

Service Broker Forum

Member Overview



Service Broker Forum Charter

- **Mission:** The Service Broker Forum is an industry forum aimed at evangelizing and educating the market on the service broker space through the sharing of ideas, opinions, and knowledge.
- **What:** The Service Broker Forum offers membership in a global community of companies working together to drive the market awareness, thought leadership and expansion of the total market need for Service Broker solutions and the deployment scenarios of Service Broker solutions.
- **Who:**
 - Service Broker Product Vendor
 - Suppliers (Hardware/Software)
 - System Integrators
 - Resellers
 - Service Providers
 - Analysts
 - Any other entities that have an interest in the use and/or promotion of Service Brokers (as determined by the Steering Committee membership process)
- **How:** SBF members will become eligible for a variety of joint market development activities including industry thought leadership white papers, webinars, event/seminar presence, speaking opportunities, and other promotions.
- **When:** SBF will target to issue a marketing activity (whitepaper, Webinar, etc) in a pace of one every 8 weeks, targeting at least 6 activities per year.



Member Benefits

- Member Accessibility by Analysts and Press Community as Service Broker Product Category Experts and Thought Leadership Contacts
- Opportunity for Speaker Placement and/or Roundtables
- Member companies to showcase in related telecom events
- Forum Website to provide Thought Leadership via Forum Blog
- Company URL Link featured on SBF website

SBF Marketing Activities

- Marketing Opportunities
 - Forum Website (Active Blogging, Member Company URL featured, News/Events Section)
 - White Paper participation
 - Press/Analyst Activities
 - Webinars
 - Quarterly e-Newsletters (Content Topics)
 - Joint event presence (SBF Pavilion)
 - Event Panels and Roundtables

Member Requirements and Criteria

Requirements:

- Be a proven active service broker vendor, solution provider or current/potential user of service broker network elements.
- Agree to be an active Forum member participant in at least one annual Forum co-Marketing activities (i.e. White Paper sponsorship, Webinar, Event Footprint, Event Panel Speakership, Roundtable, etc.)
- 2009 no membership fee required however the Forum Steering Committee does strongly encourage proactive marketing activity participation (\$5000 planning budget is a base guideline per activity). 2010 Steering Committee will re-evaluate membership fee based on Forum administrative and infrastructure support requirements.

Criteria:

- Complete Member Application Profile and submit to admin@servicebrokerforum.org for review/approval process.
- Service Broker Forum Steering Committee will review Membership Applications in a timely manner to review/approve membership applications.
- Assign contacts from your organization to actively interface with the Service Broker Forum on a regularly scheduled time schedule:
 - Marketing contact for Forum marketing activity collaboration, planning and execution
 - Technical contact for Blog support
- Active Participation in Service Broker Forum promotional activities including but not limited to:
 - Upon Program membership approval, agree to issue a company press release supported by Forum press release guidelines
 - Provide company logo and URL link for promotion on Forum website
 - Agree to provide active company contact for timely SBF Blog postings and Comment Support
 - Agree to develop and actively participate on behalf of Service Broker Forum and other program members in Forum co-marketing activities

