

Delegate Information

# BILLING EVOLUTION



a **marcusevans** event

Key Strategies to Enable Telecom Operators Increase Efficiency, Improve Customer Experience and Expedite Revenue Collection Process in the Next Generation Arena

Hotel Avenida Palace, 26 – 27 April 2010, Barcelona, Spain

## “Worldwide Telecom Billing Market to Experience Steady Growth through 2011”

Carriers are recognising the critical role that billing will play in the rollout of next-generation voice, data and video services. This congress is the best platform to explore key telecoms billing themes and discuss how carriers can achieve their long term objectives

**marcusevans** 

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**marcusevans** conferences

[www.billingevolutioncongress.com](http://www.billingevolutioncongress.com)

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## A Unique Event

New-generation networks, services, and business models place new demands on telecoms billing systems. The most important is the ability to rapidly launch new content and commercial services, rate them, and share revenue with partners. With massive investments in licensing and infrastructure, service providers are looking for an immediate payoff when introducing new-generation mobile, wireline, and broadband services.

As service providers have grown, billing complexity has grown even faster. Significant transformations must be made to billing systems and processes to take advantage of these major industry shifts. Pervasive, individualised services require substantial changes to billing systems and processes. These services shift control to the subscriber and place focus on the service, customer experience, real-time billing, and the need for a single view of the customer data record.

This congress will explore these key themes and present case studies from leading telcos and service providers around the world. The overriding issue here is that telcos want to provide their customers with the products and services they want, when they want them, but making sure they are receiving exactly the right payment for these services, and at the right time. How to achieve this is the objective of **Telecoms Billing Evolution Congress 2010**

Our event offers the perfect setting for sponsors to present their products and services directly to top decision makers. Over two days, sponsors will meet and interact with senior telecommunications executives through a number of one-to-one business meetings and many networking activities. In addition, sponsors will attend the strategic congress sessions led by the thought leaders in the telecommunications IP service evolution space. This networking event presents a unique opportunity to develop meaningful and valuable business relations.

## Key Topic Areas

- Billing transformation strategies to support next generation services
- Evolving eco-system, partner settlement and revenue management
- New revenue streams in a converged world
- Customer experience and prepaid real time billing
- Billing system requirements to support growing data services
- Creating tiered pricing models and getting return on investment
- Implementing charging and policy management in next generation telecoms
- Innovative business models to support quick time to market of services
- Profitability of corporate customers and billing systems to support it
- Outsourcing, cloud computing and SaaS in emerging telco billing space

## What our delegates say about our events:

What our delegates say about our events:

"Professionally organised conference offering broad and different views and experiences on NGOSS."

**KK, Netia**

"The content of the conference was very interesting and very relevant to today's market and future directions of where the market is going."

**NH, TeliaSonera**

"I had a great day at the conference. Met some interesting people and obtained some new insights in to the key issues- thanks."

**DW, BT**

"Interesting conference with a good mixture of topics: I will join again!"

**JK, Telecom Austria**

"A nice event to meet with peers and experts in order to share ideas and exchange experiences! It is always good to hear we do well what we do and very helpful to realize how we can improve things and learn from the experience of others."

**MK, T-Mobile CZ**

"I was happy, this event was very good and I found it useful. I would attend more events organized by **marcusevans**."

**AA, Orange Jordan**

"It was a positive experience from start to finish."

**NP, Cerillion**

"Very good spread of different countries and executives represented."

**LA, Price Waterhouse Coopers (PWC)**

"Extremely well organized, new faces, attractive for fixed as well as mobile operators."

**LC, Belgacom**

## For further information on this congress please contact:

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## Day 1 - 26th April 2010

**08:30 Registration and Coffee**

**09:00 Opening Address From the Chair**  
**Next Generation Services and Billing Evolution**

**09:15 Operator Presentation**  
**Developing a Customer Centric Billing Strategy in the New Telecoms Environment**

- Customers are more demanding and want control and visibility
- Understanding usage patterns to deliver better services
- The importance of transparent billing systems on customer care
- How effective billing systems reduce "time to market"

**Hendrik Fostier**, Deputy Chief Technology Officer, **Mobistar**

**10:00 Operator Presentation**  
**Achieving Simplicity and Flexibility in the Billing System to Support Next Generation Services**

- Ensuring billing is not a bottleneck for taking new services to market
- Improving customer experience
- One stop: adding / changing new services
- Quality data management
- One bill for all services

