SIP Forum general meeting

Review of previous,
and upcoming fiscal years

Meeting agenda

- ❖ **Official business**
  - ➢ Meeting operation setup
    - ➢ Nominations for chair, minutes takers
  - ➢ Operational and financial review
  - ➢ Voting
    - ➢ Confirmation of authorized voting members, quorum requirements & decision requirements
    - ➢ Reading of items for voting
      - ➢ Board member candidates
      - ➢ Administrative items
    - ➢ Balloting, counting, and results
- ❖ **Unofficial business**
  - ➢ IPR policy
- ❖ **Adjourn**

SIP FORUM

Meeting operation setup

- ❖ **Meeting chairman**
  - ➢ Nominations
  - ➢ Voting

- ❖ **Minutes takers (2)**
  - ➢ Nominations
  - ➢ Voting

- ❖ **Administrivia**
  - ➢ Has meeting been properly notified?

SIP **FORUM**

Operational review - 2005-6

- ❖ Met most goals set for the year
  - ➤ With some adjustments to accommodate changes in people, requirements
- ❖ Expenses substantially below income
  - ➤ Changes in marketing working group strategy
- ❖ Continuing litany of "organizational infrastructure" improvements
  - ➤ Accounting / financial, electronic (web), legal structure
- ❖ Still plenty more we could / should do

SIP FORUM

Technical WG

❖ SIPconnect

SIP FORUM

SIP FORUM

Marketing Working Group
2006 Review, 2007 Plan

MWG 2006 Review

- ❖ Awareness activities: conferences
  - ➢ Concentration on co-sponsorships
  - ➢ Don't <u>go to</u> shows; leverage them
    - ➢ This reduced spending dramatically this year
  - ➢ "Get stuff" in exchange for co-sponsorships
    - ➢ Speaker slots for Forum Full members
    - ➢ Bag insert opportunities (primers, white papers),
    - ➢ Web banner-ad swaps
  - ➢ Roughly 15 conferences co-sponsored globally
- ❖ Awareness activities: SIPconnect
  - ➢ Product-like market launch
    - ➢ 6-7 press meetings
    - ➢ 2 analyst briefings
    - ➢ 1 60-second video blog clip
    - ➢ Website content support, press kits, CD ROM, White Paper

SIP FORUM

2006 MWG Review

- ❖ **Awareness activities: electronic**
  - ➢ Website overhaul (again)
    - ➢ Now on third site
      - ➢ R2 got hacked because we were "stuck" in a code trap
    - ➢ Ongoing development of new capabilities
      - ➢ E.g. Full Member voting system, Participant Member "harvesting" (cleanup) system, ….
  - ➢ Lots of new website content
  - ➢ Wiki taken down
    - ➢ No activity, except from Wiki spammers
- ❖ **Other**
  - ➢ SIP and IMS Webinar
  - ➢ New corporate identity
    - ➢ Took opportunity to refresh while building new website design

SIP FORUM

2007 MWG Plan

❖ Create Content
  - Website update (continue)
  - SIP-related webinars (increase)
  - Member white papers (increase)
  - Sponsor 1-2 white papers (new)

❖ Build Awareness
  - Continue conference support
    - Conference sponsorship (increase)
    - Booth (decrease)
    - Member white papers (increase)
    - SIP support material (increase)
    - Forum member speaker positioning (increase)
    - TWG speaker positioning, for example, SIPConnect (new)
  - Further TWG market launches (maintain)
  - Reinstate newsletter (new)

SIP FORUM

SIP F◑RUM

Service Provider Working Group
2007 Plan

Service provider WG
Proposal for new mission

- ❖ Develop business processes for service providers using SIP

- ❖ Best operational practices

- ❖ Provide technical requirements for delivering SIP services to enterprise and residential customers

- ❖ Communicate with SIP Forum members on

  - ➢ Information

  - ➢ Action. E.g. support of business models

SIP FORUM

About Service Provider Advisory

- ❖ **Starts as an Advisory group**
  - ➢ Open to Service Providers
  - ➢ Membership (SIPF full members only?)
  - ➢ Includes wireline, wireless and cable
  - ➢ Includes incumbent, competitive, ISPs/ASPs
- ❖ **Leverages on SIP Connect technical and business work**

SIP FORUM

Benefits

❖ **For the SIP community**

  ➢ Accelerate the deployment of SIP

  ➢ Foster SIP innovations

  ➢ Better operational and service interoperability models

  ➢ Open dialogue for developing faster, better products

❖ **For Service Providers Advisory (SPA)**

  ➢ Faster time to market and revenue

  ➢ Special events (to be defined)

  ➢ Others?

SIP FORUM

Test Event working group

❖ XXX

SIP FORUM

Operational discussion

- ❖ Accounting / financial management changes
  - ➢ Introduced last year
    - ➢ Actual vs. plan reporting, cash flow reports, A/R reports, etc
  - ➢ Departmental (WG) cost tracking introduced
  - ➢ Financial statements now denominated in Euro
  - ➢ Nominal benefit
    - ➢ Little spending this year; statements CONSTANTLY late (from accountants) and not available in Board meetings….
- ❖ Still pretty bad at renewal invoice processing
  - ➢ Invoices go "unattended" at Member company when sent via surface mail
    - ➢ Now being sent by email; but must work through bounces, etc.
  - ➢ Troubles usually related to changes in personnel at Member company
- ❖ 95% of financial transactions now conducted via U.S. corp
  - ➢ Most suppliers, members are U.S.

