



WIRELESS BROADBAND ALLIANCE

Overview to OMA

ABOUT THE WIRELESS BROADBAND ALLIANCE

- **Overview**
- **Technical Work Areas**
- **Marketing**
- **Events**

Established
in 2003

WBA's vision is to lead the evolution of a frictionless wireless service experience for Citizens, Businesses, Cities and Things.

120+ MEMBERSHIP
COMMUNITY

RAISE YOUR BUSINESS PROFILE & LEADERSHIP ROLE

Engage with the leading players in the wireless industry, reach out to your potential customers and partners and Influence the future direction of the industry

PROJECTS &
PROGRAMS

INFLUENCE

the development of the industry and have 'your say' on key WBA initiatives through involvement on our working groups or on our projects

2 ANNUAL
EVENTS

WIRELESS GLOBAL CONGRESS AND WORKING SESSIONS

Join the Wireless Global Congress. Connect with 1000+ global leaders at the leading event on next gen wireless, and get the latest on Wi-Fi in the 5G area Exclusive Member Working Sessions two days before each Congress.

PROMOTION AND
GO-TO-MARKET

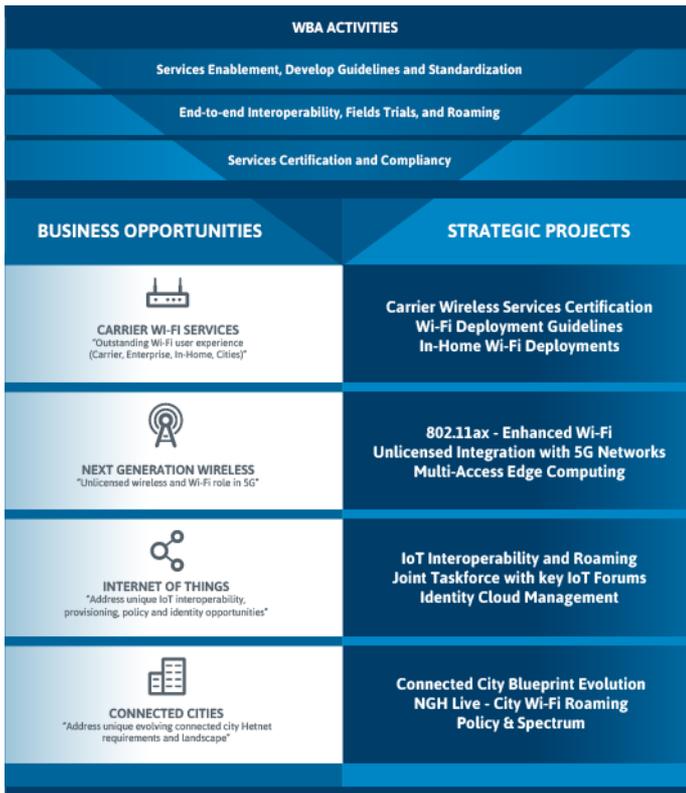
MARKETING & INDUSTRY ENGAGEMENT

Participate in the members' only "Market Work Group" to amplify your marketing strategy implementation via WBA programs, project, research, events and thought-leadership. Join our social and digital network to increase brand engagement.

THOUGHT LEADERSHIP &
MARKET RESEARCH

LEARN

from combined expertise and experience of our members Get insight into global trends. Influence the development of technical specifications and frameworks. Have your say on key WBA initiatives.



WBA INITIATIVES



BOARD MEMBERS



OPERATOR MEMBERS



TECHNOLOGY PROVIDER MEMBERS



The WBA programs are designed to address the most pressing market requirements as identified by our members.

Our end goal is to enable our members to deliver a frictionless service, so our 2018 objectives are to accelerate delivery of services to make them more seamless, secure and interoperable.

