

Converged Services Congress

Amsterdam, 20-22 May 2008

Day 1: Tuesday 20th May 2008

9.00am **Chair: Harry Strasser, Executive Partner - DIGITAL CONVERGENCE & INNOVATION, Managing Partner & Board Member, Trivid GmbH**

Examining Converged Services – Devising Next Generation Communication Solutions

9.10am

Introducing Convergence 2.0 – Examining the Shift from Pure FMC to a Converged Entertainment and Communication Environment

- Discussing the market move from a purely voice focused market to an entertainment, mobile and broadband industry
- Gauging the fundamental differences between 1.0 and 2.0
- Examining the market factors driving 2.0
 - Are these consumer or industry pushed?
- Investigating how 2.0 will help drive efficiency across networks
- Recognising convergence 2.0 as an underlying value growth drive of future profits

Speaker to be confirmed, FMCA

9.40am

PANEL DISCUSSION: Defining the Term Convergence to Resolve Confusion in the Market and Promote better Relationships Cross Industry

- Recognising the different aspects of convergence
- Discussing whether convergence is high on the business agenda
- Understanding the modern world of communication and the rise of consumer choice and control
- Examining the separation between infrastructure and services

Aaron Sipper, Director, Product Marketing for NextPoint Networks, UK
Mike Greening, Associate Director, Analysys Mason, UK
Simon Aspinall, Senior Director, IBSG Mobile, Cisco

10.25am

When will the Convergence Inflection Point be Reached and the Hype Cycle End? Examining the Inhibitors and Accelerators of User Uptake to Predict Consumer Growth Patterns

- Examining where the market is currently sitting on the hype curve
- Discussing current consumer uptake
 - Are the numbers on track?
- Encouraging the inflection point: how can operators encourage consumer growth and can uptake be predicted?
- Assessing whether customers are willing to pay for a converged offering and if cost is a factor
- Understanding the risks of convergence and potential inhibitors to growth

Owen Geddes, Group Director, Business Development, The Cloud, UK

10.55am

Networking Break and Exhibition Visit

Converged Services Congress

Amsterdam, 20-22 May 2008

Developing Successful Convergence Strategies for Your Business

11.25am

Discussing the Future Role of the Mobile Operator in a Converged Environment

- Examining the challenges being faced by operators
- Understanding whether providers can incorporate an all encompassing role in a converged environment
- Discussing the business strategies available to mobile operators and how can they compete – what do they want to be in the future?
- Gauging strategies for operators to appropriately monetise their converged offerings
- Exploring how carriers can differentiate their converged offerings to those of new entrants in the market

Kennet Radne, SVP Products and Services, TeliaSonera, Sweden

11.55pm

Creating Competitive Advantage from FMC Strategy in a Traditional Telecoms Environment

- Understanding the market from a fixed line point of view
- Establishing how can convergence can benefit traditional telcos
- Gauging the advantages held by incumbents in the market as new companies try to enter
- Discussing the convergence/FMC strategies available to traditional operators
- Assessing the converged products at market and evaluating their success
- Case study - TDC Zoo

Jorma Mellin, Technology Director, TDC, Finland

12.25pm

Re-shaping mobile convergence strategies; leveraging on Mobile operators unique position in the industry today

- A breath of fresh air - Enriching existing service offering with mobile IP applications
- Taking opportunity by the hand - Thinking out of the "Mobile Box", while gaining new off-net customers
 - Plug&Play - Deploy converged services today and be IMS ready
- Segmental Mobile Convergence as key - Targeting the Consumer Market Vs. Business Users

Amit Daniel, Director, Product Management, Starhome, Switzerland

12.55pm

Networking Lunch

Converged Services Congress

Amsterdam, 20-22 May 2008

14.00pm

Lunchtime Speed Networking

Come and networking with your fellow delegates in a fun and informal atmosphere – set up One-2-One business meetings for Day 3

14:30pm

CASE STUDY: Repositioning the Telco – Moving from a Technological Utility Brand to a Consumer Focused Company while Considering End Purchaser Needs when Providing Services

- Examining how to move from a technically driven approach to one more focused on customer needs
- Investigating the difference between industry and consumer opinion on what customers need from a service offering
- Utilising customer experience led profitable innovation – how to leverage consumer feedback to your advantage
- Examining how telcos can reposition themselves in the market as consumer focused brands
- Understanding how to market technology human – examining the KPN approach

Wenka Booy, Manger, Consumer Insights, KPN, Netherlands

15:00pm

Korea's Converged Services: SK Telecom's Strategy to Create New Business Opportunities in Fixed-Mobile and Telecom-Broadcasting Converged Environments

- Defining convergence from value-chain framework
- Understanding Korean convergence trend among fixed, mobile, cable and Internet portal players
- Analyzing SK Telecom's resources and capabilities for convergence
- Setting strategic direction for convergence
- Drawing fixed-mobile synergy areas
- Concretizing converged services derived from C-P-N-T, contents, platform, network, terminal, value chain

