NEXT GENERATION
BILLING & IT STRATEGIES

Building Customer Centricity And Flexibility Into Your Billing/IT Strategy To Maximise Profit From Next Generation Product Portfolios And Increased Convergence

Benefit from hearing in-depth insights from:
Brasil Telecom ▪ British Telecom ▪ Hong Kong CSL ▪ KPN ▪ Laqtel ▪ MTC Touch ▪ Orange Group ▪ Swisscom ▪ Telecom Italia ▪ TNO ICT ▪ TVCabo

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27th-30th November 2007

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Pre-Conference Workshop 26th November 2007

Implementing Best Practice In Real Time Marketing   Led by: Comverse

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Next Generation Billing & IT Strategies Agenda
Mobile & NFC Payment Strategies Agenda

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NEXT GENERATION
BILLING & IT STRATEGIES

President Wilson Hotel, Geneva ▶▶ **26th – 28th November 2007**

IIR's 9th annual *Next Generation Telecoms Billing and IT Strategies* conference offers delegates the most up-to-date information on developing a cost effective, flexible and differentiated billing, IT and customer management strategy to benefit from next generation product portfolios and convergence. This year's event will pay particular attention to building customer centricity into your billing operations and effectively managing the associated IT and process transformation.

The operator-led programme will offer you an invaluable opportunity to hear real-world experiences in a series of cutting-edge presentations and workshops, giving a unique insight into next generation services, their attendant business models and billing/charging requirements. You will leave the conference with a confident understanding of how to develop your next generation billing, IT, charging and customer management systems and strategy. In keeping with the changing times this conference focuses on what really matters here and now – how to leverage and optimise the profitability of next generation services to win market share today and in the future.

Benefit from hearing in-depth insights from: Brasil Telecom ◼ British Telecom ◼ Hong Kong CSL ◼ KPN ◼ Laqtel ◼ MTC Touch ◼ Orange Group ◼ Swisscom ◼ Telecom Italia ◼ TNO ICT ◼ TVCabo

See pages 4 and 5 for details of the conference programme

MOBILE & NFC
PAYMENT STRATEGIES

27th - 30th November 2007

This focused conference will provide you with a platform to learn from key Mobile Network Operators, Financial Institutions and Industry Associations about their crucial steps towards developing innovative and profitable Mobile Payment Strategies. In-depth case studies will offer you a unique and valuable insight into mobile payment mechanisms, attendant business models, potential partnerships opportunities and charging requirements.

Hear from: American Express ◼ Bancolombia ◼ Banco Sabadell ◼ Cellcom ◼ Ceskoslovenska Obchodni Banka ◼ du ◼ Globacom ◼ O₂ Germany ◼ ONE ◼ Orange UK ◼ Mobilink ◼ MTN ◼ Starhub ◼ StoLPan ◼ Telefonica ◼ T-Mobile Czech Republic ◼ TNO ICT ◼ Visa ◼ Vodafone UK ◼ zed
See pages 6 and 7 for details of the conference programme

▶▶ **Pre-Conference Workshop**
26th November 2007

Implementing Best Practice In Real Time Marketing Led by: Comverse

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Ericsson's revenue management offering covers all aspects of business-to-consumer and business-to-business revenue management. Ericsson has the competence and experience to help operators simplify the end-to-end processes and revenue management solutions for both traditional services and new multimedia services. Ericsson brings expertise and global experiences gained when integrating more than 800 charging, billing, mediation, activation, revenue assurance and wholesale solutions.
Ericsson's real-time charging solutions are the most widely deployed in telecom networks. Over 400 million consumers around the world enjoy the benefits of true real-time charging of all their telecom and multimedia services through an Ericsson solution. Consumers at over 150 service providers have control over their spending and have bonuses applied to their accounts while using their phone. More than 650 million consumers in 21 countries can pay for multimedia services from independent content providers via their mobile phone using Ericsson IPX.
Ericsson has ten fully convergent charging and billing contracts, and more than 15 additional operators base their convergent offerings on an Ericsson charging solution. With more than 290 service providers using Ericsson Multi Mediation, Ericsson is the leading supplier of convergent online, event and file mediation solutions, helping operators to guarantee that they always have access to the right information for wholesale and retail billing. Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.
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ePaymentsnews Network (*www.epnn.com*), is the leading independent news source for the global e-payment community, covering all significant news in financial, retail and mobile payments industry. ePaymentsnews Network boast an extensive archive of payments news and also publishes a wide range of research, white papers, features, statistics and articles.
Any business professional with a critical interest in e-payment technology and its impact on mobile, Internet or real-world commerce would find that ePaymentsnews Network is an indispensable tool.

