

5th Annual SMART SERVICES Leadership Summit

July 27 - 29, 2009
San Diego, California



Day 2 Breakout Sessions:

Track A - Business Strategy

Today's changing economy, environmental pressures, and evolving customer demands are a mandate for change. These break out sessions will explore best practices for commercializing Smart Services in both new economy and old economy industries.

Breakfast

7:00 am - 8:00 am

Welcome and Opening Remarks

8:00 am - 8:15 am

Opening Remarks



Mark Vigoroso
Chief Services Strategist
Global Smart Services

[\(read more\)](#)

Disruptive Business Models

8:15 am - 9:15 am

Changing the way people consume

Zipcar has changed the way people consume cars in major cities across the country. No longer must a driver purchase, finance and insure a vehicle. Subscribers to the shared-car service can utilize a Zipcar by the hour for their needs. Now the model is evolving once again with embedded cellular technology that connects, locates and communicates with the vehicles.



Luke Schneider
Chief Technology Officer

[\(read more\)](#)

The Government Influence

9:15 am - 9:45 am

Clean Tech and Connectivity: Enabling Efficiency and Sustainability

This session will focus on public policy trends around sustainability and clean technology including federal legislation, stimulus funds, and smart grid. In addition, it will explore the connection between sustainability, clean technology policies and the need for ubiquitous connectivity – and the need to connect distributed assets which can enable the Smart Grid, energy efficiency improvements, and environmental gains.



Lisa Jacobson
President

[\(read more\)](#)

9:45 am - 10:15 am

Innovations in the Smart Grid

Continuing the discussion of government influence, Dr. Gadh will provide insights on latest technology developments in the implementation of the Smart Grid.



Dr. Rajit Gadh, PhD
Professor and Director
UCLA-WINMEC

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Morning Break and Networking

10:15 am - 10:30 am

Unlocking Your Smart Services Potential

10:30 am - 11:25 am

Societal Benefits and Business Opportunity

In this session we build on the discussion of "old economy" and "new economy" business models by focusing on how to unlock the potential of Smart Services in a range of industries. From large OEMs in power transmission equipment and electric, gas and water metering equipment, to innovative companies in smart health, we'll learn the perspectives of executives charged with figuring out their Smart Services strategies.



Herb Rogers
Director, High Voltage Service NAM



Mark Munday
President and Chief Executive Officer
Elster Electricity

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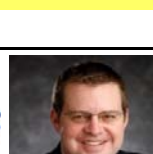
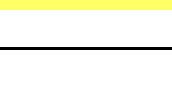


Steve Hudson
Vice President, Strategy & Business Development

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Smart Services Panel Discussion

11:25 am - 11:45 am



Moderator
John Tillotson
Sr. Dir, Business Dev.
Global Smart Services

[\(read more\)](#)

Lunch

11:45 pm- 12:45 pm

GENERAL SESSION

The Wireless Carrier Perspective

12:45 pm - 1:45 pm

The Carrier's Role in The Internet of Things

The function of the wireless carrier in the Smart Services ecosystem is radically changing. As pioneering outfits like Verizon Wireless' Open Development Initiative gain momentum, the carrier will play a central role in making the Internet of Things a reality.



Maurice Thompson
Director, Open Development

[\(read more\)](#)

What Will the Future Bring?

1:45 pm - 2:30 pm

The Future is Bright for Smart Services

We have explored Smart Services challenges and impacts across broad industries. Today the majority of organizations are looking to determine how the expanding wireless world will effect them. Here we'll take a look at the future through the eyes of an analyst.



Andy Seybold
Chief Executive Officer & Principal Consultant

[\(read more\)](#)

Qualcomm Expert Panel

2:30 pm - 3:15 pm

Qualcomm Executives Share Vision and Take Questions

Many of our valued customers, partners, and prospective customers are interested in learning Qualcomm's vision for the future, its commitment to the Smart Services industry, and its ability to deliver leading solutions, operations and support on into the future. This executive panel is established to address these and other questions in an open Q & A roundtable forum.



Len Lauer
COO

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Peggy Johnson
Executive Vice President
The Americas and India

[\(read more\)](#)



Matt Grob
Senior Vice President
Engineering

[\(read more\)](#)

What Did We Learn?

3:15 pm - 3:30 pm

Open discussion around key learning's from the conference.

Steve Pazol takes questions and key learning's resulting from this year's leadership summit.



Steve Pazol
VP & GM
Global Smart Services

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Conference Concludes