The A-Z's of Mobile World Congress 2017

By: Scott St. John

The industry is preparing for one of its largest pilgrimages as over one hundred thousand people plan to converge on Barcelona, Spain for Mobile World Congress 2017. Expectations are mounting as attendees, exhibitors, and speakers wait in anticipation to see, hear and present the latest industry advancements.

Pipeline asked some of the exhibiting companies it works with regularly to tell us what they will be showcasing at MWC 2017. We received a tremendous response and, if it's any indication of this year's event, we are all in for a great show.

The solutions on display this year span ways to optimize LTE, 4G, and 5G wireless networks; increase network capacity; leverage data lakes and artificial intelligence; virtualize networks; improve customers' experience; expand coverage with small cells and Wi-Fi; and capitalize on the digital economy and internet of things (IoT) – just to name a few.

As you prepare, we've put together this handy A-Z guide to help you plan and make the most out of your MWC 2017 experience:

ADVA Optical Networking

Visit ADVA in Hall 7 at MWC 2017 to hear about service providers gaining value from ADVA's open connectivity, precise synchronization and leading NFV technology in their transition to 5G and IoT. Ask for Hannah Eckinger on site, or email to pre-schedule a meeting.

ASTELLIA

In Hall 6, Astellia will be presenting how it guarantees NFV service for a major European Tier 1 operator. Astellia will also be demonstrating its new customer and service centric analytics solution for Service Operation Centers (SOC). In addition, the company will share the benefits of its geo-analytics for value-based RAN optimization. Ask for Esther Duval, or email her ahead of time to arrange a meeting with Astellia at the show.

ANRITSU

Also at MWC 2017, Anritsu will be showing a range of its test, measurement, and monitoring solutions which support the development, deployment and monetization of the latest technologies paving the way for Connected living. In particular, they will be focusing on new testing and monitoring challenges within LTE-A Pro, 5G, C-RAN, IoT and M2M, Advanced Analytics and Cloudification.

Anritsu's range of solutions have extensive capabilities to help support your business development in the Mobile Communications industry. Device, air interface, network access, network architecture, service assurance or customer experience, ANRITSU has leading-edge solutions to help you maximize the profitability of your activities. Visit them in Hall 6 to see test & monitoring solutions for the complete end-to-end network and service domains. Ask for Eric Fauxpoint on site, or email

emea.marcom@anritsu.com to schedule a meeting.

Amdocs

In Hall 3 at MWC this year; Amdocs will be talking about how its injecting artificial intelligence and real time data analysis into all it does for communication service providers and is driving digital and omni-channel assets, including natural language processing, BOT integrations and customer-centric machine learning capabilities. Amdocs will have the latest updates on OpenECOMP for network virtualization and service fulfillment. Find out how they're working with AT&T, the Linux Foundation and their partners on Open Source. Additionally, Amdocs will be demoing its latest portfolio of products, designed to help the transition to DSP happen as seamlessly as possible. Contact Marcel Kay at the Amdocs exhibit or email to arrange a meeting at the show.

ARM

With 100 billion ARM-based chips shipped to date, ARM and its ecosystem is laying a secure and efficient path to shape the connected world for the next 20 years and beyond. At MWC 2017, ARM experts and its partners will be talking about new technologies emerging to meet the IoT's connectivity challenges in a series of panel discussions, including a look at new ultra-efficient ARM-enabled Narrow Band IoT solutions designed to take advantage of this newly-ratified 3GPP wireless communications standard, and an update on how the OpenFog Consortium (OpenFog) is addressing the bandwidth, latency, and communications challenges associated with increased data flows from the IoT, artificial intelligence, robotics, and other elements of our increasingly digitized world. These talks will be taking place on Tuesday 28 Feb. in Hall 8.1 from 10 a.m. to midday. To register, send an email to event registration.

On the ARM booth in Hall 6, it will showcase latest technologies spanning a range of applications, with demonstrations including Intelligent Flexible Cloud solutions paving the way for next generation 5G network connectivity, the world's only open-source mass market car, the Renault Twizy, and a machine learning based demonstration of computer vision and deep learning for mobile that shows a food recognition and calorie counting engine that uses the smartphone camera to calculate volumes of food. Contact Alex Harrod on site or email him to schedule a meeting ahead of time.