Simon Jang, Business Strategy Manager, SK Telecom, Korea

15:30pm

Convergent services, Divergent Customers - The Shifting Value Chain

- Examining converged services - and their customers
- Understanding the differing value chains emerging
- Gauging customer impact on the provision of convergent services
- Determining strategies for managing divergent customer groups

Alan Patrick, Principal, Broadsight, UK

Converged Services Congress

Amsterdam, 20-22 May 2008

Handsets and Devices for Next Generation Converged Offerings

16.00pm

Enabling Multi-Device Service Management: Providing Applications and Services which Work across Multiple Access Points and Devices

- Discussing the challenges of convergence across platforms, devices, applications and services
- How converged can we expect services to be across multiple access technologies?
- Understanding which services will need to work cross device
- Gauging how the value-chain will need to collaborate to enable seamless consumer experience across multiple access points
- Tracking timelines for supply of services across multiple and interoperable access points
- Assessing current offerings in the market and predicting the future of multi-device management

Rebecca Copeland, Senior Consultant, Huawei, UK

16:30pm

Networking Break and Exhibition Visit

17:00pm

The Device Formally Known as the Telephone: Understanding Future Demands on, and Capabilities of, Next Generation Handsets

- Understanding the impact and opportunities of broadband connectivity enabled devices
- Discussing whether VoIP is an essential feature to customers
- Assessing what impact the device will have on current quad play models
- Understanding the importance of the user interface on 3G devices
- Gauging the iPhone impact on future device design

Håkon Gudding, Head of Technology Strategy, Telenor, Norway

17:30pm

PANEL DISCUSSION: How can Device Manufacturers and Telecoms Providers Encourage Handset Unification to Improve Availability, Drive Down Costs and Grow Consumer Adoption?

- Discussing the use of heterogeneous technology on handsets to build critical mass in the market
- Strategies for improving unification to build the business case for handset manufacturers
- Identifying how to ensure that devices will be cheap enough, yet functional enough, for future use
- Gauging how to encourage customer adoption of next generation handsets
- Examining how the value chain can work more closely together for the benefit of all

Alan Wright, Head of Future Solutions Group, Motorola, UK
Gordon Lindsay, Associate Technical Director, Wireless Connectivity, Broadcom Corp. Europe, UK

18:15pm

Conference Close Day 1

Converged Services Congress

Amsterdam, 20-22 May 2008

Day 2: Wednesday 21st May 2008

9:00am **Chair: Harry Strasser, Executive Partner - DIGITAL CONVERGENCE & INNOVATION, Managing Partner & Board Member, Trivid GmbH**

Academic Outlook

9:10am

Success Factors for Convergence Product Development in the TIME Markets

- Why is designing convergence products different?
- How to build a successful converged service
- Academic research on converged product development and key findings
- Insights into a large qualitative and quantitative survey
- The success factors for convergence product development

Daniel Holle – Research Associate, University of Regensburg, Germany

Rolling Out Converged Services

9:40am

PANEL DISCUSSION: Is going it alone in a Converged Environment a Viable Option, or are the Potential Business Opportunities Provided Strategic Partnerships too good to Miss?

- Can telco providers go it alone within a market expanding rapidly into content?
- Discussing MVNO options within converged services
- Examining current and potential partnerships within the industry
- Partnership problems
 - Who owns the customer/content?
- Enabling managed services – determining whether there is an opportunity for companies to partner with specialised operators

Speakers to be announced

10:25am

Analysing new revenue streams for broadband providers – How can service providers improve profitability using new converged services?

- Market and end user requirements that force broadband providers to move into new services
- How convergence can help service providers develop new markets
- Challenges that converged services present to broadband providers
- Impact of access technologies
- Convergence as opportunity to create stickiness and provide more value
- Convergence strategies available to traditional service providers

Christoph Schnorrenberger, Head of IP & IP Convergence, GTM Business Development, Enhanced Voice Services, BT Global Services, Germany

10:55am

Networking Break and Exhibition Visit

Converged Services Congress

Amsterdam, 20-22 May 2008

11:15am

Enabling Advanced Communications Services on a Convergent Services Layer

- Designing a horizontal platform for hybrid networks
- Facilitating BSS/OSS integration
- The role of IT system integrators
- Successful Experiences

Christopher Dulya, International Business Director, Atos Origin NGIN, Spain

11:45am

Available Strategies for Migrating Cash Cows from a Multiplay Environment into a Fully Converged Offering

- Understanding the difference between a multiplay and fully converged environment
- Developing a transition plan for legacy systems
- Assessing the available technologies for a converged offering
- Gauging the impact of potential revenue cannibalisation
- Evaluating ROI and CAPEX benefits of a fully converged offering

