Pipeline's Guide to Management World- Dublin

By Ed Finegold

Management World in 2011 has an agenda packed with six separate summits, a "Defense Spotlight" track, Forumville, about 20 catalyst projects, hundreds of exhibiting companies, and more than 200 different presenters. IIn short, there's more happening than any one person can possibly see.

To help Pipeline readers navigate this event, we've picked out the conference sessions you least likely to want to miss. Keep in mind, there are so many concurrent events that we've tried to make picks that won't create time conflicts for you. In doing so, we may have left things out that are of specific interest to you... so, in short, we've done our best.

Tuesday, May 24

Powerful Keynote sessions kick off at 2 pm, and

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focus on big picture issues like IT as an enabler and transforming a business from an NSP to ASP. Fari Ebrahimi, CIO for Verizon Communications leads off, followed by Alpna Doshi, CIO for Reliance Communications, and Michael Lawrey, Executive Director, Architecture, Online & Media for Telstra Corp.

You can grab a health break and maybe take in some Forumville from 3:30 to 4:15. Then don't miss Flavio Lang from Brazil's Telemar Norte Leste talking customer experience transformations. He's followed by Verizon Europe's Paul Vicent, on network performance visibility as a customer service differentiator. The anchor man in this group is Brian Brueckman, SVP, Direct to Customer, for T-Mobile Austria taking you on "The Journey to Customer Service Excellence."

When you've returned from this journey, it's time to socialize. Get ready for the Business Networking Evening at 7:30 pm at the Guinness Storehouse. Just don't overdo it on the Guinness; that may lead to excessive folk dancing, which inevitably leads to YouTube infamy.

Wednesday, May 25

There are a number of good sessions happening at 11:15 am on Wednesday. If Social Media is your thing, check out John Meyers , Blue Buffalo Group; Anthony O'Neill, Eircom; Anthony Behan, IBM; and Carlo Andre Pinheiro, Head of Telemar Norte Leste's analytics lab talking social media strategy and leveraging analytics to measure customer experience. If you prefer Cloud talk, check out the case studies from Korea Telecom and COLT on competing against "the new telecom competition" and "delivering cloud services to enterprises" respectively.

If you miss the 11:15 am sessions on Cloud services, fear not – you can catch Dr. Matt Wood from Amazon and Alexander Nelles from Vodafone speaking individually, and as part of a panel with folks from IDC, Oracle, cVidya, and TOA Technologies from 2:15 to 3:45 on using cloud platforms to deliver on-demand BSS/OSS applications.

Take a 45-minute break to grab some trade show swag for the little ones at home. Then, at 4:30, hear Belgacom's Bart Cartuyvels explain how his company delivers end-to-end managed solutions for its business customers. He's followed by Huawei's Ma Ning and Ronald Reddick from Cell C discussing how they leveraged IT to drive Cell C's business transformation. Wrapping up this session is Global Crossing's Darren Walker on implementing revenue assurance and change management across multiple OSS/BSS infrastructures.

If you're seeking refreshment after the sessions, stop in to the Cable Roundtable and Reception at 5 pm or the Cloud Services Initiative reception at 6. Make sure to RSVP first; crashing is frowned upon.

If you're headed home after the event on Thursday, then Wednesday night is your last chance to enjoy Dublin. Grab some people with whom you can justify expensing a dinner and head out for anything that goes well with fresh Guinness...like, well, Guinness.

Thursday, May 26

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If after Wednesday's nights extremely intense business entertaining you're up for more, check out AT&T's Mark Francis and Deloitte's Rakesh Kumar at 9 am presenting on service monitoring and assurance for cloud. If you're a bit slow getting started, that's okay, you can show up a little late and see hear Nino Sipina's overview of Croatian Telecom's pilot project to build a cloud-based SOA environment.

At 11:15, you can get a triple dose of Comcast, O2 Germany, and O2 Ireland on fixing workflow inefficiencies, implementing adaptive approaches to customer service assurance, and using geo-location data to optimize mobile networks.

The sessions end by 2 PM on Thursday, so it's time to take a nap, head to the airport, take in a bit more sightseeing, or spend some time in Forumville or with the Catalysts.

Overall, this should be an engaging and informative event, but with so much happening at once, you want to plan your days in advance to make sure you meet who you want to meet and learn what you need to learn.

FCC approved the CenturyLink/Qwest merger. The $12 billion deal unites the third- and fourth-largest traditional telcos in the United States, and might signal the FCC is willing to approve such major transactions.