AT&T

In Hall 4, AT&T will showcase its latest innovations across entertainment, the Internet of Things, 5G, security and more. Visitors will be able to experience:

- What it's like for AT&T mobile customers to take their TV with them virtually anywhere they go data free with the DIRECTV and DIRECTV NOW apps;
- Live demonstrations on how businesses can achieve speed and precision with flexible, highly secure networking in a software defined world;
- How AT&T's IoT solutions are innovating and accelerating Smart Cities, integrated fleets, connected cars, healthcare and more; and
- AT&T Digital Life®, an all-digital, fully integrated smart home security, automation and energy management solution.

Contact Emily Edmonds for more information.

Cavium

Cavium's technology experts and senior management team will be in Hall 2 at MWC 2017 to present the company's newest solutions for end–to–end Infrastructure, 5G Networks, TelcoCloud, NFV/SDN, and Radio Access Networks. Cavium product demonstrations will include:

- M–CORD Demonstration: SDN, NFV, C–RAN and Mobile Edge Computing;
- Cloud / Centralized RAN with SDN;
- Multi–mode Basestations On A Chip;
- 64–bit ARM Processors for COTS Servers, Carrier–Grade NFV across Cloud/Edge/On–Premise, IoT Gateway and Embedded Applications;
- Telco Cloud Security and NFV Acceleration;
- QLogic FastLinQ Ethernet Adapter Family; and
- Security as a Service for TelcoCloud.

Contact Angel Atondo on site or via email to arrange a demonstration or to speak with Cavium's executive team.

CellMining

CellMining provides mobile network operators and MVNOs with a unique toolset for optimizing user experience and network performance based on real-time metrics of subscriber data. The company's ground-breaking Subscriber Network Analytics technology monitors subscriber experience data, identifies usage patterns, and reconstructs entire call and communication flows for individuals and business customer groups. CellMining has pioneered the integration of SON (Self-Optimizing Networks) with CEM (Customer Experience Management). This provides MNOs and MVNOs with a world-class solution to optimize their networks for subscriber experience excellence, improving against network KPIs, saving on operational and engineering costs, and reducing subscriber churn.

New at MWC 2017, CellMining is showcasing the Energy Saving module in Hall 5. Based on Subscriber Network Analytics, the Energy Saving module reduces operating costs by selectively shutting down radio power when traffic levels are low, without risking subscriber experience. Contact Assaf Aloni for more information or email to schedule an on-site meeting.

Cerillion

In Hall 7, Cerillion will be showcasing the latest generation of its innovative pre-integrated BSS/OSS product suite, including its 3GPP-compliant Convergent Charging System and comprehensive CRM, Self Service, Service Fulfillment and Revenue Management modules. The company will also be demonstrating how to rapidly launch new digital services with its cloud billing and subscription management solution, Cerillion Skyline. For more information ask for or email Dominic Smith in advance of the show.

Comptel

Comptel will be hosting a Fireside Chat, taking place 6 p.m. on February 28th at their booth in Hall 5, featuring a panel session with Deutsche Telekom about its deployment of Comptel's Flow One V solution for the Pan-Net, a revolutionary pan-European cloud-based production factory.

Comptel will also be demonstrating four solutions designed for the needs of digital communications service providers wanting to offer better customer and service experience:

- **Are You Well?**, an IoT solution which applies advanced analytics to mobile device data, in order to uncover anomalies in consumers' daily health and well-being;.
- **Digital Customer Journey**, which provides mobile users with contextual recommendations and the ability to buy, monitor, manage and personalize digital services at their fingertips;
- **Digital Services Lifecycle Management**, a practical model for NFV end-to-end service orchestration in the digital services landscape; and
- **FWD**, an easy and contextual solution for operators to sell and market time-based mobile data directly from their smartphone.

For more information ask for Stefan Gerrits or email him in advance.

