



MAXIMIZING RETURN ON FIBER ASSETS

# Event Agenda

April 26th, 2023 | Manhatta, Liberty St, NYC

**2:30 PM - 3:00 PM**

## **Arrival and Registration**

**3:00 PM - 3:10 PM**

## **Welcome and introductions**

**Paul Gowans**

**3:10 PM - 3:30 PM**

## **The State of Fiber**

**Gary Bolton**

The US is at the beginning of the largest fiber investment cycle in history. As we emerge from the global pandemic, broadband connectivity has become an urgent necessity for every citizen, across every community in the nation. This presentation will address the progress and forecast of getting fiber to every American and the positive impact it will have on generations to come.

**3:30 PM - 3:50 PM**

## **Networks: The Good, The Bad and The Ugly**

**Jack Burton**

Fiber, coax and fixed wireless networks remain attractive to digital infrastructure investors in different ways. The quality and performance of those networks can vary significantly. That's why the observations and insights of Broadband Success Partners matter.

The firm has completed 50+ technical due diligence projects for 30+ clients. Co-founder Jack Burton will present what they've seen and, in some cases, wished they hadn't. Their document analyses, management interviews and physical inspections of a wide variety of networks have yielded a vast and valuable volume of dos and don'ts. While a good number of the assets they've investigated pass with flying colors, others do not. The red and yellow flags they've uncovered are proof positive that present and potential network stakeholders should not take anything for granted.

**3:50 PM - 4:10 PM**

## **Most Fiber Broadband Service Providers Forget This Step**

**Greg Bathrick**

No question about it, FTTH increases market share and drives operational savings. I guess you can say that fiber is an ante to get into the game, but speed alone is not enough. Amazing subscriber experience and unique managed services is how service providers win today and tomorrow. Not only do these services drive retention but increases both ARPU and company valuations.

**4:10 PM - 4:30 PM**

## **Maximize The Fiber Platform Return**

**Tom Ronan**

This session will focus on the key considerations for investment in wholesale or retail fiber networks. Further understand the importance of unlocking new operational excellence and insights during construction while enabling scale and speed to market. Hear best practices of why quality is critical to maximizing the future worth and success of your asset.

**4:30 PM - 4:40 PM**

## **Closing Remarks**

**Paul Gowans**

**4:40 PM - 6:00 PM**

## **Networking, Demos, Food, Drinks**

**All**

VIAVI Solutions, formerly JDSU, is a global leader in fiber test instruments and systems working with AT&T, T-Mobile, Comcast and many leading operators.

# OUR SPEAKERS



## **Greg Bathrick**

[Area Vice President of Commercial Development | Calix](#)

With more than 20 years in the telecom industry, Greg Bathrick joined Calix in 2014 and is currently the Area Vice President of Commercial Development. He is responsible for the Calix Capital Program which assists broadband service provider executives to find private equity and government grants. Greg also serves as Distinguished Fellow and Board Member for the Broadband Forum and earned his B.S. in Mechanical Engineering from UNM and Master degree at Cornell University.



## **Gary Bolton**

[President and CEO | Fiber Broadband Association](#)

Gary Bolton serves as president and CEO of the Fiber Broadband Association — the largest trade association dedicated to all-fiber-optic broadband. Prior to FBA, Gary held executive management positions at two successful venture-backed high-tech start-ups as well as at large publicly traded companies in marketing, product line management and public policy. Gary is also currently an adjunct professor in business administration and management science at the University of Alabama in Huntsville and he holds an MBA from Duke University and a BS in Electrical Engineering from North Carolina State University.



## **Jack S. Burton**

[Principal | Broadband Success Partners](#)

Mr. Burton is the co-founder of Broadband Success Partners - a consultancy focused on addressing the technology and operations needs of digital infrastructure investors and service providers. The firm has completed over 50 technical due diligence evaluations for clients such as Antin, BlackRock, CBRE, DIF, EQT, GI Partners, Macquarie, Morgan Stanley and Stonepeak. Mr. Burton has also authored white papers for clients such as Adtran, Calix, Ciena, Corning and Vecima.

Previously, Mr. Burton was Senior Director of Systems Engineering for Altice USA and Cablevision Systems. His projects included Voice Over IP, Business Services, Advanced Access Networks, and Optical Transport. He served as Chairman of the Cablelabs Packet Cable Certification Board from 2011 to 2017. With prior posts at Lightpath, MTV Networks, Tribune/United, and Warner/Amex, he has over 35 years of industry experience. Mr. Burton holds a Bachelor of Science in Electrical Engineering, from Rensselaer Polytechnic Institute. An aviation and ham radio enthusiast, he lives in Kings Park, NY.



## **Paul Gowans**

[Global Director Regional & Channel Marketing | VIAVI Solutions](#)

Paul Gowans, has more than 25 years' experience in the communications and wireless industries. He is currently responsible for 5G & Fiber Go-To-Market globally. Paul's expertise in IP, Mobile, Virtualization and Analytics comes from developing, supporting, marketing and consulting on major mobile communications projects. He is a seasoned spokesperson on many mobile issues for a variety of international conferences and forums and has written many articles - he is a contributor to the book "Understanding 5G: A Practical Guide to Deploying and Operating 5G Networks". Paul holds a degree in Computer Science & Management Science.



## **Tom Ronan**

[Director | VIAVI Solutions](#)

Tom Ronan, Regional Product Marketing Manager for VIAVI Solutions converged instruments and virtual test division brings over 18 years of experience in installation, testing, implementation and business development of fiber optic solutions across North America, Europe and Asia Pacific. He was a key contributor to industry standards and helped develop Fiber Optic Interconnectivity Devices and Passive Component -basic test and measurement standard. This standard is now core to the IPC and IEC specifications which govern fiber inspection, cleaning and fiber handling practices and quality. He has extensive experience from supporting network operators to enabling Fiber deployments and testing methodologies.

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