SIP FORUM

Consolidation proposal

- ❖ Ballot question 3
- ❖ "Merge" Swedish Assn. into existing U.S. entity
  - ➤ Cost reduction
    - ➤ Accounting cost lower here; avoids 2-country filings
    - ➤ Avoid losses from Kroner / Euro currency changes (substantial)
  - ➤ Convenience
    - ➤ Swedish bank not easily accessible for operations;
      U.S. bank much more efficient (e.g. wire postings);
      U.S. accountant more readily available
  - ➤ Simple sanity….
- ❖ One-time costs
  - ➤ Legal, accounting. Estimated at < $10,000 USD
    - ➤ Informal ROI guess: < 15 months
- ❖ Board recommends YES

SIP FORUM

Financial discussion: 7/2005 - 6/2006

❖ Major point: Cutting marketing left us with a big surplus

	30-Jun-2006	30-Jun-2005
Operating income		
Membership fees	297,500	230,518
SIPit registration fees	114,303	38,115
Total	411,803	268,633
Operating expenses		
External costs	(277,717)	258,512
Depreciation	(1,312)	1,312
Total	(279,029)	259,824
Operating profit/loss		
Other income/loss	(4,225)	8,840
Net	128,529	17,649
Cash on hand	307,344	180,915

Expenses by working group

	Actual	Plan	Variance
Tech	-	21,000	21,000
Test	111,110	159,710	48,600
SP	-	13,618	13,618
MWG	61,830	140,446	78,616
G&A	73,601	82,256	8,655

SIP FORUM

Financial discussion: 7/2005 - 6/2006

- ❖ Major points
  - ➢ Assume 11 lost members return within 90 days
    - ➢ (No new growth assumed; conservative by design)
  - ➢ No longer run SIPit through "revenue"
    - ➢ Accountants say it is a Balance Sheet only item; "held in escrow for Host"
- ❖ The plan:
  - ➢ Revenue: € 190K
  - ➢ Opex: € 185K
  - ➢ Net: €   4K   (rounded)
- ❖ WG opex:
  - ➢ MWG: € 140K
  - ➢ Tech WG: €   5K
  - ➢ SP WG: €   4K
  - ➢ Test event WG: €   31K
  - ➢ G&A: €   55K
- ❖ If entities are merged, plan will be restated in USD

SIP FORUM

Have thoughts for the board on…

- ❖ Reduce Full Member fees?
  - ➢ Stratify fees by Member size?
- ❖ Spend (some) surplus? On?
  - ➢ Open source demonstration implementations?
  - ➢ Marketing?
  - ➢ Technology infrastructure (working servers)?

SIP FORUM

Voting preliminaries

- ❖ Current member count: 25
  - ➢ Big drop
    - ➢ Jay played hardball with dues
    - ➢ Tactical decision….
- ❖ Quorum requirement:
    - ➢ 26 for normal business (Can be satisfied by presence or proxy)
- ❖ Voting passage requirement:
    - ➢ For non-By Laws yes/no items:
      - ➢ The greater of:
        - ➢ 1/2 those voting
        - ➢ 18 (1/3 of the Full Member count)
    - ➢ For By Laws change: same as above, but 3/4 threshhold
- ❖ Attendance count: <insert>
- ❖ Proxy count: <insert>

SIP FORUM

New voting rules

- ❖ **Last year revealed voting flaws**
  - ➢ No candidate had a "majority"
- ❖ **Ballot question 2 addresses this, and other issues**
  - ➢ Adopts Single Transferrable Vote method of tallying votes
- ❖ **Board recommends YES**

SIP FORUM

Single Transferable Vote

SIP FORUM

Director candidates - 13 for 5 seats

- ❖ Chris Gatch - Cbeyond
- ❖ Fergal Glynn - BlueNote Networks
- ❖ Timothy Jasionowski - Nokia
- ❖ Steve Johnson - Ingate Systems
- ❖ Edward Keegan - ETphones.com
- ❖ Ranjith Mukundan - Wipro Technologies
- ❖ David Oran - Cisco
  - ➤ (current Board member standing for re-election)
- ❖ Chandra Pillai - Servion
- ❖ Pat Rudolph - 3Com
- ❖ Michael Seto - Polycom
- ❖ Richard Shockey - Neustar
- ❖ Anwar Siddiqui - Avaya
  - ➤ (current Board member standing for re-election)
- ❖ Robert Sparks - Estacado
  - ➤ (current Board member standing for re-election)

SIP FORUM

Voting

- ❖ **Question 1: Board**
  - ➤ Only 1 can NOT be from a Full Member
- ❖ **Question 2: STV adoption in By Laws**
- ❖ **Question 3: Organizational consolidation**
- ❖ **Question 4: Discharge of director liability**

- ❖ **Time to vote!**

Vote results

SIP FORUM

Official adjournment

- ❖ 1 remaining item: IPR policy
  - ➢ Please review, or have corporate counsel review:
    SIP Forum IPR Policy Recommendation
  - ➢ (See www.sipforum.org > Documents)
  - ➢ And provide comment feedback in next …?
    - ➢ 60 days?
- ❖ This needs finalized; but Members have to be happy with it.

SIP FORUM

Adjournment

- ❖ Any remaining questions?

- ❖ Thank you for attending

SIP FORUM