For further information on sponsorship and exhibition opportunities contact: Graham Wood, Business Development Director, IIR Telecoms
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Email: gwood@iir-conferences.com

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COMVERSE
Comverse, a subsidiary of Comverse Technology, Inc., is the world's leading provider of software and systems enabling network-based multimedia enhanced communication and billing services. The company's Total CommunicationSM portfolio includes value-added messaging, personalized data and content-based services and real-time converged billing solutions. Over 500 communication and content service providers in more than 130 countries use Comverse products to generate revenues, strengthen customer loyalty and improve operational efficiency.
For additional information, visit the Comverse website at *www.comverse.com*

Orga Systems.
Orga Systems is a leading expert in convergent real-time billing and IIR World BSS Awards "Overall Best Contribution to Billing" winner 2007 in London. Its products enable international telecommunication companies to rate, charge and bill any service for any subscribers.
450 employees in Germany, Italy, Spain, Turkey, the Ukraine and Brasil create cost-effective, custom-tailored solutions based on highly flexible products.
42 leading mobile network operators in Continental and Eastern Europe, Africa, Middle East, Latin and Central Americas experience Orga Systems as a strong partner. Characteristics of this partnership include a quick and flexible response just as best-in-class support and services.
www.orga-systems.com

PETER-SERVICE
Peter-Service, founded 1992, is a biggest Russian developer of solutions for the telecom industry, specializing in development, installations and service of OSS/BSS for large telecommunications operators. With the head office in Saint-Petersburg and branches in Moscow, Novosibirsk, Krasnodar, Ekaterinburg and Samara, the company has successfully fulfilled 100+ projects for more than 50 telecom operators in 7 countries. Subscribers' base – both fixed and mobile – serviced by Peter-Service solutions exceeds 100 million. Peter-Service quality management system is certified to conform with ISO 9001:2000. Company's income from its own services and licenses in 2006 exceeded 100 million USD.
www.billing.ru

Who will you meet at the conference?

Based on analysis from our previous Next Generation Billing conferences we anticipate that the audience will be made up of delegates from the following industry sectors and regions:

BREAKDOWN BY SECTOR
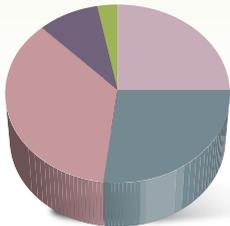
- 25% Fixed Operators/Service Providers
- 27% Mobile Operators/Service Providers
- 36% Independent Software Vendors
- 9% Consultants & System Integrators
- 3% Others

BREAKDOWN BY REGION
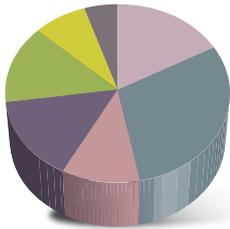
- 17% UK & Eire
- 30% Western Europe
- 11% Southern Europe
- 15% Scandinavia
- 14% Central & Eastern Europe
- 8% Middle East & Africa
- 5% USA

World BSS Awards 2007 Gala Presentation Reception *27th November*
Free for all Delegates at the 'Next Generation Billing & IT Strategies conference!

Why not join us for the perfect networking opportunity and a celebration of all that's good in the billing and customer care industry? On the 27th November the Winners of IIR's World BSS Awards 2007 will be presented with their trophies during a drinks reception after the conference!

Introduced in 1997 and now entering their 12th year, the long-running & prestigious World BSS Awards were introduced to acknowledge billing best practice and to raise awareness of the significance of the billing process to the communications industry.