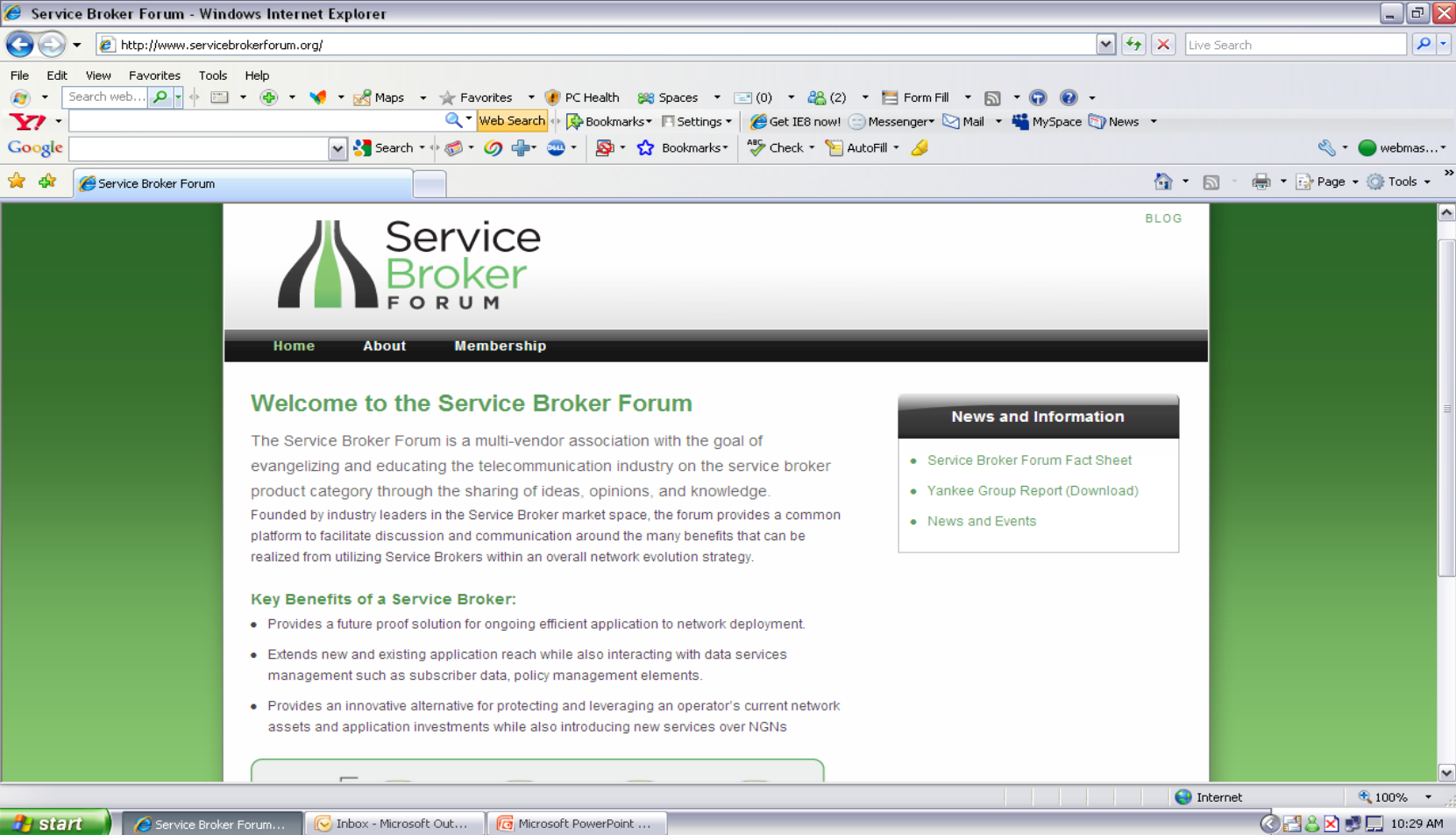
The Service Broker Forum

Steering Committee

- The Service Broker Forum will be managed by an annual Steering Committee (SC).
- The SC will be composed of delegates from member companies who are eligible to participate in the forum's Steering Committee. No more than one delegate per company can join the SC.
- At any time, the SC will count not less than 3 members and no more than 5. If more than 5 members are eligible for the SC, eligible founding members will have preference.
- The SC will manage the forum and may nominate subcommittees for the various aspects of the ongoing forum's activity, including, but not limit to, for the handling of membership applications, contracting and negotiating marketing activities, managing forum's budget and collections, approving the forum's PR and official content, and so on. Nomination of any subcommittee of the SC should be by unanimous vote of all SC members.
- The SC should meet (by phone), approximately every 3 weeks. A standard quorum will be requirement for such meeting. Following such SC meeting, all SBF members will receive the SC decisions and action plans.
- Only SC members will be eligible to act as official Spokespersons for the forum. All Members will be permitted to use "Service Broker Member" title in their own proprietary marketing activities/material.
- To be eligible for the SC, a company must be an active Member and in good standing. The SC may choose not to accept such eligible company to the SC on a special vote of at least 70% of the SC members.

www.servicebrokerforum.org

Through the Service Broker Forum the combined current and future member companies will promote thought leadership and bring an industry voice to the innovation being delivered by Service Broker solutions to the dynamic and evolving telecom landscape.



The screenshot shows the Service Broker Forum website in a Windows Internet Explorer browser window. The address bar displays the URL <http://www.servicebrokerforum.org/>. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The toolbar contains various icons for search, maps, and other utilities. The website's header features the Service Broker Forum logo, which consists of a stylized green and black graphic of a person or a bottle, followed by the text "Service Broker FORUM". To the right of the logo is a "BLOG" link. Below the logo is a navigation menu with links for "Home", "About", and "Membership". The main content area is titled "Welcome to the Service Broker Forum" and contains the following text: "The Service Broker Forum is a multi-vendor association with the goal of evangelizing and educating the telecommunication industry on the service broker product category through the sharing of ideas, opinions, and knowledge. Founded by industry leaders in the Service Broker market space, the forum provides a common platform to facilitate discussion and communication around the many benefits that can be realized from utilizing Service Brokers within an overall network evolution strategy." Below this text is a section titled "Key Benefits of a Service Broker:" with a bulleted list: "• Provides a future proof solution for ongoing efficient application to network deployment", "• Extends new and existing application reach while also interacting with data services management such as subscriber data, policy management elements.", and "• Provides an innovative alternative for protecting and leveraging an operator's current network assets and application investments while also introducing new services over NGNs". To the right of the main content is a "News and Information" sidebar with a list of links: "• Service Broker Forum Fact Sheet", "• Yankee Group Report (Download)", and "• News and Events". The browser's status bar at the bottom shows the taskbar with the Start button and several open applications: "Service Broker Forum...", "Inbox - Microsoft Out...", and "Microsoft PowerPoint ...". The system tray on the right shows the Internet icon, a 100% zoom level, and the time 10:29 AM.