CommScope

CommScope will be showcasing its portfolio of wireless solutions in Hall 2 at Mobile World Congress 2017, as well as providing an update on the company's future wireless and telecommunications strategy over the next 12 months. The key theme to CommScope's exhibition is network convergence across fiber and wireless, with particular focus on densification, virtualization, and optimization on the road to 5G. Diving into these industry trends, CommScope will showcase five key solutions:

- In-building wireless;
- MIMO antenna technology;
- Enabling C-RAN;
- Densification/metro cells; and
- Cell site capacity.

Contact Rick Aspan on site or email him to arrange a meeting at the show.

EXFO and Ontology Systems

EXFO and Ontology Systems will be teaming up at Stand 6K36 in Hall 6 at MWC 2017. Ontology Systems' expertise in modelling complex, cross-domain, multi-layer network topology coupled with EXFO's expertise in network measurement and analytics enables the delivery of topology-aware end-to-end service assurance that's available today. Real-Time Topology Driven Service Experience (RTT SE) leverages Ontology 5's and EXFO Xtract's capabilities to deliver unique insight into the behaviour of service provider's physical and virtual networks. This includes how it affects services and customers, enabling faster and more economical fault resolution and improved customer experience.

In support of the move towards virtualization, EXFO will be showcasing its Xtract and Verifier solutions, that help their clients flourish in a rapidly transforming industry by providing accurate performance insights from all three dimensions of their infrastructure: network, service and subscriber. When "good enough" testing and data analytics just isn't good enough anymore – come and talk to EXFO.

Contact Johanne Cyr at EXFO or Jo Hicks at Ontology Systems for more information.

Flytxt

Every business, every industry is undergoing a massive shift from products and services, to connected digital experiences. Face this challenge head-on with customer data analytics, driving digital transformation, and unlocking unique and sustainable revenue streams in the digital economy. At MWC 2017, Flytxt will showcase its advanced analytics products NEON dX and QREDA dX. Visit their booth in Hall 5 to view live demonstrations explaining how enterprises can build different solutions with these products to drive digital customer engagement and launch novel digital services. Contact Mohamed Farook to arrange a meeting or for more information.

GENBAND

With more than 700 global service provider customers, GENBAND is acutely attuned to the issues affecting today's mobile operators. The company's vast global customer and partner base includes BT, Verizon, CenturyLink, Deutsche Telekom, IBM, SAP and Telecom Italia to name a few. At Mobile World Congress in Hall 2, GENBAND will showcase many of its mobility solutions including its Kandy Communications Platform which offers service providers, software vendors and systems

integrators the ability to quickly bring to market embedded communications, while delivering managed Over-the-Top (OTT) Mobility Solutions for consumers and Business Mobility Solutions for enterprises from a hybrid, private or public cloud.

In addition to its award-winning Kandy platform, GENBAND will also be showcasing its market-leading NFV portfolio for the telco cloud, which includes fully virtualized SBC, VNFs, transcoding, Enhanced Voice Services (EVS), Interconnect and IPX solutions, and analytics solutions for VoLTE, IMS, and NGN. Please feel free to stop by GENBAND's booth in Hall 2, if you'd like a demonstration or to learn more. Additionally, GENBAND and Kandy are celebrating another amazing year and will be hosting a cocktail party at their booth Tuesday, February 28th from 6 - 8 pm. The event will include a Flamenco Performance, live DJ, Hosted Bar & hors d-oeuvres. For more information contact Dennis Watson.

GRAPHITE SOFTWARE

In Hall 1 at MWC 2017, Graphite Software is using augmented reality to showcase its Android virtualization platform for mobile devices, called Secure Spaces, that enables multiple virtual devices or "Spaces" to co-exist on a single device - such as a Personal Space, a Kids Space, a Work Space and a Secure Banking Space to address fundamental Android security and privacy issues.