The judging panel composed of experienced industry commentators selected the following companies from a wide range of high quality entries as worthy representatives of the billing industry for 2007:

Overall – Best Contribution to BSS	Co-Winners: **Orga Systems and Amdocs**
Judges' Award: 'Above And Beyond The Call Of Duty'	**BSNL**
Innovation In Billing & Information Management	**Progress Software**
Best Billing/Charging Implementation	**Vodafone UK / Flexphone**
Best Content/Partner Management Implementation	**Interia PDTM / Comarch**
Best e/m-Commerce/Payments/Collections Implementation	**G-Xchange**
Best Revenue Assurance/Management Project	**BT**
Best Customer Management/Business Intelligence/Marketing Project	**Mobilink Pakistan**

For full details of the awards, judging panel and for advance details of the nominations procedure for the World BSS Awards 2008 please visit **www.iir-billingsystems.com**

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BillingOSS is the leading online news magazine focusing on Billing, OSS/BSS, CRM, Bundled Services, Pre-Paid Mobile, Network Provisioning and NGNOSS.

Billing audience comprises of Mobile Operators, Service Providers, OEMs, Carriers Carrier, Long Disctance Carriers, VoiP Carrier and Wireless Carriers. **www.billingoss.com**

www.billingviews.com is a web site devoted to the world of billing and telecoms. The site provides breaking news, archives, research reports and more. The site keeps thousands of unique users worldwide up to date and in touch with the latest reports and events from the global communications industry, encompasing both fixed and mobile communications services. It focuses on understanding today's business models in relation to OSS and BSS.

MOBILE EUROPE For well over a decade, **Mobile Europe Magazine** and **www.mobileeurope.co.uk** has reported on and analysed the major developments in wireless technologies and markets. It reaches the decision makers that count within operators, service providers and OEMs, as well as the large user corporations that have helped drive

demand in the world's leading mobile market. Offering regular news, news analysis, product and diary sections, combined with in-depth articles, Mobile Europe covers all the issues that matter. As we move into the next generation, the value of impartial, reliable information is greater than ever before. Mobile Europe has a proven track record in delivering just that.

OSS/BSS}analyst Analysing the issues that matter in OSS/BSS, billing and customer care, **OSS/BSS Analyst Research Service** is a complete, global resource providing independent news, in-depth analysis, expert opinion and valuable competitive intelligence

OSS/BSS Analyst covers all aspects of OSS/BSS including:
- network monitoring
- outsourced network management
- next-generation billing
- revenue assurance
- supporting convergence
- interconnect
- service provisioning and fulfillment
- customer data management
- standards for next generation OSS/BSS

For more information, visit **www.informatm.com/ossbss**

OSS Observer is a market research firm covering the global telecom software market. Our goal is to provide clear reasoning and practical recommendations to help our clients make informed business decisions. OSS Observer publishes forecasts, market share and analysis of industry trends that drive commercial spending on service assurance, service fulfillment, customer care, billing, network equipment manufacturer's NMS, service delivery platforms, and middleware services worldwide. The global, commercial OSS market in 2006 totaled $16.2 billion. **www.ossobserver.com**

Pipeline is the only OSS-dedicated publication in the Telecommunications space. This focus enables us to pinpoint and reports on issues that drive the way Service Providers are making decisions when it comes to staying competitive. Pipeline was founded to help Tier 1 and 2 Communications Service Providers understand and more easily utilize the market for commercial OSS/BSS solutions. Always keeping a services perspective, the magazine highlights how technologies, services, and people connect with each other. **www.pipelinepub.com**

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▶▶ **Pre-Conference Workshop**
Monday 26th November 2007

Implementing Best Practice In Real Time Marketing

This workshop has been developed to facilitate maximum interaction between delegates and workshop leaders. The session will run from 10.00 to 16.00 with appropriate intervals for refreshment and lunch.

Registration and coffee will commence at 09.30

10.00 **Opening Remarks From Your Workshop Leader**

The aim of this pre-conference session is to enable you to understand the importance of deploying best practice for your real time marketing initiatives. Key themes for discussion will include:

- Understanding the vital role of real time marketing in the next generation communications environment. Gaining the competitive edge in this increasingly convergent marketplace
- Defining practical methods to increase end users' lifetime value
- Creating innovative marketing programmes
- Retaining loyal customers through the 'segment of one' approach.

