Managing Operations
for Converging Services

November 4 - 8, 2007

The largest and most comprehensive event focused on managing network and service operations in the Americas.

Celebrating
10
Years of TMW

Adams Mark Hotel & Convention Center Dallas, Texas

Are you **prepared?**

lightning fast business cycles . . .
intense competition . . .
demanding customers . . .

"The content for TM Forum Management World, a major event in the management and operational space, is set by industry experts and the conference offers the ability to meet all the major players in one place."
- **Joseph Ziskin**, *Vice President,* Strategy, IBM

These are just some of the challenges facing today's players in converged services for industries including telecom, cable, media, entertainment, Internet and information services.

To help you meet and beat these challenges, **TM Forum Management World Americas** offers a 360° degree view ranging from strategic business issues to deep level operational and technical topics. Major stakeholders in these industries choose to attend and do business here. This is the only Americas event where you can see, learn and discuss what's required to manage your company's transformation into an agile, nimble successful competitor.

Whether you are a service provider or supplier, operating a fixed or mobile network, an incumbent or a challenger, a business executive or technologist, in finance or operations, we have something for you. Click here

Technology is no longer the key differentiator. It's how well you deploy your assets, react to market opportunities and anticipate your customer's needs: **Managing operations for converging services is the key to success**.

Telecom, cable, content, media and Internet and information services companies are all trying to gain the upper hand in terms of market share. Traditional boundaries are crumbling as organizations position themselves for success. At the same time, customers are demanding more innovative services – today and at lower prices.

Where the Industry Turns for Answers
TM Forum's Management World Americas is where the world's communications, information and entertainment services providers come for objective, unbiased information, thought provoking ideas and opinions on where industry is moving and the challenges that lie ahead.

It's the largest technology management event in the Americas with over 1500 attendees – the majority senior executives with decision-making power.

Shouldn't you be there too?
Learn where things are heading, discuss key issues, network and do business with the who's who in the industry all at Management World Americas.

Platinum Sponsor

CRAMER®
Amdocs OSS Division

Gold Sponsor

NetCracker®
Transforming the Service Layer™

ORACLE®

SAP®

Silver Sponsor

ca™

Satyam
What Business Demands.

EDS

tmforum **Management** World **Americas**

Largest, Most Comprehensive Event Focused on Managing Network and Service Operations in the Americas

Industry Keynotes share their perspectives

November 5

Mike LaJoie
Executive Vice President, Chief Technology Officer
Time Warner Cable

Robin Bienfait
CIO, Oversees BlackBerry Operations and Corporate IT
Research In Motion

Kevin Salvadori
CIO
Telus

Plus, a panel of industry experts debates the hottest topics in convergence and the management of a new generation of telecom and media services

Converged Services Expo

The largest in the Americas

November 6-8
See what the vendors leading the convergence arena are offering to help keep you ahead. Don't miss out on the latest solutions our exhibitors have to offer.

TM Forum Training Courses

Learn how to make TM Forum standards and guidelines work for you

November 4, 5, 7, 8
• 18 different courses on offer
• Introductory courses and Implementation workshop
• Key step towards TM Forum Knowledge Certification

Catalyst Showcase

November 6-8
The Catalyst program is the TM Forum's proving ground for pragmatic solutions - enabling service providers, system integrators, and hardware/software vendors to work together to solve common, critical industry challenges.

Conference Sessions

Over 125 expert speakers delivering over 100 hours of conference programming ranging from strategic business issues to deep level operational and technical topics

November 6-8
• Executive Summit on Business Transformation
• TM Forum Initiatives in the Real World
• Managing and Optimizing Customer Experience
• Managing and Delivering Content-Based Services
• Operational Challenges in a Converged Market

TM Forum Collaboration Program

November 5-8
Learn how to get involved in the OSS/BSS industry's "Virtual R&D Consortium" with the best and brightest minds in the business.

Executive Appointment Services

November 6-8
To help you do business and land deals,TM Forum offers you the opportunity to benefit from pre-arranged, pre-qualified one-to-one meetings with senior budget-holders from across North American operators and service providers.