- 1 Services Enablement, Develop Guidelines and Standardization
- 2 End-to-end Interoperability, Field Trials, and Roaming
- 3 Services Certification and Compliance

CORE PROGRAMS



CARRIER WI-FI SERVICES

Includes Trials, Testing, Interoperability, and Certification



NEXT GENERATION WIRELESS

5G and Unlicensed



CONNECTED CITIES AND INTERNET OF THINGS



POLICY, SPECTRUM AND INDUSTRY ENGAGEMENT

OBJECTIVES

Developing Wi-Fi and unlicensed wireless services to address the current and future needs of the customers.

Accelerate Next Generation Wireless service opportunities across existing and new ecosystems towards 5G.

Driving the connected cities and IoT ecosystem through guidelines, best practices and development of public-private collaboration.

Contributing to spectrum development and alignment across organizations worldwide, while driving industry engagement through events, executive sessions and regional workshops.

Tier 1 Priorities
 Topics to be started

WBA Programs	2018 Roadmap of Projects						
 <p>CARRIER WI-FI SERVICES "Outstanding Wi-Fi user experience (Carrier, Enterprise, In-Home, Cities)"</p>	NGH Provisioning Standardization Trial	Security & Privacy over Wireless	Wi-Fi Deployment Guidelines 2	In-Home Wi-Fi Guidelines	Wi-Fi Calling 2.0	ANDSF & Quality of Service Trial	LBS Services Standard & Trial
 <p>NEXT GENERATION WIRELESS "Unlicensed wireless and Wi-Fi role in 5G"</p>	802.11ax Enhanced Wi-Fi	Unlicensed Integration with 5G networks	Multi-Access Edge Computing (5G & Wi-Fi)		New Wireless Technologies Trial (UnLTE, MulteFire, CBRS)		Unlicensed LTE Deployment Guidelines
 <p>INTERNET OF THINGS "Address unique IoT Interoperability, provisioning, policy and identity opportunities"</p>	IoT Dynamic Roaming (2017)	Joint Taskforce WBA and LoRa	Joint Taskforce WBA and MulteFire				
 <p>CONNECTED CITIES "Address unique evolving connected city Hetnet requirements and landscape"</p>	Wi-Fi Roaming Evolution (WRIX /Confederation)	Connected City Blueprint V3	City Real Estate Management for Telecoms	Roaming Fraud Management			

Projects prioritization rationale: Combination of overall Importance, support, suggested time-frame to address and resources availability

Permanent Groups & Activities	Testing & Interoperability (NGH/HS2.0)	Carrier Wireless Services Certification	Roaming Workgroup	Policy Workgroup	Connected City Advisory Board	NGH Live	Market Workgroup
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Scope and Outcomes

PROJECT DESCRIPTION

Business objectives

- Advocate and clarify the role of Wi-Fi in 5G and avoid duplication of efforts at a standardization level
- Generate business opportunities for WBA members by early testing of recent Wi-Fi <> Cellular aggregation technologies

Keywords

- 5G
- Next Generation Network
- Use Cases
- Coexistence
- Convergence & Slicing

INFORMATION

Project information

5G intends to enable a seamlessly connected society in the 2020 timeframe and beyond that brings together people along with things, data, applications, transport systems and cities in a smart networked communications environment.

WBA vision is to focus on the use cases being discussed and how Wi-Fi and other unlicensed technologies can play a key role in enabling those in a 5G framework, include assessing the approaches of how to integrate Wi-Fi and 5G:

- Access Centric Integration (e.g. LWA / LWIP)
- Core-Centric Integration (e.g. ePDG)
- Above-the core integration (e.g. Multi-Path TCP)

Outcomes Expected

1. Definition of 5G networks and its components/technologies/architecture, leveraging on ongoing key forums work and use cases.
2. Explore how 5G will increase network capacity, offload, services enablement, policy, etc.
3. Explore how to combine licensed and unlicensed technologies on the 5G architecture to meet the broad range of IMT-2020 requirements.
4. Explore how to address gaps between the different technologies (authentication, user usability, devices management, etc.).
5. Forecast Wi-Fi evolution to cope with 5G predicted requirements and use cases - How WBA Members can work together to promote upcoming Wi-Fi capabilities, including standardization of interfaces.
6. Early trials on approach to aggregate Wi-Fi and 5G (e.g. Multi-Path TCP).