16.00 **Close of Workshop**

For full details of the workshop programme visit www.iir-conferences.com/ngb

Workshop Leader:

Nelly Rinot, Senior Product Marketing Manager, **Comverse**

COMVERSE

▶▶ **Conference Day 1**
Tuesday 27th November 2007

09.00 **Registration And Refreshments**

09.30 **Introductory Address From The Chair**

09.40 **Evaluating KPN's Experience Of Becoming A Convergent Operator: Coping With Legacy IT In Relation To A Strategic Transformation**

- Changing the customer's perception of the 'telecoms operator' to that of an all embracing communications relationship provider across a variety of devices
- Evaluating the impact of becoming a truly convergent operator with a customer centric focus on your existing IT architecture
  - Migrating from product orientation to customer centric billing, IT and processes
  - Can you use your existing architecture?
- Decoupling the service and billing domain; outlining the key objectives of migrating towards a customer centric approach instead of product/network centricity
  - Multiple products on one invoice and/or in one collection process
  - Enabling cross-network offerings
  - Cross product/service discounting
- Developing a suitable road map for transformation
  - Maintaining a clear vision of your 'target' flexible and scalable architecture
  - Is the current migration proposal the right one for long term development?

Peter Rake, Manager Core Billing, **KPN**

OPERATOR

10.30 **Transforming To Convergent Real Time Charging And Billing To Meet The Demands Of A Fast Moving, Multi Service And Multi Partner World**

- Outlining the next generation revenue management landscape - current trends and future developments
- Determining the implications of the introduction of new technologies and services like IMS and IPTV
- Identifying the true real time charging capabilities required: e.g. flexible rating, session supervision, real time user notifications, and online mediation
- Exploring the impact on user satisfaction, loyalty and uptake of communities, campaigns and promotional offers
- Determining the business impacts of market flexibility, operational cost and revenue assurance

Niclas Melin, Marketing Director Revenue Management, **Ericsson**

11.10 **Morning Refreshments**

11.40 **Examining Practical Experiences Of Developing Convergent Billing**

- Developing convergent billing as a key business requirement
- Examining the problems encountered with the legacy system environment when developing convergent/next generation service portfolios
- Meeting the technical challenges of completing IP convergence
- Outlining the experiences of pursuing a fixed-mobile convergence strategy
- Determining the importance of developing a central product catalogue
- Forecasting developments for the future

Speaker to be announced visit www.iir-conferences.com/ngb for details

12.20 **Developing Appropriate Charging Architectures To Fulfil Next Generation Billing Requirements And To Realise New Pricing Models**

- Assessing the impact of open mobile internet models
- Understanding how differentiated charging and policy management will impact tomorrow's mobile billing architectures
- Defining and understanding new hybrid pricing models
- Examining how online architectures allow enhanced subscriber interaction

Mathias Liebe, Head of Product Marketing, **Orga Systems**

13.00 **Lunch**

14.10 **Convergence And Service Bundling: Creating A Customer Experience For Increased Revenue**

- Determining which types of services are being bundled and how
- What makes bundles attractive to customers and recognising how to maximise revenues via these services
- Harnessing the bundle: identifying the key billing requirements to enable effective and profitable bundling
- Developing an holistic customer-focused approach for increased revenue
- Delivering and managing an intentional customer experience

Flavio Lang, Convergence & Voice Product Manager, **Brasil Telecom Group**

OPERATOR

14.50 **Understanding And Meeting Challenges Associated With Offering A Completely Convergent Product Portfolio**

- Outlining what it means to be a truly convergent communications service provider
  - Why converge and what to converge?
- Tracking the emergence of IP technology and examining the consumer/market trends
  - Consumer example: meeting the demand for an always-on, everywhere lifestyle
  - Market example: monetising the next killer application
- Simplifying the complexity of convergence
  - Understanding the need for system consolidation to a common/single platform
  - Managing the impact on the back office and the network: bringing together the best of IT and network systems

Senior Representative of **Comverse**

15.30 **Afternoon Tea**

16.00 **Understanding The Importance Of Billing Mediation As The Key Function To Realising Customer Centric Billing In A Multi Play Environment**

- Migrating towards a customer-centric approach to billing and determining how this will impact your existing architecture
- Evaluating the challenge in billing for an increasingly complex array of convergent services with a customer centric rather than a product focus
- Examining how to mediate across new network elements and settle the charges for all third party services
- Developing a future-proofed mediation strategy by enabling usage of all possible network elements in the IP, fixed and mobile environment
- Meeting the challenges posed by EU data retention directives