By aligning with real life scenarios, "Spaces" give users the freedom to control their contextual identities, the choice to reveal (or not) different aspects of their lives depending on context or audience. With just a swipe, a user can be a mobile parent, employee, friend or a complete stranger. Visit Graphite Software to identify your mobile personas. Contact Rob Grapes for more information.

iBwave Solutions

Increasing data and mobility requirements are driving the need for higher levels of network densification, which calls for better capacity planning. iBwave offers a full suite of HetNet planning software that helps indoor planners and designers properly plan for capacity. IBwave Solutions will be showcasing their powerful carrier-grade network planning and design software solutions at their private meeting room in Hall 2 and in the 5G Zone in Hall 7, including: the iBwave Mobile App for Site Surveys & Designs, iBwave Wi-Fi suite to design state of the art Wi-Fi networks, and iBwave Unity to manage all your projects and sites in one location. Contact Nathalie Robitaille for details.

InfoVista

InfoVista has launched VistaGO to deliver real-time service assurance from the cloud. To solve challenges of both CSPs and operators (MNOs), such as limited capital and time, VistaGO gives CSPs and MNOs the agility to rapidly deploy a turnkey, affordable managed service platform that enables tier-1 class service assurance. VistaGO enables end-to-end visibility of MNOs' backhaul network, while CSPs enjoy differentiated services and increased monetization opportunities. Stop by InfoVista's booth in Hall 7 and ask for Erika Collins or email her ahead of time to arrange a meeting at the show.

Ingenu

At MWC, Ingenu will be demonstrating its IoT network featuring the RPMA (Random Phase Multiple Access) Access Point and communication module as well as ecosystem devices that have been integrated with RPMA. What makes the Ingenu network special is the technology behind it. RPMA is specifically designed for machines and is exclusive to Ingenu. Established in 2008, and operational on six continents, Ingenu is currently engaged with nearly 50 countries through global licensees that are deploying the RPMA network in their respective regions. Contact Landon Garner

to arrange a meeting at the show.

INTERSEC

Intersec is a leading Big and Fast Data software vendor, designing innovative platforms enabling companies to leverage their Data lakes. Their technology crunches and consolidates huge amounts of data coming from heterogeneous network equipment and IT, and turns them into actionable insights in real-time. Applications range from Contextual Marketing, mass-scale Location-Based Services, IoT, Smart Cities and Business Analytics.

In Hall 5 at MWC 2017 Intersec will be showcasing what it did to help Paris City in partnership with Cisco and what they can do in terms of Contextual Marketing. Contact Laurent Michel to arrange a demonstration of their globally-deployed solutions.

Keeper Security

Keeper Security is transforming the way businesses and individuals protect their passwords and sensitive digital assets to significantly reduce cyber theft. As the leading password manager and digital vault, Keeper helps millions of people and thousands of businesses substantially mitigate the risk of a data breach. Keeper is SOC 2 Certified and utilizes best-in-class encryption to safeguard its customers. Keeper protects industry-leading companies and partners with global OEMs and mobile operators to pre-load Keeper on smartphones and tablets.

Keeper Security will be announcing the findings of a proprietary mobile cybersecurity survey and an expanded partnership with Orange, one of the largest telecom providers in Europe in Hall 8 at MWC 2017. Contact Aaron Gessner for more information.

MYCOM OSI

At MWC 2017 in Hall 1, MYCOM OSI will be announcing a new solution for assuring the Telco Cloud and showcasing its award-winning Assurance, Automation and Analytics products that enable the digital transformation of Tier-1 CSPs by helping optimize Customer Experience, evolve to Virtualization, exploit Digital and IoT services and deploy proactive, customer-centric digital NOC/SOCs. They will also highlight new customer case studies and use cases, as well as provide an update on their work in the U.K.'s 5G Innovation Centre research laboratories. They will have an all-day café serving the best coffee at the show and a place to relax and rest weary feet. And, of course, they will be hosting their now-famous Mexican-themed networking event, complete with top-notch tequila, mariachi band and singing on Wednesday, March 1st from 5.30-8.00 p.m. For more information or to schedule a meeting, contact Ian Meakin.

