Presented by
10 March 2014
Moscone Center
San Francisco, California, USA
Collocated with OFC

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OSA Executive Forum

An Exclusive Event Connecting Business Leaders in Optical Networking and Communications Technology

Featured Speakers:
Najam Ahmad,
Director, Technical Operations, Facebook

John Considine,
Chief Technology Officer, Terremark

Panel Speakers Include:
Rob Bath, Digital Realty
Inder Monga, Energy Sciences Network, Lawrence Berkeley National Lab
Patrick DiPietro, Marlin Equity Partners
Bill Gartner, Cisco
Yurii A. Vlasov, IBM
Paul Silverstein, Cowen and Company, LLC
Andreas Bechtolsheim, Arista Networks
Jerry Rawls, Finisar Corporation

Media Sponsor:
Dear Colleague,

We invite you to attend the OSA Executive Forum, a unique gathering of Senior Executives who convene once a year to discuss key opportunities, themes, and challenges facing the next generation in optical networking and communications. Highly valued by participants for its frank and open discussions, Executive Forum sessions explore emerging trends and action plans for tackling today’s toughest business challenges. Join us for one day and connect with all the key industry experts in one place. Discuss and debate critical technology advancements and business opportunities that will shape the network.

OSA Executive Forum provides you with an exclusive opportunity to hear insider perspectives in an uncensored environment, while participating in high-level networking.

osa.org/executiveforum

Reserve your seat today and learn about future trends key to your business, your competitors, and your industry. We look forward to seeing you in San Francisco, California, USA.

Sincerely,

2014 EXECUTIVE FORUM PLANNING COMMITTEE

Zeljko Bulut, Vice President, Product Line Management, Coriant
Brandon Collings, CTO, Optical Communications Products, JDSU
Dana Cooperson, Vice President and Practice Leader, Network Infrastructure, Ovum
Eve Griliches, Director Solutions Marketing, BTI Systems
Stephen Hardy, Editorial Director/Associate Publisher, Lightwave
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Gurinder Parhar, Director, Product Line Management, Emcore
Natarajan ‘Subu’ Subrahmanyan, Senior Managing Director, The Juda Group
Glenn Wellbrock, Director of Optical Transport Network, Verizon
Featured Executive Townhall Speakers

This year’s two featured speakers will present at our new executive townhall sessions. This dynamic platform gives you the opportunity to ask questions and discuss issues, ensuring you come away with actionable ideas you can put to work right away.

Najam Ahmad
Director, Network Engineering, Facebook

A director of engineering at Facebook, Najam Ahmad oversees all aspects of the development and operation of a global network infrastructure that serves more than a billion people around the world.

Prior to joining Facebook, Ahmad was the general manager of global networking services at Microsoft. In that role, he was responsible for the overall architecture, implementation, and operations of Microsoft’s global online network. Najam’s other experience includes management and engineering roles at MCI/UUNET and Netrix Corporation.

John Considine
Chief Technology Officer, Terremark

As Terremark’s chief technology officer, John Considine is responsible for the alignment of the technology vision with the organizational strategies and the integration of the processes with their appropriate technologies. Considine is also responsible for leading the research and development efforts that ensure the execution of the company’s long-term vision. Formerly the cofounder of CloudSwitch, a leading enablement software company acquired by Verizon in August 2011, Considine has spent the last three years developing and delivering technologies that enable enterprises to seamlessly and securely integrate public cloud resources into their existing IT infrastructure without re-architecting the applications or changing their management tools and policies.

Before founding CloudSwitch, Considine was Director of the Platform Products Group at Sun Microsystems and he came to that company through the acquisition of Pirus Networks. He has started and boot-strapped a number of start-ups with breakthrough technology in high-performance distributed systems and image processing. Considine has been granted patents for RAID and distributed file system technology.
Panel Presentations and Executive Townhall Sessions

The 2014 program features panels, presentations, townhall sessions and networking events that provide a unique opportunity for executives in the optical networking and communications business to learn from and connect with industry peers who are implementing solutions and addressing issues much like their own.

Panel 1: Packet Optical Network Evolution in a Software-centric World

New products are being offered in the market that combine agile OTN, packet, and photonic switching in a single integrated platform, thus challenging more established networking approaches. While such platforms can deliver unprecedented data plane capacity and switching flexibility, management and control plane approaches are in flux. How will packet optical networks evolve from MPLS, ASON, and GMPLS to incorporate multi-layer control planes, flexible grid ROADMs, and emerging concepts such as software defined networking and network functions virtualization? Will new networking concepts displace or complement existing management and control systems? How are economic and commercial models likely to be affected as a result?

Speakers will be announced.

Panel 2: Why are Non-Carriers Building Their Own Networks?

More hosting and colocation providers and large enterprises are following the lead of content providers and purchasing their own dark fiber and building private networks. The goal is to better manage scale and improve control, particularly as bandwidth between data centers grows. Hear from companies that have faced these decisions: Why did they do what they did? What are the triggers and decision criteria for building versus buying private networks? What have the benefits and drawbacks been in terms of performance and financial (capex, opex) results, and how might this affect future builds? What advice would they have for others contemplating build vs. buy and for vendors looking to tap this growth opportunity?

Speakers

Rob Bath, Vice President of Engineering, EMEA, Digital Realty
Inder Monga, Chief Technologist and Area Lead, Energy Sciences Network, Lawrence Berkeley National Lab

Additional speakers will be announced.
Panel 3: **Silicon Photonics — What is it Good for?**

While using silicon and CMOS processes to manufacture optical components has long been the Holy Grail for the optical component industry, the expectations around readiness of this technology appear to have reached an inflection point in the last couple of years. These expectations have created a strong and vocal debate around the impact of silicon photonics on the optical networking industry. On this panel, silicon photonics stakeholders and detractors will attempt to separate hype from reality and compare silicon photonics’ capabilities, limitations, use cases, and economics with those of competing technologies.