José Garcia, Senior Director – Product Support Systems, **TVCabo**

OPERATOR

16.40 **Determining How To Re-Engineer The Business In Order To Support The Evolving And Convergent Nature Of The Communications Market And Understanding Why A Flexible and Customer-Centric Billing Platform Is Vital For Success**

As the need to develop a customer-centric approach to billing grows, telcos must re-engineer their traditional business models. This presentation will allow you to:

- Examine the role of incumbent operators and overcome the key business challenges to evolving an established, traditional business model
- Understand how competitive carriers are addressing the emerging telecom landscape
- Review the constantly evolving business models associated with new market entrants
- Examine the key business drivers that billing vendors must address in order to guarantee flexible, advanced solutions
- Determine how to increase revenues while addressing the aforementioned challenges – ensuring your organisation stays ahead of the game

Richard A. Nixon, COO, **Laqtel**

OPERATOR

17.20 **Developing The Customer Experience Through A Self Service Approach To Billing And Customer Care**

- Understanding the integral link between billing and payment and a positive customer experience
- Using customer insight through business intelligence to build a better customer experience for a

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OPERATOR

- competitive edge
- Evaluating the demand for and benefits of offering customer self service
- Determining the scope and functionality of the customer experience oriented self service offering
- Determining the value of web-enabled interfaces and how to exploit them
- Maintaining the customer experience during crisis
- Facing the challenges of self-service customer care
- Overcoming the conflict between marketing and security
- Focusing on the customer while trying to reduce customer service workload

Nadim Khater, IT Director, MTC Touch

18.00 Closing Address By The Chair And End of Day One

Drinks Reception Sponsored By

PETER-SERVICE

Peter Service would like to invite you to join the speakers at an informal drinks reception, where you can discuss the day's issues in a relaxed environment

Delegates will also be able to congratulate the winners of the World BSS Awards, as their prizes are presented. See page 3 and www. iir-billingsystems.com for details of the winners.

▶▶ Conference Day 2
Wednesday 28th November 2007

09.00 Registration And Refreshments

09.30 Introductory Address From The Chair

09.40 Developing A Convergent Rating And Third Party Settlement Platform To Enable The Rapid Introduction Of New Content Services And Tariff Models For Pre And Post Paid Subscribers

OPERATOR

- Understanding how Orange implemented and continues to evolve its next generation systems to provide a launch pad for new IP services (mobile content, television and rich media services)
- Effectively rolling out new data and content services with innovatively priced bundles and services
- Automating the management of third party content relationships
- Examining the results - a highly differentiated and successful set of value-added services that are driving non voice revenues

Doug Melbourne, Product Marketing Manager, Billing, Orange Group Brand and Consumer Marketing, Orange

10.20 Implementation Case Study: Examining The Stages Of Development And Integration Of A Next Generation Billing System For A Russian/ CIS Network Operator

- Evaluating the telecoms market in Russia/CIS and understanding the level of development of the network operators in terms of subscriber base, product offerings and business models etc
- Assessing the billing systems market in Russia/CIS
- Understanding key operator requirements when migrating to NG billing systems

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Implementation case study:
- ♦ Understanding how the challenges of implementing the NG billing system were met
- ♦ Ensuring the smooth integration of 3rd party solutions
- ♦ Determining the impact on the customer experience
- ♦ Examining the lessons learned during the project

Vadim Yefremov, Director EMEA, Peter-Service

11.00 Morning Refreshments

11.30 Becoming A Truly Convergent Operator: Coping With Legacy IT In Relation To A Strategic Transformation

OPERATOR

- Evaluating the impact of becoming a truly convergent operator with a customer centric focus on your existing IT architecture
  - ♦ Migrating from product orientation to customer centric billing IT and processes
  - ♦ Can you use your existing architecture?
- Developing a suitable road map for transformation
  - ♦ Maintaining a clear vision of your 'target' flexible and scalable architecture
  - ♦ Is the current migration proposal the right one for long term development?
  - ♦ Managing the budgetary considerations
- Understanding the impact of the IT transformation on existing business processes
  - ♦ Stressing the importance of process transformation
  - ♦ Involving business process owners

Joost Eringfeld, Head of Convergent Systems Development, Swisscom

12.10 Panel Discussion: Identifying New Competitors In The Next Generation Communications Market – Understanding How Their Differentiated Relationship With The Customer Could Impact Traditional Operators' Business Models And Revenues