**Eckhard Freund**, Head of Project Management, **Telefonica O2 Germany**

**10:45 Morning Coffee and Networking Break**

**11:15 Industry Meetings session 1**

**11:45 Industry Meetings session 2**

**12:15 Operator Presentation**  
**System Integration as a Part of Transformation Plan**

- Global transformation program: how to succeed in a fusion
- Why it is absolutely necessary to integrate the systems to reduce cost and improve customer relation

**Pierre Marin**, IT Development Director, Systems Integration Program Manager, **Orange Spain**

**13:00 Lunch**  
Billing Strategies, Customer Experience and CRM

**14:15 Solution Provider Perspective**  
**Prerequisites for Success: Integrating Billing and CRM systems**

- SAP for Telecommunications is a market-leading solution supporting end-to-end enterprise business processes for wireline, wireless, cable, broadband, satellite, and other multiservice operators. With a customer base of 81% of the top 500 telecommunications service providers and proven success stories, SAP provides a compelling business solution. SAP's world class business process platform allows you to quickly adapt to market demands and embrace new business models in a fast changing convergent landscape.

**Tangi Lemoine**, Senior Pre-sales Executive, **SAP**

**15:00 Operator Presentation**  
**Using Voice of the Customer & Text Mining To Transform the Customer Experience and Increase Loyalty**

- Customer Experience definition and link to growth and profit
- Why customer feedback could be the missing link to innovation within your organisation
- How Customer Experience Management provides more timely, through and actionable insight into customer behaviour
- The linkages among CEM, analytics and data mining to create a single predictive enterprise
- Proof of the link between CEM and increase in customer life time value

**Federico Cesconi**, Director of Business Intelligence, **Cablecom**

**15:45 Industry Meetings session 3**

**16:15 Industry Meetings session 4**

**16:45 Afternoon Coffee and Networking**

**17:15 Operator Presentation**  
**Case Study: CRM Systems Integration and Harmonisation**

- Telekom Austria is a provider of a range of fixed line, mobile, data, and Internet communications services. In addition to its operations in Austria, Telekom Austria also has a wireline segment represented in the Czech Republic with Telekom Austria Czech Republic, a leading Internet service provider. Besides fixed line telephony, the wireline segment comprises data and IT solutions, Internet access and media, value-added and wholesale services. The speaker will present a case study which examines CRM systems integration Telekom Austria and Mobilkom Austria with a unique twist on its impact on the organisation's billing strategy and customer experience

**Thomas Kamsker**, Project Head, **Telekom Austria**

**18:00 Panel Discussion**  
**Next Generation Services and the Future of Telecom Data Services – A Billing Perspective**

- Highlighting the growth and proliferation of data services
  - Reviewing EU regulation: bill shock prevention on roaming data services
  - Addressing ways to improve time to market of new services: speed to market is critical for generating new revenue streams
  - Exploring the future of next generation services and how billing system can support service offerings, partner relationships, and payment methods
  - Discussing how to improve billing accuracy and collection rates
  - Exploring a current move to a complete virtual communication society
- Panel will be joined by Key Speakers from both Days of the Congress

**18:30 Round Up of The Day's Sessions by the Chairperson**

**18:45 End of Day 1 of the Congress**

**19:00 Drinks Reception**

## Day 2 - 27th April 2010

**08:30 Registration and Coffee**

**09:00 Opening Address From the Chair**  
**Billing in a Converged World**

**09:15 Operator Presentation**

**EMT Case Study: Convergence of Prepaid and Postpaid**

- The speaker will be presenting what has been achieved and lessons learnt during the implementation of EMT's convergent charging implementation project. EMT is the leading wireless communications carrier in the Baltic state of Estonia. Founded on 28 April 1991 as an Estonian (Eesti Telekom) Swedish-Finnish (TeliaSonera) joint company. Its headquarters is in Tallinn

**Tiit Tammiste, CIO, EMT**

**Next Generation Telecoms Business Processes Developments**

**10:00 Operator Presentation**

**Supporting End-to-End Business Processes in Telecoms**

- Key strategies to run your telecom business more effectively and profitably – now and in the future
- Become more agile and customer friendly while reducing operating costs and revenue leakage
- Convergent billing and Web-based self-services for enhanced customer satisfaction
- Automating key customer financial processes, resulting in better customer service and improved cash flow
- Reduce customer churn and win new business by offering the right products and services

**Haukur Jónsson, Head of SAP Department, Síminn**

**10:45 Morning Coffee and Networking Break**

**11:15 Industry Meetings session 1**

**11:45 Industry Meetings session 2**

**12.15 Solution Provider Perspective**

**NEWCON Perspective on Telco Billing Developments**

- NEWCON's service portfolio contains strategical management consulting, conception design and architecture, realization of the recommendations, service integration as well as operations and service level management of IT-Systems. Thus NEWCON covers the whole value added chain of IT-Services starting with the initial strategic focus, over the implementation towards the operations. NEWCON's service offering does not end with recommendations but continues with the realization of the recommendation and – if the customer requires it - ends up with the daily work, operations and SLA keeping.

