



PRESENTING THE INAUGURAL

# Ovum 5G Australia Summit



Tuesday 12 March 2019 | The Westin Sydney



**Tuesday 12<sup>th</sup> March 2019**

**08:50 OPENING | Opening remarks from the Chair**

Stephen Myers, *Principal Consultant, Ovum*

**09:00 Ministerial Address**

**09:30 Australian market overview**

- 5G timeline in the APAC region
- Why 5G matters: enterprise use cases and the productivity opportunity
- Australian industry economics: why our 5G future is getting harder to reach.

David Kennedy, *Practice Leader, Asia, Ovum*

**10:00 Australian leadership in 5G development**

- Government + industry next steps and discussions on key issues.
- Security issues, Chinese vendor ban
- How Australia can create a more cohesive industry-government dialogue to become 5G leader rather than laggard in APAC region

Chris Althaus, *CEO, AMTA*

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**VENDOR OVERVIEW: FROM TECHNOLOGY DEVELOPMENT TO INFRASTRUCTURE DEPLOYMENT**

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**10:30 Networking and refreshments break**

**11:00 Critical infrastructure development for Australia**

- Bringing together infrastructure capability, sharing network resources/infrastructure
- The Australian Deployment Challenge: accessibility for regional and urban areas
- Is 2021 a reasonable timeline for networks to be deployed across Australia?
- How can the 5G ecosystem in Australia be more competitive, secure and supportive for effective 5G rollout?

Senior representative, **Ericsson**

**11:30 The evolving infrastructure landscape: towers, small cells, edge computing**

Paul Coffey, *Head of Strategy, Dense Air*

**12:00 Growth opportunities in a 5G world**

- Fixed wireless access, broadband
- End user expectations

Els Baert, *Director Marketing and Communications, NetComm Wireless*

**12:30 Lunch and networking break**



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## THE NEW ECOSYSTEM FOR THE TELCOS AS CUSTOMERS

### 13:30 **PANEL | The year of commercialisation**

This year, we are anticipating 5G to become ready for commercial use. How are commercialisation efforts being received by customers, homes users, businesses and in specific industries? Topics that will be addressed include:

- First mover advantage – myth or reality?
- How are customers responding to 5G devices, solutions and technologies? Do customers understand what 5G means for them, are they excited about and ready, and how is this impacting the rollout of commercial 5G services?
- Implications of a change in government for the NBN. Will the NBN provide 5G services, and what does this mean for other network providers?

Dennis Wong, *Managing Director Networks, Optus*  
Group Executive Networks and IT, **Telstra**

### 14:10 **A vision for 5G in Regional Australia**

What are the unique needs of regional Australia when it comes to connectivity?  
Senior representative, **NBN**

### 14:30 **Networking drinks and refreshment break**

## MOVING FROM HYPOTHETICAL USE CASES TO COMPELLING BUSINESS CASES

### 15:00 **What is your 5G strategy: Expectations and vision from industry**

Are the common industrial use cases for 5G realistic and are the targeted industries as interested in 5G as telecom world is in selling them? Telcos should be looking to develop strategic alliances with companies with proven customer bases in attractive end user industries. What are the pain points of industry, what do companies cry out for? What identifies a company as being ready to adopt 5G enabled solutions? How can the industry encourage more companies to do the same?

Senior representative, **Cisco**

### 15:30 **Making a compelling business case**

How are services companies preparing themselves for the future, to best meet the needs of their clients? How to clearly demonstrate and prove that 5G solutions add value for clients. Creating an ecosystem and competitive environment where industry verticals drive demand for more efficient, more informed, 5G solutions (rather than through supply-side push). How is 5G an opportunity to become more efficient in specific industry verticals?

Steven Deskovic, *Director of Telecom and Media Industry Sales, IBM*

### 16:00 **Pricing models and strategies for a new generation of solutions**

Nicole McCormick, *Practice Leader – Broadband and Multiplay, Ovum*

### 16:30 **CLOSING KEYNOTE | Why 5G technology isn't enough: the threats to Australia's industrial revolution**

David Kennedy, *Practice Leader, Asia, Ovum*

### 17:00 **Summit Close End of Conference and Networking Drinks**