PANEL DISCUSSION

Panel Chairman – Tony Poulos, GBA Program, TM Forum

Panellists include:

Charmaine Oak, Senior Product Manager – Enablers and Billing, Orange UK

Jonathan Jensen, Billing Strategy and Vision, British Telecom

12.50 Lunch

14.00 Deploying Next Generation Architecture To Support New Charging Models And Complex Pricing Requirements

OPERATOR

- Identifying new business imperatives faced by Telecoms Operators
  - ♦ Examining the implications for the existing IT/Billing architecture
- Outlining the steps required to address these challenges
  - ♦ Simplifying the complex IT environment
  - ♦ Reducing time to market and accelerating the deployment of new offers
  - ♦ Processes reengineering
  - ♦ Preparing for convergence and real time
- Examining the phased approach to retool the BSS landscape, technical challenges overcome and lessons learnt during the migration process

Professor George Huitema, Senior Strategist, TNO Information and Communication Technology

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14.40 Identifying The Billing Challenges Associated With Mobile Advertising And Brand-Supported Content

- Determining the viability of sponsored business models and the unique operational requirements for supporting sponsored content including:
  - ♦ Content creation
  - ♦ Distribution
  - ♦ Metrics and result reporting
- Outlining key settlement and PRM challenges
- Deciding if adverts will subsidise the cost of content and if so, determining the impact on how much the subscriber is billed
- What is the impact of subsidising the cost of content?

Speaker to be announced visit www.iir-conferences.com/ngb for details

15.20 Afternoon Tea

15.50 Evaluating Potential Business Models To Support Next Generation Product And Service Portfolios And Their Impact On Billing Requirements

OPERATOR

- Evaluating the complexities of the dynamic next generation communications market and consequently understanding the importance of fast and effective billing implementations
- Analysing approaches to the development of optimal business models to achieve sustainable gain and maximise ROI
- Ensuring that product and service portfolios are appropriate for the business strategy
- Identifying new ways of generating revenue
- Considering solutions to the key issues above in relation to different billing and charging technologies, procedures and systems

Peter Smith, Director of Information Technology, Hong Kong CSL

16.30 Developing A Convergent Charging And Billing Solution To Meet The Demands of Telecom Italia Sparkle's International Wholesale Business

OPERATOR

- Understanding the priorities, parameters and challenges of charging and billing as a wholesaler
- Determining the scope of the project to develop a convergent charging and billing system
- Understanding the business rules for new mobile services and VoIP peering
- Effectively managing termination and reconciliation in the new environment

Dr. Massimiliano Croci, ICT Senior Business Analyst, Telecom Italia

17.10 Closing Address By The Chair And End Of Day Two

Drinks reception

IIR would like to invite you to join the speakers and your fellow delegates at an informal reception where you can discuss the issues of the day in a relaxed environment. You will also have the opportunity to meet with delegates from the co-located Mobile & NFC Payment Strategies conference.