PROJECT LEADERSHIP



802.11ax Guidelines & Trial: Enhanced Wi-Fi

For more information:
pmo@wballiance.com

Read WBA related work
at our Resource Center

PROJECT DESCRIPTION

Business objectives

- Fast track market adoption of 802.11ax and position as a key technology to address 5G use cases
- Leverage immediate opportunity to showcase the operator grade capabilities of 802.11ax systems
- Guidelines / Use Cases
- E2E Framework / Architecture
- E2E Test Cases / Trial based on pre-certified equipment

INFORMATION

Project information

WBA previous work conceptually matched the expected performance of 802.11ax against the requirements laid out for 5G (IMT-2020).

Among others, it's expected to deliver up to 40% higher peak data rates for a single client device and improve average throughput per user by at least 4 times in dense or congested environments.

It will also increase network efficiency and extend the battery life of client devices. Moreover, with the inclusion of up-link scheduling, not previously available in 802.11, WBA champions the opportunity to showcase the operator grade capabilities of 802.11ax systems.

Outcomes & Target Audience

When adopting a new standard, it's critical to make sure infrastructure and client devices will work together smoothly. Problems with compatibility can cause a fair amount of frustration for operators and the end users, especially if they have equipment that does not work well with the latest 802.11ax client devices. The project leverages pre-certified devices available based on the latest draft of 802.11ax.

The trial will test pre-certified devices for interoperability, to avoid the many potential issues including a suboptimal experience in which consumers could see degraded throughput, decreases in network efficiency and increased interference.

MAIN AREAS COVERED

- Unfolding the potential of 802.11ax
- How the industry shall deploy it the right way
- Guarantee the users do not run into interop issues.
- Guarantee the equipment does not need to be replaced for interoperability reasons
- Prioritize use case from operator community

Keywords

- Enhanced Wi-Fi
- Gigabit Speeds
- Dense Environments
- Transmission Scheduling
- Traffic Optimization
- Trial

OUR MARKETING VALUE - GO-TO-MARKET SUPPORT

WBA utilises the latest digital channels and we encourage members to provide blogs, do interviews and support joint initiatives in order to drive brand awareness and support your marketing goals

Marketing will help to promote your brand and new service offerings as part of your membership. We will also engage in joint marketing activities as part of our event communications and any other joint activities we undertake



FOR OUR MEMBERS

CORE ACTIVITIES

Public Promotion

- Promotion of involvement in WBA Programs
- Press releases, email marketing, blog, social media and website promotion