**Speakers**
- Andreas Bechtolsheim, Chairman, Arista Networks
- Jerry Rawls, Executive Chairman of the Board, Finisar Corporation
- Yurii A. Vlasov, Manager, IBM

Panel 4: **Vertical Integration as an Element of Business Strategy**

In the pursuit of healthier financial performance and a performance edge, many vendors are pursuing vertical integration strategies. What do industry and individual company results indicate about the success of these strategies—is VI critical for financial success or performance advantage; dependent on the specifics of different product segments (chip through transceiver module, linecard); or a red herring? Are there other, more successful strategies that seem to be yielding better results? How are vertical integration and other structural strategies a reflection of current market conditions, and what do they suggest about the optical communications industry of the future? Hear from component and systems vendors as well as analyst experts.

**Speakers**
- Patrick DiPietro, Operating Partner, Group President Telecom - Marlin Equity Partners
- Bill Gartner, Vice President and General Manager, High End Routing & Optical, Cisco
- Paul Silverstein, Managing Director, Cowen and Company, LLC

Additional speakers will be announced.

*Speakers subject to change. Visit www.osa.org/executiveforum for speaker updates.*

Who Will You Meet?

Previous Participants Include Senior Executives From:

- Acacia Communications
- Alcatel-Lucent
- AT&T
- Avago Technologies
- Broadcom Corporation
- Ciena
- Cisco Systems
- Comcast Cable Communications
- ECI Telecom
- EMCORE Corporation
- Enablence Technologies
- Ericsson
- Facebook
- Finisar
- Fujikura Ltd.
- Goldman Sachs & Co.
- Google
- Huawei Technologies
- Infinera
- JDSU
- Juniper Networks
- KDDI America
- Level 3 Communications
- Mintera Corporation
- NeoPhotonics Corp.
- Nistica
- NTT
- Oclaro
- Oplink Communications
- Oppenheimer & Co
- Palo Alto Investors
- Source Photonics
- Sun Microsystems
- Tejas Networks
- Verizon Communications
- Xtera Communications
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 – 12:00</td>
<td>Registration</td>
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<tr>
<td>7:30 – 8:30</td>
<td>Breakfast</td>
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<tr>
<td>8:30 – 8:45</td>
<td>Welcome and Opening Remarks</td>
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<tr>
<td>8:45 – 9:30</td>
<td>Featured Executive Townhall Speaker I: John Considine, Terremark</td>
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<tr>
<td>9:30 – 10:45</td>
<td>Panel 1: Packet Optical Network Evolution in a Software-centric World</td>
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<td>10:45 – 11:00</td>
<td>Coffee Break</td>
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<tr>
<td>11:00 – 12:15</td>
<td>Panel 2: Why are Non-Carriers Building Their Own Networks?</td>
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<tr>
<td>12:15 – 13:30</td>
<td>Networking Lunch</td>
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<td>13:30 – 14:15</td>
<td>Featured Executive Townhall Speaker II: Najam Ahmad, Facebook</td>
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<td>14:15 – 15:45</td>
<td>Panel 3: Silicon Photonics — What is it Good for?</td>
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<td>15:45 – 16:00</td>
<td>Coffee Break</td>
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<td>16:00 – 17:30</td>
<td>Panel 4: Vertical Integration as an Element of Business Strategy</td>
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<td>17:30</td>
<td>Closing Comments</td>
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<td>17:30 – 19:30</td>
<td>Networking Reception</td>
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Schedule subject to change.

Executive Forum gives you the opportunity to hear the views of the most important players in the optical communications industry. You not only hear their presentations, but you can speak with them one-on-one about their perspective on industry trends. Attending Executive Forum is a great way to get to connect with the leaders of our field.

– Andreas Umbach, Founder and CEO, u2t Photonics AG
Registration Includes:

- Full day of programming and networking
- Breakfast, lunch and refreshment breaks
- Evening reception
- Exhibits Pass Plus registration for OFC 2014

Registration Fees

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<tr>
<th>Registration Type</th>
<th>On or Before 10 February</th>
<th>After 10 February</th>
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<tbody>
<tr>
<td>Employee of OSA Corporate or OIDA Members</td>
<td>$945</td>
<td>$1,310</td>
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<tr>
<td>Member Colleague or Customer*</td>
<td>FREE</td>
<td>FREE</td>
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<td>Non-Corporate Member</td>
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<td>$1,510</td>
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<td>Non-Member Colleague or Customer*</td>
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<td>$900</td>
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Bring a Colleague or Customer with you for Free to Executive Forum

*Buy 1, Get 1 Free Registration for OSA Corporate and OIDA Members

Employees of OSA Corporate Members and OIDA Members benefit from a two-for-one registration package and non-members can take advantage of a special colleague/customer registration fee. Colleagues/Customers must register at the same time to benefit from the special rates.

3 Ways To Register

- **Online**: www.osa.org/executiveforum
- **Phone**: +1 202.416.1970 or 800.766.4672
- **Fax**: +1 202.416.1450
  (print a registration form at www.osa.org/executiveforum)

Housing Information

Housing Deadline: 15 February 2014

Executive Forum attendees can take advantage of the OFC housing block.

Phone: +1 800.221.3531
or +1 212.532.1660

Email: ofc@tphousing.com

An Exclusive Event Connecting Business Leaders in Optical Networking and Communications

10 March 2014
Moscone Center
San Francisco, California

Collocated with OFC

Join 150+ Industry Leaders for One Day to Discuss What’s Next in Optical Networking and Communications

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