MulteFire Alliance

The MulteFire Alliance has completed its Release 1.0 specification which defines LTE operation stand-alone in unlicensed and shared spectrum, while ensuring fair sharing of spectrum with other users and technologies such as Wi-Fi. MulteFire delivers LTE-like performance with Wi-Fi-like deployment simplicity. By removing the requirement for an anchor in licensed spectrum, MulteFire enables new use cases and new deployments to take advantage of the benefits of LTE technology.

In Hall 7 at MWC 2017 MulteFire Alliance member companies will be demonstrating MulteFire technology demonstrations, showcasing MulteFire's performance benefits. In addition, the Alliance will host an open event in Press Room 1 on February 28 from 2-4 p.m. that will highlight the business models for deploying a MulteFire network. For more information contact Rachael Watson.

Netcracker Technology

In Hall 2, Netcracker Technology will showcase its critical role in helping Communications Service Providers become Digital Service Providers, including the ability to deliver complex, large-scale transformation projects for Tier 1 operators. Netcracker will also highlight its leadership in SDN/NFV with the recently launched NaaS offering, which helps operators speed the creation, deployment and monetization of services across B2B and residential markets. NaaS is a full-service solution specifically designed to help service providers deliver new on-demand services without taking any unnecessary risks associated with launching virtualization initiatives at scale. It brings together traditional network services, value-added services and cloud applications in a single, partner-driven cloud marketplace. For more information ask for Collette McGannon on site, or email Joanna Larivee in advance.

Netronome

Visit Netronome in Hall 2 to speak to one of their experts about the many intelligent networking solutions that rhey can offer to meet the needs of your cloud data center and NFV implementations. Working with their partners Ericsson, Juniper, Mirantis and Nuage; their solutions, including the Agilio family of SmartNICs and Agilio software for OVS, OVS Firewall, and Contrail vRouter, accelerates sophisticated networking and security functionality as well as data delivery to VMs while completely and transparently supporting OpenStack to preserve automation of VM provisioning, startup, shutdown and migration. Contact Brian Sparks for additional information or to arrange to meet at MWC 2017.

NoviFlow

NoviFlow offers Network Processor-based, high-performance and fully-programmable SDN networking products to network operators, data centers, enterprises and the cybersecurity community. In Hall 7 at Mobile World Congress they will be demonstrating live a powerful cybersecurity solution that employs the company's NoviSwitch forwarding planes to deliver unmatched programmability at line rate, for even the largest networks. The flexibility of this approach holds advantages for a wide range of network applications beyond cyber-security including CORD, EPC, Edge Routing, Network Tapping, Telemetry, Load Balancing, Service Chaining, and scales independently on a variety of characteristics such as number of users, forwarding or controller capacity, bandwidth, and more.

If you plan to attend MWC 2017, NoviFlow would be pleased to schedule a meeting with you to discuss how their products and solutions can add value to your business and provide a live demonstration of their NoviSwitch for Cybersecurity. Alternatively, you can contact Marc LeClerc before at the event.

POLYSTAR

In Hall 6 at MWC 2017, Polystar will be showcasing its new range of KALIX Insight Portals, which provide the actionable intelligence to drive service innovation and enhance customer experience and will be demonstrating how OSIX Monitoring supports you in the transition from legacy networks to an all virtualised environment based on NFV and SDN technologies.

Join the Polystar team to experience the unprecedented ease with which insights can be delivered, enabling the entire CSP organisation to benefit from real-time, objective network intelligence to drive customer experience, and to get the most out of your big data initiatives. Contact Inna Ott for additional information.