Thought Leadership & Market Research

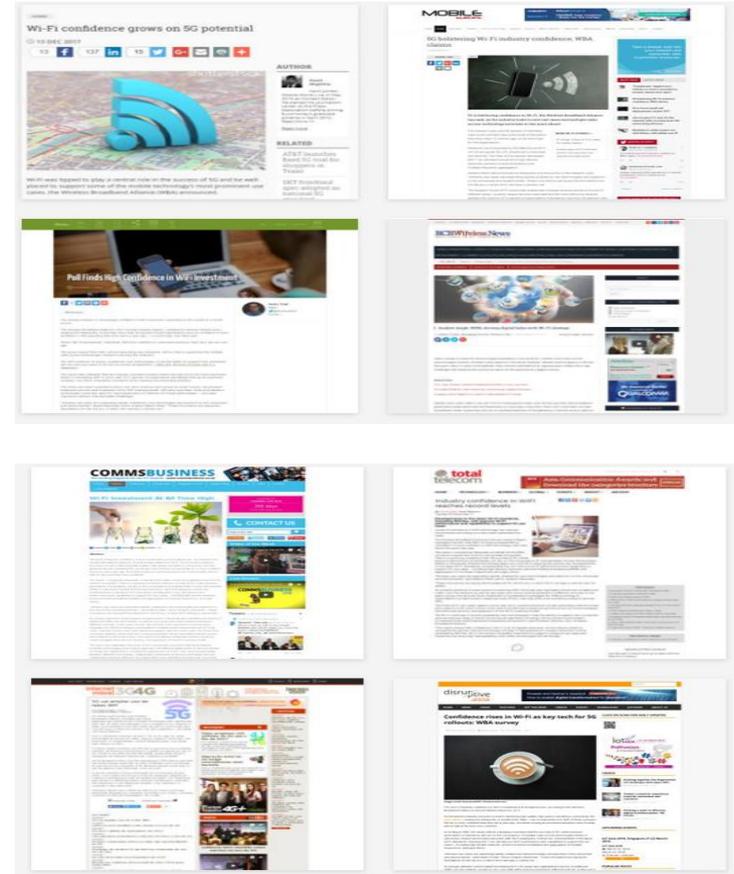
- Learn from combined expertise and experience of our members
- Get insight into global trends
- Influence the development of technical specifications and frameworks
- Have your say on key WBA initiatives

Market Work Group

- Engage with the community of business leaders and technical experts from our membership
- Promotion of joint initiatives

Other Resources & Tools

- Spotlight webinars and interviews
- Executive / press analyst engagement
- Access to WBA exclusive member resources





1000+
ATTENDEES

250
ORGANIZATIONS

27
COUNTRIES

60%
CxO &
EXEC LEVEL

35%
ARE FROM
OPERATORS

40%
ARE FROM TECH
PROVIDERS

WGC MAIN THEME



UPCOMING EVENTS



11-14 June, 2018
Loews Royal Pacific Resort
Orlando, USA



29 Oct – 1 Nov, 2018
London Heathrow Marriott Hotel,
London, UK

BENEFITS FROM ATTENDING

NETWORKING & BUSINESS DEVELOPMENT

- Face-to-face interaction opportunity with the WBA membership
- Opportunity to meet the wider industry that we engage with
- Chance to engage with members and project leads in the Working Sessions

MARKETING & BRANDING

- Press/media and Webinars
- Email campaigns to WBA's 45K+ contacts
- Co-Promotion of sponsor involvement
- Inclusion in all event-related communications
- Promotion in other social media activities

THOUGHT LEADERSHIP

- Using the stage to showcase your services and work to WBA members
- Position yourself as a leader with top speaking opportunities in your core business area

INVOLVEMENT

- Host your own Workshop, Roundtable or Training during the Congress
- Become a sponsor or exhibitor with special member offers
- Free passes to both WGC's and Working Sessions





Q & A

OUR MEMBERS SOLVE **REAL BUSINESS ISSUES**

Grow your wireless business and gain industry exposure by connecting, influencing and exploring the WBA member network together with our marketing support.

We resolve business issues and enable collaborative opportunities for service providers, enterprises and cities, that enable them to enhance the customer experience on Wi-Fi and significant adjacent technologies.

FIND NEW BUSINESS OPPORTUNITIES



Engage the community of operators, global LTE and Wi-Fi convergence partners, business leaders and technical experts that form our membership.



Influence The development of technical specifications and frameworks and have you say on key WBA initiatives through involvement in our working groups or on our projects.



Learn from the combined expertise and experience of our members. Get insight into global trends in the converged and unlicensed wireless ecosystems in addition to industry best practices.



Your Business profile by engaging Engage with senior executives from fixed and wireless operators, service providers enterprises, cities, Industry partners and regulatory bodies.



Leverage networking and partnership-building opportunities at our world-class industry events. Join us at the Wireless Global Congress, Vision Forum, or one of our many one-on-one meeting opportunities, attended by the world's largest telecommunications companies.