Networking Opportunities

Meet and do business with the Who's Who in the industry

November 4-8
• Networking Reception
• Numerous Breaks
• Expo Receptions
• Interactive Sessions
• Representatives from all industries with convergence concerns
• Peers at all levels of their industries
• Specialty Lunches
• Networking Lunches

Celebrating 10 Years of TMW

There are several pricing phases. **REGISTER NOW** to get the best pricing.

Managing Operations for Converging Services

Blending the traditional and the emerging interests in managing operations for converging services

5 conference tracks offer something for everyone. Discover and learn about the impact that convergence is having on the management of a potentially new and dynamic range of telecom and media services.

Tuesday 2:00pm-5:30pm • Wednesday 9:00am-5:30pm • Thursday 9:00am-12:30pm

Executive Summit on Business Transformation

Highly interactive sessions giving corporate leaders from telecom, cable, information and media companies "no spin" information

- Hear how **BT Group** has used their 21st Century global platform to enable the delivery of **more interconnected, more logical and more intuitive services**
- Keep your eyes locked on the **Cable Spotlight** module – designed for Cable operators
- Dig down into the **business value derived from benchmarks** in an interactive panel discussion from Bell Canada, TELUS, CANTV and AT&T
- Learn about **investment trends in wireless technology** from a leading panel of global **VC firms** including NCVA, Genesis Capital and Mayfield

TM Forum Technical Initiatives in the Real World

An in-depth technical insight into TM Forum Collaboration Program, providing an update on current research and case-studies from real world applications, including:

- **Leveraging the maximum benefit** from NGOSS and Prosspero solutions
- **Unlocking the potential of SOA** as a foundation to your management systems
- **Optimizing business processes** throughout the product & service lifecycle
- Exploiting the potential of **eTOM, ITIL, TAM, SID and NGOSS** through case-studies from AT&T, Telecom Italia & Telstra
- **Gaining immediate and lasting buy-in** from your development strategies with real-life examples

Managing & Delivering Content-Based Service

One-stop shop for those delivering content-based services, subdivided into 4 modules - SDPs & IMS • Media & Content • Device Management • Secure Management

- Don't miss out on the **Device Management Spotlight** providing insight into the challenges of managing a diverse range of end-user devices
- **Generate effective strategies** to manage security & risk in a converged world
- Develop your knowledge of media/content business models and applications in sessions led by Alcatel-Lucent, Tata, Sun & Satyam
- Plus **Cognizant, BEA & Motorola** will provide detailed case-study insights into the use of SDPs & IMS for real-time, personalized services
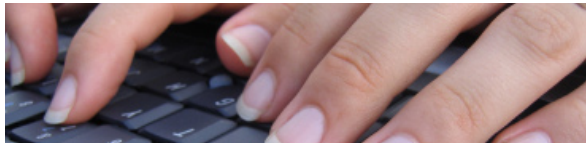
View the complete agenda online

Managing Operations for Converging Services

Participation in Management World Americas is amongst the most productive things we do... we hear from industry thinkers about their vision of the future, and at the same time see and understand from suppliers what can practically be achieved today.
-**Dave Milham**, *OSS Architecture & Innovation*, TM Forum Distinguished Fellow, BT Group Chief Technology Office
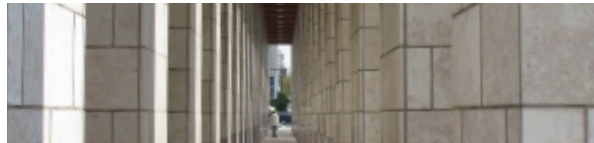
Tuesday 2:00pm-5:30pm • **Wednesday** 9:00am-5:30pm • **Thursday** 9:00am-12:30pm

Celebrating 10 Years of TMW

Managing & Optimizing Customer Experience

Driving strategies to stay ahead of competitors, guarantee excellent customer service and ensure customer retention.