Patrick George, Vice President - Marketing & Product Management, Belgacom International Carrier Services, Belgium

12:15am

How to ensure a uniform and seamless end-user experience when deploying convergence solutions:

- Deploying the MNO applicative environment on subscriber - connected devices including PCs
- Describing the key assets of Telecom operators in providing VoIP services
- Ensuring the best security level whatever the channel and service requested that matches the current GSM needs
- Maintaining the link with the subscriber to enable 1-to-1 marketing and management of the personal data in a completely open environment

Christophe Martin, Fixed Mobile Convergence Group Manager, Gemalto, France

12.45pm

Equipping the Mobile Worker of the Future to Provide Cost and Productivity Benefits to the Enterprise

- Discussing the long-term strategic goals of converged services in the enterprise
- Exploring strategies for tailoring services for the enterprise
- Examining the economic benefits of integrated communications for the enterprise
- Discussing employee productivity within a converged environment
- Demonstrating ROI projections for business customers

Milan Ruzicka, Senior Head of Market Segment – Large & Corporate Enterprises, T-Mobile, Czech Republic

13:15pm

Networking Lunch

13:45pm

Crash Course in Business FMC

Lunchtime whitepaper briefing from IBB Consulting Group

Converged Services Congress

Amsterdam, 20-22 May 2008

Confronting Regulatory and Service Factors in the Industry

14:15pm

Examining the Regulatory Approach to Convergence to Encourage Fair Competition without Stifling Industry Innovation

- Discussing whether convergence is eroding conventional market boundaries
- Examining global regulatory approaches to convergence
- Identifying regulator worries regarding convergence
 - Consumer choice in the market
 - Is what's on offer clear?
- Identifying whether regulation is currently helping or hindering converged services
- Building a regulatory framework to aid investment in fibre for next generation access and maintain competition

Albert Martí, Director of the Board, Comisión del Mercado de las Telecomunicaciones, Spain

14:45pm

Transforming Customer Billing and Service within a Converged Environment to Respond to Increasing Consumer Choice and Demands

- Examining the challenges posed by the converged environment on billing
- Understanding the move away from off-shoring customer service
- Can operator legacy systems deal with the changing environment effectively?
- Discussing the changes that need to be made to deal with multiple service offerings in a timely and effective way
- Accessing real-time data to stay abreast of consumer service desire and billing
- Identifying scalable solutions to keep pace with ever changing data

Clifford Wetherall, Group IT & Billing Director, Telecom Plus plc, UK

15:15pm

FMCA Operator Update

18:00pm

Conference Close Day 2

Converged Services Congress

Amsterdam, 20-22 May 2008

Day 3: Thursday 22nd May 2008

9:00am **Chair: Frederic Huet Managing Director, Greenwich Consulting UK**

Understanding Content in a Converged Environment

9:10am

PANEL DISCUSSION: What is Content? How to Choose, Acquire and Deploy Content Consumers Desire

- Examining content as a service differentiator
- Identifying that customers are no longer passive consumers
- Strategies for allowing consumers to manage their own content needs
- Deciding whether to buy, make or borrow content
- How to capture value from user generated and converged content
- What are the new business models?
- Discussing user generated content and building this into your network proposition
- Understanding how to deliver content in a contextually relevant manner

Michael Krause, Director Music, Video & Graphics, Arvato Mobile, Germany

Antony Abel, CEO & Founder, LastMile Communications

Oisín Lunny, Product Manager, Online Distribution & Media Services, Interoute Communications Limited, UK

9:55am

Applying a Consumer Centric Approach in order to Successfully Deploy and Charge for Converged Content

- Understanding exactly what is meant by the term 'content'
- Examining available content for converged services
- Assessing popular services and determining what to offer
- Gauging what content should be free, and what's chargeable
- Determining flexible methods of charging for content

Nicholas Wheeler, Managing Director, ITN On, UK

10:25am

Gauging the Impact of Converged Content on Current Digital Rights Management Models

- What dangers are posed by convergence solutions to traditional rights management models?
- Protecting content from unauthorised use and piracy
- Gauging how information used can be tracked in the content distribution process
- Discussing whether customers buying or renting content in an on-demand environment
- Examining the iTunes business model – could this work for converged services operators?