**Gerald Haidl, CEO, NEWCON**

**13:00 Lunch**

**Advanced OSS/BSS Strategies**

**14:15 Operator Presentation**

**Advanced BSS Strategies in New Age Telecoms – Yoigo Perspective**

- Yoigo, Market position, Commercial Offering
- Yoigo's BSS Operations – a bridge between IT and Business
- People's perspective
- Understanding our system architecture
- Powerful tools combined with highly experienced users, for market flexibility, handling exceptions and customer satisfaction
- Some Results

**Dragutin Vukotic, Director, BSS Operations, YOIGO**

**15:00 Operator Presentation**

**Next Generation Telecoms Billing and Charging**

- Pursuing innovation through billing and charging in the new telecommunications arena
- Activating service functions and optimisation strategies
- Latest experiences with charging for services

**Ugur Ozdemir, Director Billing and Charging Solutions, Avea**

**15:45 Industry Meetings session 3**

**16:15 Industry Meetings session 4**

**16:45 Afternoon Coffee and Networking**

**Revenue Assurance, Fraud and Risk Management**

**17:15 Evolving Eco-System and Revenue Management - New Business Models and Partner Settlement, the Impact of Advertising-Paid Content and Billing the Third Party Business Partners**

- Managing the Risk of Revenue Loss in the Converged Content World through a Comprehensive Billing Strategy
- The practice of revenue management in telecoms is becoming increasingly important. Although we constantly hear about cost-cutting strategies, the revenue side of the equation is of equal significance. In order to implement an efficient strategic revenue management function, Telcos need to take a systematic approach to understand the business processes involved.

**18:00 Panel Discussion**

**How CSPs Can Lower Costs and Maintain Revenue Streams**

- Addressing business and technical needs of billing
  - Establish strategies that lower TCO of billing while introducing new levels of business flexibility required for NGNs
  - Defining a billing transformation roadmap for next generation service providers
  - Understanding what telecoms network strategy is and the billing strategy to support it
- Panel will be joined by Key Speakers from both Days of the Congress

**18:45 Chair's Closing Remarks**

**19:00 End of Congress**

## Speakers:

**Tiit Tammiste, CIO, EMT**

**Hendrik Fostier, Deputy Chief Technology Officer, Mobistar**

**Pierre Marin, IT Development Director, Systems Integration Program Manager, Orange Spain**

**Eckhard Freund, Head of Project Management, Telefonica O2 Germany**

**Haukur Jónsson, Head of SAP Department, Síminn**

**Dragutin Vukotic, Director, BSS Operations, YOIGO**

**Federico Cesconi, Director of Business Intelligence, Cablecom**

**Thomas Kamsker, Project Head, Telekom Austria**

**Ugur Ozdemir, Director Billing and Charging Solutions, Avea**

**Tangi Lemoine, Senior Pre-sales Executive, SAP**

**Gerald Haidl, CEO, NEWCON**

**Katrin Tillenburg, Director, Abitel Consulting \***

**Santhosh Gopalan, Senior Director Revenue Assurance & Fraud Control, du \***

**Nikos Angelopoulos, CIO, Vodafone Greece \***

\* (subject to final confirmation)

# BILLING EVOLUTION



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Booking line:

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## The Organisers

One of the world's leading business information companies, **marcus evans** is dedicated to the provisioning of global business intelligence and information to assist in strategic and effective decision-making. Our aim is to provide first class business information, through a variety of media, which enables clients to sustain a valuable competitive advantage while making a positive contribution to their success.

Every year **marcus evans** produces more than 150 of the world's leading business and economic summits for senior decision makers. Held at exclusive locations around the world, these events provide attendees with a unique opportunity to individually tailor their schedules of keynote presentations panel discussions and one-to-one business meetings to provide an effective, highly focused interactive event.  
...a dominant force in the delivery of strategic business information

## The Congress Format

**marcus evans Telecoms Billing Evolution Congress** will comprise of interactive speaking sessions and panels by senior level speakers and decision makers from the most successful telecom companies. There will also be pre-arranged industry meetings between telecommunications operators or service providers and representatives of the sponsors. This exclusive event will have many interactive networking sessions amongst Congress attendees that will give senior executives a chance to meet face to face with peers facing the same challenges they are.

