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How are these companies are working smarter, not harder?
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Communications Service Providers at Impact

Demand is skyrocketing for more and smarter ways to communicate. There are nearly 4 billion mobile phone subscribers worldwide and an estimated two billion people will be on the Internet by 2014 — and they'll be doing more than talking. Mobile data traffic will roughly double each year and Video on demand, IP television and Internet TV will account for nearly 90% of consumer IP traffic by 2012.

High-speed broadband, as important as it may be, doesn't make a network smart. We need the network to be multidirectional instead of point-to-point. Smart networks must be infused with advanced analytics and intelligence, so they can identify connected, instrumented things and collect relevant data from them. They'll have to be built on a foundation of standards and software that allow trillions of devices and objects to "talk." And we'll need next-generation digital platforms on which communication service providers can create and deliver all kinds of services.

Sessions include:

- *TELUS Strives For Agility Using BPM/Telco Ops Content Pack*
- *Smart Computing and Smarter Telecom*
- *Gridit Breaks New Ground through Multi-Channel Retailing*
- *Globe Telecom Deploys From Idea-to-Launch: A Telecom Operators Story*
- *AT&T transforms to an agile service delivery platform with BPM*
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