- **Revolutionize customer satisfaction** by using innovative service delivery in your organization
- Hear how NII Holdings have utilized technologies for business intelligence & **dynamic customer management** to create revenue growth opportunities
- Learn how to **increase market share** with superior customer relations from Online Insight
- Discover how you can integrate marketing activities with sales & CRM processes for **profitable, data-based decision making**
- Find out how to alleviate your organization's hidden revenue leakage in an ever-converging world from our panel of revenue assurance experts

Operational Challenges in a Converged Market

Everything you need to know about Operations in your business - Wireless & Mobility • Operations • Service Management • Managing Data & Process

- Discuss how to execute **visibility & control** in the transition to a customer centric, self-service model using BPM
- Discover why AT&T have used **data warehousing & cross-departmental collaboration** to mitigate the challenges of maintaining legacy systems today
- Learn how Mobilkom's Service Level Management process identified KPIs & KQIs & actively monitored performance against these metrics
- Hear how **Oi Telemar**, one of the most successful & innovative operators in Latin America, implemented an **end-to-end service fulfillment program** to help enable mission-critical enterprise data services

View the complete agenda online

There are several pricing phases. **REGISTER NOW** to get the best pricing.
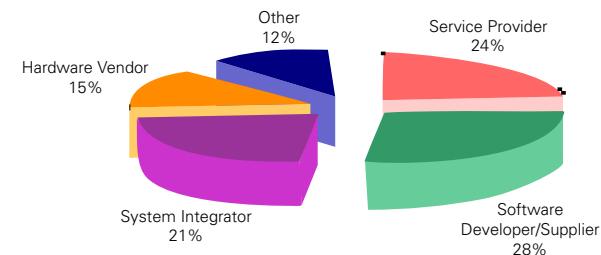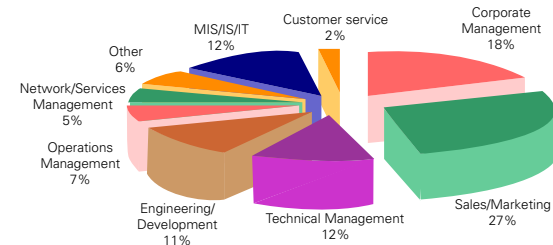
2006 Attendee Company List

Join our Who's Who list of participants. See who participated last year and are sure to come back this year with even more of the colleagues.