## The Delegates

Participation at the Telecoms Billing evolution Congress is by invitation only, which enables **marcus evans** to guarantee the quality and networking value of the executive level delegation.  
Registration is strictly limited to ensure the highest level of interaction between delegates and sponsors.

Delegates representing all major industries will include:

Delegates will include **CTO, CIO, CFO, VPs, Directors, Heads and Managers of:**

Billing, OSS, BSS, MIS, Technology, IT, IS, Systems, Systems Integration, Revenue Assurance, Interconnection, CRM, Mediation, Provisioning, Projects, Co-billing, Traffic, Business Development, Marketing, Controller, Credit, Collection and Finance.

## The Sponsors

To ensure the success of the Telecoms Billing Evolution Congress 2010, **marcus evans** is pleased to partner with a limited number of companies offering valuable solutions and expertise. The number of companies in each product or service category is strictly limited to ensure an appropriate overall balance. Sponsors are represented by top decision making executives qualified to meet with top-level investors. Sponsor categories include:

- Billing
- Charging and Rating
- OSS/BSS
- CRM
- Billing Outsourcing Service Providers
- Interconnect Billing
- Fraud and Revenue Assurance
- Pricing

Telecoms Billing Award: The Prize for the Most Innovative Billing Vendor will be presented at the Drinks Reception on the 26th April 2010

## The Venue

Hotel Avenida Palace, Barcelona, Spain

## Sponsor Profile

### Lead Partner

**SAP for Telecommunications** is a market-leading solution supporting end-to-end enterprise business processes for wireline, wireless, cable, broadband, satellite, and other multiservice operators. With a customer base of 81% of the top 500 telecommunications service providers and proven success stories, SAP provides a compelling business solution. SAP's world class business process platform allows you to quickly adapt to market demands and embrace new business models in a fast changing convergent landscape. [www.sap.com](http://www.sap.com)



### Plus Partner

**NEWCON's** service portfolio contains strategical management consulting, conception design and architecture, realization of the recommendations, service integration as well as operations and service level management of IT-Systems. Thus NEWCON covers the whole value added chain of IT-Services starting with the initial strategic focus, over the implementation towards the operations. NEWCON's service offering does not end with recommendations but continues with the realization of the recommendation and – if the customer requires it - ends up with the daily work, operations and SLA keeping. This proves that NEWCON and its customers highly trust in the recommendations and proves their genuine truth.

To be able to deliver the best results NEWCON is permanently working on new, innovative ideas based on the latest state of technology and future developments in the area of Telco, Finance & Banking and IT. Thus NEWCON also invests heavily in skill and quality enhancements of their employees to ensure the highest qualification and the best results for the customer. Visit [www.newcon.at](http://www.newcon.at) <<http://www.newcon.at/>>



### Documentation Sponsor

**CJSC PETER-SERVICE** develops, implements and maintains billing and CRM solutions for tier1/tier2 telecom operators.

The company was founded in 1992, and currently employs around 800 people. It has a Head office in St.Petersburg, Russia, and subsidiaries in Ekaterinburg, Krasnodar, Moscow, Novosibirsk, Samara and Kiev. The company has received the international ISO 9001:2000 standard certificate for its quality management in the design, development, implementation, maintenance and integration of its software products.

Peter-Service designs and supplies a range of products: PETER-SERVICE BIS (billing-information system); PETER-SERVICE ITC (interconnect system); PETER-SERVICE RSS (roaming support system); PETER-SERVICE HRS (high-performance rating server); PETER-SERVICE CMS (contact management system); PETER-SERVICE HEX (HAS telecommunications equipment control system); PETER-SERVICE SBMS (subscriber base management system) and also the PETER-SERVICE BISRT convergent billing solution and a range of other products. The company provides related services such as development of additional program modules, consultations, training, and maintenance.

Peter-Service is a partner of major international companies including IBM, Intel, HP and Sun Microsystems, as well as an associate member of the International GSM Association (MoU), the Russian GSM Operators' Association, Infocommunication Union, TeleManagement Forum, ETSI.

Peter-Service named the Oracle Certified Advantage Partner since 2006.

The company has more than 50 clients in Russia, the CIS and Europe, including the major network operators. Peter-Service's client list features MegaFon, Mobile TeleSystems, KievStar, Vodafone Romania S.A., SkyLink, Rostelecom, North-West Telecom, Multiregional TransitTelecom, and others. Further information about the company and its products can be found at [www.billing.ru](http://www.billing.ru)