	CONFERENCE DAY ONE Wednesday 28 November	CONFERENCE DAY TWO Thursday 29 November	
	Mobile Commerce	Stream ONE: Mobile Banking	Stream TWO: NFC for Mobile
09.00	REGISTRATION AND REFRESHMENTS • CHAIRMAN'S WELCOMING ADDRESS		
09.40	Understanding The Convergence Of The Mobile Telecom, Retail And Finance Industries: Reviewing Business Models, Risks And Responsibilities *Olga Botero, CIO,* **Bancolombia**	Outlining The Differing Motivations For Banks And Mobile Operators To Offer Low Value Payment Services – And Why An Understanding Of These Differences Can Be Crucial To A Successful Operator-Bank Collaborative Agreement *Tomas Stegura, Emerging Business Solutions,* **Ceskoslovenská Obchodní Banka, a. s. (CSOB)**	Reviewing Visa's Approach To Mobile Payments: Outlining The Current Visa Mobile Platform *Francois Hribovsek, Senior Manager, Visa payWave,* **Visa Europe**
10.20	Introducing Mobile Payment And Commerce Applications: Determining The Key Factors For Success *Anders Elleby, Head of Strategy and Participation Management,* **Swisscom**	Understanding What Mobile Operators Can Learn From How Banks Manage The Market, Operational And Credit Risks Associated With Mobile Services *Olga Botero, CIO,* **Bancolombia**	Examining The Key Challenges To Developing An Efficient, Cost-Effective, NFC-Enabled Handset *Senior Representative,* **NFC Forum**
11.00	MORNING REFRESHMENTS		
11.30	Designing And Delivering A Flexible Mobile Payment Portfolio - An Understanding Of The Technical Requirements *Peter Engblom, Strategic Product Manager, Revenue Management,* **Ericsson**	Identifying Revenue Opportunities For Mobile Operators Entering The Banking/Finance Industry *Michael (Misha) Sorin, Manager, Consulting and Business Development,* **Cellcom**	Reviewing Innovative Approaches To Mobile Payments: Examining How Orange Is Enhancing The User Experience Through Innovative Contactless and Online Mobile Payment Services *Charmaine Oak, Senior Product Manager – Enablers & Billing,* **Orange UK**
12.10	Designing Appropriate Platform Enablers To Support Your Mobile Payment Offerings *Speaker to be confirmed, for updates please see www.iir-conferences.com/mobilepayment*	CONVERGENCE CASE STUDY: Examining The Business Model And Key Product Features Of Instant Banking – The New Service Offering From Banco Sabadell *Pol Navarro, Head of Innovation,* **Banco Sabadell**	Understanding Why Cross Industry Standardisation Will Be The Crucial Factor In Ensuring The Successful Uptake Of The Mobile Handset As A Contactless Payment Device *Lorijon Bacchi, Vice President – Emerging Payments,* **American Express**
12.50	LUNCH		
14.00	Examining The Technical Challenges That du Overcame During The Development Of Innovative Mobile Payment Offerings To The UAE Market *Ehmad Shafik, Director,* **IT Strategy and Architecture, du**	Reviewing The Business Models, Strategies And Technical Architectures Supporting Mobile Banking Offerings For The Nigerian Market *Nicholas Eneje, Head of Mobile Banking,* **Globacom**	Ensuring Transaction Security In The NFC Environment: Identifying The Core Requirements *Dave Birch, Director,* **Consult Hyperion**
14.40	Examining The Marketing And Promotional Opportunities Enabled Through Collaborative M-Payment Services Between ONE, Mobilkom Austria And Paybox *Stefan Zeffalon, M-Commerce Manager,* **ONE Austria**	Examining The Key Lessons Learnt During The Operation Of MTN MobileMoney Over The Past Two Years *Dave Parratt, Business Development Executive,* **MTN MobileMoney**	Demonstrating How Collaboration Between Stakeholders In The NFC Value Chain Can Enable Early Success, Sustainable Market Share and Growth For All *Matthew Teo, M-Commerce Product Manager,* **Starhub**
15.20	AFTERNOON REFRESHMENTS		
15.50	Developing Mobile Payment Solutions That Can Support International Money Transfer Services Across Multiple Sales Channels *Thomas Bostrøm Jørgensen, CEO,* **LUUP and LUUPAY**	Examining The Regulatory Implications Of The Convergence Of Mobile Telecoms And Financial Services *Speaker to be confirmed, for updates please see www.iir-conferences.com/mobilepayment*	Examining The Key Business Challenges To Mobilising NFC And Determining How The Main Stakeholders In The Value Chain Must Organise Themselves To Overcome Them *Speaker to be confirmed, for updates please see www.iir-conferences.com/mobilepayment*
16.30	Reviewing The Findings Of Recent Usability Studies On Mobile Payments: Understanding The Influence Of Realisation Technology On The Acceptance of Mobile Payment Procedures *Dr. Key Pousttchi, Head of Mobile Commerce Working Group,* **University of Augsburg**	IN-DEPTH TUTORIAL SESSION: Evaluating The Potential Business Models Available To Banks And Operators Seeking To Deliver Mobile Banking Services: Determining The Most Commercially Viable Model For Your Organisation *Johann Bezuidenhoudt, Founder,* **Leonine Initiatives**	Examining Whether NFC Could Pose A Threat To Traditional Operator-Managed M-Commerce Payment Methods And Determining The Potential Impact On The Operators' Bottom Line *Tony Poulos, GBA Program,* **TM Forum**
17.10	Panel Discussion: An Opportunity For Lively Debate Between The Audience And A Panel Of Speakers From The Day		Panel Discussion: Is NFC The Long-Awaited Marriage Between Telcos And Financial Institutions? *The panel will be moderated by Tony Poulos*
17.50	CHAIRMAN'S CLOSING ADDRESS		