Radisys

Radisys, in partnership with ON.Lab, will showcase Mobile-CORD (M-CORD) use cases running on open hardware in Hall 5 at MWC 2017. M-CORD is emerging as the platform of choice for

enabling 5G service delivery as it aligns with mobile operators' migration to next-gen telco data centers built with open source components. M-CORD is built on top of ONOS and the CORD (Central Office Re-architected as a Datacenter) open source project that combines data center economics and the agility of the cloud with the benefits of a virtualized and disaggregated mobile core, as well as access infrastructure and mobile edge computing for innovation and deployment of 5G. Unlike closed source and proprietary mobile platforms, open source M-CORD architecture and applications will accelerate agile service innovation with improved economics, making mobility more cost-efficient, more software-programmable and more cloud-elastic. The M-CORD use cases will be running on commodity hardware and on Radisys' DCEngine platform, an open hardware solution built to the Open Compute Project's CG-OpenRack-19 specification. These use-case demonstrations include:

- **Demo 1**: End-to-end slicing, including RAN slicing and EPC slicing;
- **Demo 2:** Disaggregated Mobility Management Entity (MME) and connectionless gateway for static IoT devices;
- **Demo 3:** Mobile edge service for public safety applications; and
- **Demo 4:** Network assurance – testing-as-a-service.

To arrange a meeting with Radisys, contact Lori Mesecke in advance of the event or ask for Ray Adensamer on site.

Subex

The Digital Revolution will be a make-or-break opportunity for Telcos and, to stay ahead of the curb, they will need to embrace it at the core. At the heart of the digital revolution are consumers who are now demanding for more powerful devices, enhanced social identities, improved connectivity, more sources for entertainment and information, and flexibility. Unsurprisingly, due to these facets of digitalization, the telecom industry becomes a critical element in the digitalization process across multiple sectors.

With 20 years of domain expertise, Subex, as a strategic partner for service providers, will be showcasing its capabilities around advanced analytics and IoT along with other solutions like digital assurance, risk management, partner management, agile networks and customer experience management, to embrace the digital revolution.

You can visit Subex in Hall 5 at MWC 2017. Contact Ramya Raj to schedule a meeting at the show, or ask for her at the Subex exhibit, #5F10.

Viavi Solutions

Visit Viavi Solutions in Hall 2 at the 2017 Mobile World Congress! This year, Viavi is focusing on meeting with customers, giving them more time to share and discuss the most important issues that they're seeing in the industry. Many of Viavi's top executives will be there to meet with you.

To support you as you prepare for the evolution to 5G, Viavi will be highlighting their solutions for automation, monetization, app-aware intelligence, virtualization, and network density. To arrange a meeting contact Jeff Lesniak or ask for him on site.

Wind River

You can find Wind River® at the Intel booth in Hall 3 at MWC 2017. The Wind River® Titanium Cloud offerings provide the industry's only fully-integrated, ultra-reliable, and deployment-ready virtualization software platform. Whether it be for services providers in telecommunications or those in other critical infrastructure industries, Titanium Cloud delivers a software architecture to deploy carrier-grade virtualized services faster, at lower cost, and with guaranteed up time.

Titanium Cloud includes a comprehensive portfolio of technologies to build and deploy high-performance, ultra-reliable virtual networks, including carrier-grade configurations of Linux, Kernel-based Virtual Machine (KVM) virtualization, accelerated vSwitch, OpenStack, lifecycle development tools and scalable storage. Titanium Cloud enables an application-ready software platform that runs virtual functions with carrier grade reliability and is built to support rapid service deployment and the intensive performance, strict reliability, and security requirements of the world's most demanding computing and communications networks.

Contact Jeff Gowan to schedule a meeting at the show or ask for him on site.

Zinwave

In addition to its UNItivity wideband distributed wireless solution for in-building cellular, public safety, and Wi-Fi, Zinwave will be showing a new Converged Media Remote that connects up to 3 Power Over Ethernet devices (Wi-Fi APs, cameras, sensors, etc.) so they can share the UNItivity system's all-fiber connectivity architecture. Zinwave will also show a new small cell point of interface (SC-POI) that allows users to seamlessly connect up to four small cells as signal sources for Zinwave's multi-frequency DAS.

Zinwave has the only in-building wireless solution on the market that natively supports from 150MHz to 2700 MHz without equipment upgrades, and it will also announce that it plans to extend its frequency support into the 3-6GHz range in 2017, making it possible to support LTE-U, LAA, and MulteFire through its wide-band architecture. To meet with Zinwave at MWC 2017, contact John Spindler before the event or ask for Ana Mehryari on site.