, Internet Partnerships Director, Zero-Knowledge Systems

Session I-319 2:45 PM - 3:45 PM



Dynamic Content and Mega Traffic: Tweaking Apache

The problem: Dynamic web sites have a much higher overhead than static sites. The solution: Launch interpreter and script with the web server daemon and establish only one database connection per child process. In a word: mod_perl.

Greg Weir, Lead Programmer, TUCOWS.com Inc

Session I-320 2:45 PM - 3:45 PM



ISP Peering Tree

This session details the ISP peering decision-making process. The second part of this session will give ISP Peering Coordinators a chance to contribute information into and receive a copy of the Peering Contact Database. One challenge highlighted by the ISPs was contacting the right people. By

sharing information within the community of Peering Coordinators we hope to facilitate peering within the ISP community.

William Norton, Co-Founder/Director of Business Development, Equinix, Inc.

Session I-321 2:45 PM - 3:45 PM



Web Hosting Choices for Small Business

Small businesses have many important factors to consider when choosing a Web hosting vendor. The best hosting decision for many small businesses is to outsource the service to a provider who can alleviate the cost and time normally associated with implementing and managing a complex Web hosting solution.

Connie Dewitt, Director, IP Voice and Video Services, Concentric Network

Session I-322 2:45 PM - 3:45 PM

Building Linux Based Virtual Private Network

This session will cover building and using software-based virtual private networks with Linux. It will include real-world case studies of VPNs built for both large and small organizations, a presentation on VPN basics, and instructions on how to set up your own VPN for free.

Brian Elliot Finley, Systems Engineer, VALinux Systems

Session I-323 2:45 PM - 3:45 PM

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Data Center On Demand: Strategies For IT Outsourcing

As xSPs scramble to define new business models and revenue streams, many are trying to transform themselves into a one-stop shop for IT outsourcing. The concept of "Data Center on Demand" is based on Sun's DataCenter.Com initiative and has evolved into the creation of business models for xSPs that enable them to provide: -Compute resources and storage capacity on demand -Applications based on the ASP lease/rent model -Dynamic allocation of datacenter resources This session will explore how Sun with its xSP partners can create and offer Data Center on Demand as a new business model to drive revenue for Sun servers, storage and SW sales.

Bill Welch, SP Industry Strategist, Sun Microsystems, Inc.

Session I-324 2:45 PM - 3:45 PM



Driving Your Valuation

The 3 top ISP solution providers debate strategies for business customer acquisition, reducing churn, and increasing share of customer wallet through differentiated services. This is YOUR chance to ask the tough questions in an open Q&A.

Moderator: Terry Barnich, President, New Paradigm Research Group (NPRG)

Panelists include: Fred Sammartino, Director, Strategic Marketing, Lucent Technologies; Larry Lang, VP Service Provider Marketing, Cisco Systems, Inc.; Timothy Waters, Vice President, Broadband Access Business Unit, Nortel Networks; representatives from Lucent & Nortel

Session I-417 4:30 PM - 5:30 PM



How Much is Your ISP and Web Hosting Company Worth?

It depends on what you are selling and who is interested in buying! Are you only selling a customer base or are you selling your entire business? What services do you provide and how do you market them? How many employees do you have and what is the depth of your technical, sales, and management talent? How fast is your business growing? Are you profitable? The answers to these questions and others are factors in determining who will buy and what they will pay. This panel includes three representatives from active acquirers of Internet communications companies. They will discuss acquisition criteria and the attributes they consider important when accessing the value of a business. They will also review the process behind successfully consummating a transaction.

Moderator: Craig Moseley, Vice President, Internet Technologies Group, Daniels and Associates

Panelists include: Sean Brophy, Vice President, Corporate Development, Verio Inc; Danny Stroud, Vice President, Corporate Development, AppliedTheory Corporation; David Shires, Vice President, Corporate Development, Voyager.Net

Session I-418 4:30 PM - 5:30 PM



IP Services for Broadband Fixed Wireless

With BBFW, a Service Provider can provision a high-bandwidth on-demand pipe straight to the customer premise and offer value-added services such as VPNs, Internet Access, Voice and Video. The common thread in all these services is IP. This session will describe how a Service Provider can deliver IP based services on a BBFW network.

Rajeev Bhardwaj, Product Manager Broadband Wireless Products and Solutions, Cisco Systems Inc

Session I-419 4:30 PM - 5:30 PM



Peering Tools & Technologies

This presentation will review the tools necessary for peering, including the BGP protocol, the policy tools of Access Control Lists, route maps and topology/configuration automation tools such as the Internet Routing Registry. The presentation will include examples of how and when Internet peering is performed, and how to ensure competition among the various players.

Bill Glynn, Product Line Manager, CRX/CORE Routing, Unisphere Solutions; Eric Peterson, Director, Routing Protocol Development, Unisphere Solutions, Inc.; Danny McPherson, Director of Architecture, Office of the CTO, Amber Networks; Allan Hannon, Director, Frontier GlobalCenter

Session I-420 4:30 PM - 5:30 PM



Developing a Business and Marketing Plan for ISPs

ISPs must develop a comprehensive business plan to stay on top of their competitive landscapes. This session will explore long- and short-term business planning for ISPs, and includes a take home business plan.

Jason Zigmont, Account Executive, Critical Path

Session I-421 4:30 PM - 5:30 PM



Feeding the Need for Speed: How ISPs Can Deliver Broadband Wireless Service

High bandwidth, reliable and quickly-provisioned wireless IP connectivity is a compelling alternative to wired technologies but how can ISPs maximize this opportunity? Using real world examples, this session examines an ISP's wireless provisioning options, reviews the equipment buy vs. service buy debate and discusses how wireless access corresponds to the business requirements of the ISP's customer base.

Brian Nerney, President and CEO, Clearwire Technologies, Inc.

Session I-422 4:30 PM - 5:30 PM

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SIP and Smart Client Devices: Heralding Change

One of the latest developments in voice technology, SIP (Session Initiation Protocol) is set to dramatically accelerate the development and deployment of next generation voice. SIP will revolutionize the speed at which innovative features can be

delivered to endusers through 'smart' client devices. Hear an explanation of why this new protocol will lead to smarter networks and illustrate the benefits intelligent client devices will bring for carriers, service providers and users alike.

Ikhtlaq Sidhu, Vice President of Internet Communications, 3Com Corporation

Session I-423 4:30 PM - 5:30 PM



Exploiting New Technology to Offer Next-Gen Core Services

The new highly scalable, reliable and manageable network will support an ever-growing range of high value Internet services, including virtual private networks, multimedia and e-commerce, that are not possible on today's core network. This session will discuss the greater choice of network protocols, facilities protection strategies and tools for optimal traffic engineering that are among the options this new network offers service providers.

Kathy Huber, Founder/ Vice President, Business Development, IronBridge Networks

Session I-424 4:30 PM - 5:30 PM

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Will You Survive In the Competitive ISP Market?

Industry experts tell what it will take to stay alive in the competitive ISP arena. Will you be able to meet customer demands for reach, reliability, scalability and greater capacity.

Moderator: Max Smetannikov, Senior Writer, Inter@ctive Week.

Panelists include: Art Medici, Senior Vice President, Marketing, Cable & Wireless North America; John Anderson, Vice President, Partner Development, LibertyBay.com; Karl Dahlin, Senior Vice President, Business Development, YPAY.com