AASKI Technology • Accenture • Ace Comm • Acterna • Adams Inc • ADEMOLA ADEDEJI-OLUFEMI • ADVA Optical Networking Inc • Agilent Technologies • Aktavara AB • Alcatel-Lucent Alepo USA • Aliant Inc. • Allegis • Allot Communications • Amdocs • Anritsu A/S • AOL Services (UK) • APPERA • Appium AB • Aran Technologies • Aricent • Ascom Deutschland GmbH, Systems & Solutions • astellia • AT&T Corporation • Atos Origin • AutoMagic KB LLC • Avant-garde Communications • Axiom Systems Limited • BCGI • BEA Systems, Inc • Belgacom, S.A. • Bell Canada • BellSouth • BI Telecom • Billing College • Billing World and OSS Today • BMC Software • BMO Capital Markets • Bresnan • British Telecom • Broadwing • BSB • BT Group plc • BusinessEdge Solutions • BusinessWeek • CA • Cable & Wireless • Cadence LLC • Calysto Communications • Camvera • CANTV.NET • CapRock Communications • Casabyte, Inc. • Casewise • Cellex Networks • Cellex Networks • Celona Technologies Ltd • Celtel • Centina Systems, Inc. • Ceon Corporation • CGI Group Inc. • CH2M HILL • China Mobile Communications Corporation • China Telecommunications Corporation • China Unicom • Christiane K Management • CHT • Chunghwa Telecom Laboratories Co., LTD • Cikic Mktg • Cingular • Wireless LLC • Cisco Systems • Cognizant • Comarch S.A. • Comet Industries • Comptel • Compwise International • Comverse • Consorcio Red Uno S.A. de C.V. CRU-910320MK8 • Controlware • Convergys • Cox Communications • Cramer Amdocs OSS Division • Customer One Solutions • CVidya Networks, Inc. • DACOM • Dallas Morning News • Data Synapse • Datang Software Technologies Co., LTD • Datatel Solutions • DAX Technologies • Deutsche Telekom AG • Digita Oy • Digital Fuel Technologies, Inc. • Digitel GSM • Dimetis GmbH • Distinct Directions • Dittberner Associates • DOD • DonRiver • DTI • e*Tezeract, Inc. • ECI Telecom Ltd. • Ectel • ECtel Ltd. • EDS • EGH • Elpaso Global Networks • EMA • EMC • Enghouse Systems Ltd • Enterprise Architecture Consulting • Entico • Ericsson • Errigal Telecom Solutions • ETB - Colombia • Evermore Consulting • Evolved Networks • EVSC • Exploit Technologies LLC • Fleishman-Hillard • Fluke Networks • FOX • France Telecom • FROX communication • fsdfs • FTS • Fujitsu • Fusion Solutions • Glenayre Technologies • GlobalLogic • Halfaker and Associates, LLC • Harris Stratex Networks • Helio • Hewlett-Packard • Huawei Technologies Co. Ltd • huawei-3com usa • Hydro One Inc • HyperData Media • IBM Corporation • IDC • IDF • iDirect.net • Impiger Technologies • IMS Forum • Independant • Infinera • Infogix, Inc. • Infosys Technologies Ltd. • InfoVista • Institute for Telecommunication Sciences • Intec Telecom Systems PLC • Integra Telecom • Intergraph • International Institute of Telecommunications • IONA Technologies • IPDR.org • IPTV Magazine • Jacobs Rimell • JDSU • Johns Hopkins University Applied Physics Lab • Jordan Telecom • Kentor IT AB • Keste • Kordia • Korea Telecom • Leapstone Systems • Level 3 Communications • LG CNS • LG Dacom • Logan-Orviss International • LTC International Inc • Lucent Technologies Inc. • Majitek • March Communications • Martin Group • Maryville Technologies • Mascon Global • Masergy • McLeodUSA • MetaSolv Software Inc. • MetroRED • MFlory & Associates, Inc. • Microsoft Corporation • MITRE Corporation • Mixtel Limited • mmO2 plc • Mobile Telecommunications Company • Motive, Inc. • Motorola • MRV • MTN Nigeria Communications Ltd. • Mycom International Inc. • Nakina Systems • Nangwik Services, LLC • NBC Universal • NEC Corporation • NetCons • NetCracker Technology • NetScout Systems • Netville • Network Appliance • NeuStar • Newt Global Consulting • Nexagent Ltd • Nexagent Ltd • Nexus Telecom AG • Nighthawk Systems, Inc. • Nihon Unisys, Ltd. • Nokia Siemens Networks BV • Nongor Telefilms • Nortel • Northrop Grumman • NTG Clarity Networks Inc • NTL • NTT Group • NuVox • Oger Telecom • Oracle Corporation • Orange PCS • Orga Systems GmbH • OSS News Review • OSS Observer • Outpost Sentinel • Patni Computer Systems • Petrobras • Pipeline Publishing • Polystar Instruments Inc. • Prepara2 America Inc • Price Center • Prism Business Media • Prithvi Information Solutions • Progress Software • Promon Tecnologia • QiLinSoft • QinetiQ • QuEST Forum • Qwest Communications International Inc. • Razest • Razorsight Corporation • RCGB • Reachview Technologies Inc. • Redknee Inc. • RedUno • Renesysv • Rich Media Consulting • Rogers Communications Inc. • RPG Grupo Consultores C.A. • Samsung Electronics Co. • SAP AG • SaskTel • Satyam Computer Services Ltd. • Saudi Telecom • Semple Media International, LLC • ServiceSPAN • sghconsultores • Shaw Cablesystems • Shaw Communications • SHOLA ENGINEERING GROUP • Siemens Networks GmbH & Co. KG • Sigma Systems • Sigma Tao • Sigmaflow • SI-TECH Information Technology Ltd. • SITRONICS Telecom Solutions • SK Telecom • SKC&C • SmartMark Communications • Sprint • Sterling Commerce,an AT&T Company • Stevens Institute of Technology • Stratecast Partners • Stratex Networks • Subex Azure Ltd. • Sun Microsystems • SureWest Communications • Swisscom AG • Synchronoss Technologies • Syndesis Limited • Syntel Inc. • Systems Mechanics • Tata Consultancy Services • TAZZ Networks • TBD • TCS • TDC • Tech Mahindra • Technology Evaluation Centers Inc. • TechOne, Inc. • Tekno Teleocm LLC • Tektronix • Telamon Corporation • Telcel • Telcordia Technologies • Telecom Argentina • Telecom Italia Group • TelecomAdvisors International S.A. • Telefonica Latinoamerica • Telefonica Moviles España • Telefónica O2 Czech Republic,a.s. • Telefonos de Mexico • Telekom Austria AG • TELEMAR NORTE LESTE S.A. • Telenet NV • Telenor ASA • Telephone and Data Systems, Inc. • Telephony Magazine • Telexpertise DeMexico S.A. DE C.V. - TXM • TeliaSonera • Telkom • SA • Tellabs Operations, Inc. • Telstra Corporation • TELUS • Teracom • TexMont • The Evermore Group • The Growth Experts • Thoughtcorp • Tibco Software • TierOne OSS Technologies Inc. • Tigerstripe, Inc • Time Warner Cable • Time Warner Telecom • TMNG • T-Mobile • Tribold • TripleTree • Tropos Networks • TrueBaseline Corporation • Tshibanda & Associates LLC • T-Systems Enterprise Services GmbH • TTI Telecom • TuringSMI • United Online • University of Southampton • US Cellular • UTStarcom, Inc • Valista • Vallent Corporation • Velocent Systems • VeriSign, Inc. • Verizon Business • Verizon Communications • Videotron Ltd • Visage Mobile • Visionael Corporation • Vitria Technology, Inc. • Vodafone D2 • Voxpilot Ltd. • VSNL International • VzB Enterprise Solutions Group • Wall Street Journal Europe • Washington Consulting, Inc. • wataniya telecom • Waterford Institute of Technology • Wipro Technologies • Wireless-Alliance Limited • XCHANGE • Xelas software • XO Communications • Yahoo • Zenulta Limited • Zeugma Systems
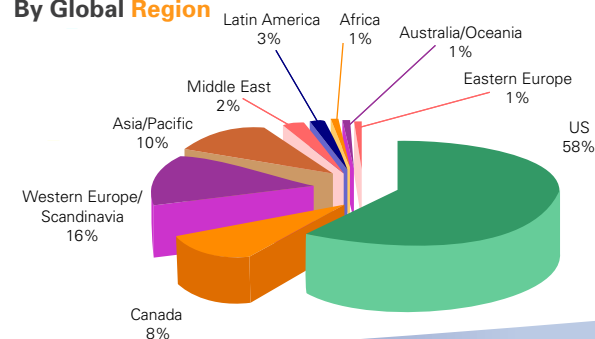
Exhibit and Sponsorship Opportunities

Don't miss out on this opportunity to promote your products and services to the most qualified audience you will see in the Americas this year. Take advantage of one or more of the following sponsorships and advertising opportunities before they are gone! **To exhibit or become a sponsor contact Apostolos Kallis at akallis@tmforum.org or call +30 210-7255-756.**

Industry Sector

- Other 12%
- Service Provider 24%
- Hardware Vendor 15%
- System Integrator 21%
- Software Developer/Supplier 28%

Area of Responsibility

- MIS/IS/IT 12%
- Customer service 2%
- Corporate Management 18%
- Other 6%
- Network/Services Management 5%
- Operations Management 7%
- Engineering/Development 11%
- Technical Management 12%
- Sales/Marketing 27%

By Global Region

- Latin America 3%
- Africa 1%
- Australia/Oceania 1%
- Middle East 2%
- Eastern Europe 1%
- Asia/Pacific 10%
- US 58%
- Western Europe/Scandinavia 16%
- Canada 8%