Mark Jolley, Entertainment & Media Consultant, MOMAC, UK

10:55am

Networking Break and Exhibition Visit

Converged Services Congress

Amsterdam, 20-22 May 2008

11:25am

Transitioning from the Traditional Broadcast Model: Exploring IPTV Opportunities in the Converging Media Landscape

- Forecasting demand figures for new content delivery methods
- Examining new revenue streams and growth opportunities
- Discussing strategies for differentiating IPTV from current pay-for options
- Identifying the challenges faced in getting content online and on mobile
- Assessing tariff and billing options for IPTV content

Marc Schwarze, Project Leader IPTV /Senior Manager Business Affairs, Deutsche Telekom, Germany

Creating Differentiation in a Competitive Market

11:55pm

Utilising and Exploiting 'Buddy Centric' Services and Social Networks in a Converged World in order to Appeal to the Young Consumer

- Why buddy centric services will shape the future of converged solutions
- Creating communities in a converged environment – how is this achieved?
- Exploring revenue streams made available through buddy centric services
- Understanding the importance of buddy centric services and social networks
- Examining the options provided by presence and gauging which services will prove most popular

Bernd Hoogkamp, Head of Mobile Community, TeliaSonera, Netherlands

12:25pm

The Big Advertising Question: How will the Traditional Model Adapt to a Consumer Driven, Converged Environment?

- If technology allows customers to avoid advertisements, is this the end for TV advertising?
- Building the mechanism for advertising in a mobile environment
- Discussing how to create interoperability across networks for mobile ads
- Methods for targeting advertising to ensure relevance
- Advertising over a converged environment – what will the future advertising model look like?

Alex Meisl, Founder & Chairman, Sponge, UK

12:55pm

Networking Lunch

13:45pm

Lunchtime One-2-One Business Meetings

Converged Services Congress

Amsterdam, 20-22 May 2008

14:15pm

Making the Customer House Your Home – Understanding the Provision of In-Home Networks to Drive Subscriber Interest

- Assessing whether consumers are interested in in-home networks
- Determining what's in it for the operator – where's the ROI?
- Investigating the technology for home zone services
- Discussing the types of value added services that home-zones will enable
- Analysing strategies for enabling a seamless user experience
- Identifying way to make home-zone services more attractive to consumers

Andrea Lagana, Project Manager, Home Networks & Terminals, Telecom Italia LAB, Italy

14:45pm

PANEL DISCUSSION: How can Femtocell Technology be harnessed to Roll-Out Home-Zones and Deliver Customer Focused Converged Services?

- Assessing new service possibilities provided by Femtocells in the home
- Discussing how Femto enabled home-zones will drive customer focused services
- Examining whether price is a barrier to customer uptake
- Marketing the Femtocell to the consumer – where's the value to them?
- Evaluating launch strategies for Femtocells

Panel Chair: Aaron Sipper, Director, Product Marketing for NextPoint Networks, UK
Roberto Pellegrini, Director, Marketing and Innovation - Broadband Access Products, Pirelli Broadband Solutions, Italy
Andy Tiller, VP Marketing, ip.access Ltd, UK

15:30pm

Networking Break & Exhibition Visit

16:00pm

Convergence Strategy Roundtable Forum

Following a thought provoking three days of networking and learning, come and join our convergence strategy roundtable forum to get interactive with the main conference debates.

Roundtable 1

Examining the Changing Value Chain Landscape in Convergence 2.0 – Where are the Threats and Opportunities to your Business?

- Evaluating changes in the converged ecosystem and gauging their impact on current players
- Identifying the new players in the market and where they sit in the value chain
- Discussing the opportunities available to new entrants – will they change the balance of power?
- Establishing the threats posed to current players as the landscape changes
- Assessing what the ecosystem will look like in future – who will be the winners and losers?

Roundtable Moderator: To be announced

Converged Services Congress

Amsterdam, 20-22 May 2008

Roundtable 2

Strategies for Differentiating Convergence Offerings in an Increasingly Competitive Market to ensure Maximum Subscriber Acquisition

- Examining current convergence offers – are they all the same?
- Discussing innovative offerings which could set you apart from the competition
- Determining which technologies will help differentiate offerings in the market
- Discussing the role of the consumer in deploying successful convergence offerings – who knows best, the consumer or the provider?
- Evaluating marketing strategies and how to leverage these to your benefit
- Assessing partnership opportunities available for service providers

Roundtable Moderator: David Marshall, Marketing Manager – Fixed/Mobile Carriers, Plantronics Ltd, EMEA, UK

Roundtable 3

Discussing Handsets, Devices and Home Zone Solutions as an Accelerator of Wide Spread Consumer Adoption

- Gauging current uptake of convergence devices and discussing the current inhibitors to growth
- Discussing pricing and subsidisation models on offer and examining potential improvement strategies
- Investigating device vs. service and determining which is holding back wide spread consumer adoption and how this balance can be restored
- Evaluating consumer understanding of devices currently on offer
 - Is lack of understanding rather than poor offering to blame for slow uptake?
- Gauging the future of converged services through devices – which services will prove most popular and what kind of devices will win through?

Roundtable Moderator: Marco Petri, Senior Solution Architect, Motorola, Italy

17:00pm

Roundtable Moderator Feedback and Q&A

17:30pm

Conference Close Day 3