MOBILE & NFC PAYMENT STRATEGIES

CONFERENCE DAY THREE Friday 30 November

Stream ONE: Evolution Of M-Payments	Stream TWO: NFC Applications & Architecture

REGISTRATION AND REFRESHMENTS • CHAIRMAN'S WELCOMING ADDRESS

Examining Trends Toward The Digitalisation Of Money In Developing Markets *Serge Elkiner, CEO,* **YellowPepper Wireless**	**Examining The Development Of Mobile NFC Architecture And Its Impact On The Rollout Of NFC-Based Applications In The Spanish Market** *Lydia Jimenez Hernandez, NFC Product Manager,* **Telefonica**
Reviewing Developments In The German M-Payment Market And Examining The Evolution Of The M-Payment Strategy At O$_2$ Germany *Martin Schurig, Product Manager, Corporate Wholesale, Data Services & Portals,* **O$_2$ Germany**	**FI Perspective On NFC: Understanding Banco Sabadell's Vision Of NFC Technology And The Potential Impact Of NFC Applications On The Bank's Business From A Corporate Marketing Point Of View** *Senior representative, Corporate Marketing Team,* **Banco Sabadell**

MORNING REFRESHMENTS

Examining How Mobile Telecoms Operators, Retail And Finance Sectors Can Work Together To Support The Development Of A Sophisticated Mobile Payments Market *Speaker to be confirmed, for updates please see* **www.iir-conferences.com/mobilepayment**	**Defining The Role Of The SIM In The Multi-Application NFC Environment** *Stephanie Manning, Chief Engineer, Research and Development,* **Vodafone**
Examining The Potential For NFC Technology To Enable The Delivery Of More Complex, Next Generation Mobile Services: Outlining Possible Applications And Service Offerings *Professor George Huitema, Senior Strategist,* **TNO Information and Communication Technology**	**Successfully Employing NFC Technology To Support The Delivery Of Local Municipality Services In The Czech Republic** *Vít Šoupal, Senior Head of Partnership, Partnership & Wholesale Marketing,* **T-Mobile Czech Republic**

LUNCH

Examining The Convergence Of Mobile Money And Social Networking Business Models - Understanding Why Mobile Money Transfer Services Are A Cornerstone Of A Fully Functional Digital Community *Marcel Pirlich, Country Manager Germany,* **zed Germany**	**Examining Current NFC Use Cases: Ensuring The Successful Migration From The Existing Environment To The New NFC Technical Framework** *Andras Vilmos, Project Manager,* **StoLPan**
Introducing Mobilink's Pioneering M-Banking And M-Payment Offerings For The Pakistani Market: Examining The Underlying Business Model And Outlining The Core Technical Infrastructure *Awais Malik, Head of VAS,* **Mobilink Pakistan**	**Outlining The Pioneering Work By The University Of Rome In Developing Commercially Viable Mobile NFC Applications And Examining How Mobile Operators Can Benefit From Them** *Prof. Carlo Maria Medaglia, Sapienza Research Center,* **University of Rome**

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MOBILE&NFC PAYMENT STRATEGIES

This event offers an unrivalled opportunity to learn how operators, financial institutions and specialised intermediaries are leveraging technology to develop and deliver commercially viable, market-specific, remote, contactless and NFC-based payment services as efficiently and cost effectively as possible. Mobile & NFC Payment Strategies has been carefully designed to offer you a wide range of conference and workshop sessions on the key technical, business and market challenges affecting all stakeholders in the m-payment value chain. Mobile Network Operators, Financial Institutions, Merchants, Payments Providers, Handset and SIM manufacturers alike, will all benefit from the key insights into emerging m-payment business models and strategies, as well as vital product, service and technology updates.

Plus! Pre-Conference Workshop – Tuesday 27 November
Developing Appropriate Business Strategies And Technical Architectures To Support Mobile NFC Services
Workshop leader: Dave Birch, Director, **Consult Hyperion**
See **www.iir-conferences.com/mobilepayment** for full agenda details

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