

## Agenda Monday, September 14<sup>th</sup>

<b>11:00</b>	<b>Registration and Refreshments</b>
<b>12:00</b>	<b>Lunch</b>
<b>13:00</b>	<p><b>Opening and Welcome</b> <b>Eli Amar, AVP EMEA Marketing, Comverse</b></p> <p><b>Worldwide Market Trends</b> <b>Daphna Steinmetz, VP &amp; Chief Innovation Officer, Comverse</b> The presentation will highlight key developments and trends in the Value-Added Services and Business Support Systems domains and discuss their influence on the Comverse roadmap.</p> <p><b>Comverse Portfolio and Vision</b> <b>Daphna Steinmetz, VP &amp; Chief Innovation Officer, Comverse</b> Comverse's vast portfolio of Value Added Services, Billing &amp; Active Customer Management solution, together with unmatched professional services, position operators to gain a richer array of capabilities and diversity of choice for maximum business agility and success.</p>
<b>14:00</b>	<p><b>Keynote Presentation: Introduction to Mobile Advertising</b> <b>Jonathan MacDonald, Managing Director, JMA</b> There is plenty of buzz around mobile advertising. Despite the excitement, there are significant obstacles to overcome before the medium can be truly meaningful. How do you take the next step in transforming the buzz into real, long-term sustainable business?</p> <p><b>Ad-funded Models: Is There Anything Better Than Free?</b> <b>Peggy Anne Salz, Founder &amp; Chief Analyst, MSearchGroove</b> Presenting methodology, thought and results of the Mobile Advertising UK research, this presentation will emphasize implementations of ad-funded campaigns.</p> <p><b>MyConnect: A Web Converged Messaging Solution – Case Study</b> <b>Anna Barton, General Manager Messaging Services, Telstra</b> Telstra gained a competitive edge as the first in its region to a seamless and consistent messaging and voice experience across all devices and all platforms with a unified approach: one click, one touch, one button, one screen.</p>
<b>15:30</b>	<b>Coffee Break</b>
<b>16:00</b>	<p><b>Rich Communication Suite (RCS): Case Study</b> <b>Aude Picheline, Chair RCS, Orange- FT Group</b> In January 2009, the first multi-operator trial took place using multiple-core IMS vendors along with clients and devices. Examining some of the key findings and results, this session provides a good snapshot of where RCS is, where it is headed, and why it is so valuable to the industry.</p> <p><b>Driving Mobile Internet Success: Case Study</b> <b>Alexey Kireev, Head of Mobile Products Management and Development, Kyivstar Ukraine</b> Focusing on the key drivers that led to their Mobile Internet service achievements, this case study highlights how Kyivstar identified and leveraged usage and penetration trends to implement a successful service takeoff followed by strong usage growth. Key success factors are shared: effective pricing models, service quality, marketing campaigns and more.</p> <p><b>Reducing Costs and Increasing Profitability: SMSC Hosting Service- Case Study</b> <b>Davide Zaglio, Service Design and Development Director, Vodafone Italy</b> This session examines the benefits that Vodafone Italy gained by using an SMSC farm to deliver hosted SMSC services to sister companies. The operator presents the innovative usage of existing resources and suggests how this can be applied profitably to other aspects of service.</p> <p><b>SMS+ : Extending the Power of SMS: Case Study</b> <b>Alexey Maklakov, Head of Product Management, MegaFon, Russia</b> MegaFon shows how personalized services such as SMS-Forward, SMS-Auto Reply, SMS-Archive, Scheduled SMS and SMS Signature are enhancing texting satisfaction and delivering new value to text messaging.</p>
<b>19:30</b>	<b>Dinner</b>



## Agenda Tuesday, September 15<sup>th</sup>

<b>09:00</b>	<p><b>The Importance of Voice Applications – Comverse Voice Story</b> <b>Tal Dagan, AVP Marketing, Voice Line of Products, Comverse</b> Visualization, convenience, control and high connectivity inspire and drive consumers today. By incorporating the right approach, mobile value-added services can adapt to fast-changing lifestyles, retain relevance and grow in value.</p> <p><b>Visual Voicemail as a Tool for Increasing ARPU</b> <b>Paulo Simões, Senior Service Researcher, Service &amp; Content Department, TMN Portugal</b> TMN Portugal which recently launched visual voicemail candidly reveals the details of its success — sharing service highlights, marketing strategies, user feedback, and key lessons learned. From the inception of the process to the roadmap vision and ultimate goals, this information has compelling value to all operators, whether they have launched visual voicemail yet or not.</p>
	<p><b>Segmented Voicemail and Call Completion Strategy: A Successful Experience</b> <b>Nomeland Kennet, Operations of Value Added Services, Netcom Norway</b> As part of a comprehensive approach to Call Completion, this operator fully addresses the needs and preferences of the Voicemail and non-Voicemail segments alike. Subscribers enjoy the widest range of Call Completion solutions: NGVM, Visual Voicemail, Who Called and Voice Push. The impressive results speak for themselves</p>
<b>10:30</b>	<b>Coffee Break</b>
<b>11:00</b>	<p><b>Cashing In on the Visual Promise</b> <b>Karen Sinclair, Group Lead, Voice Mail Improvement Programme, Orange FT</b> Orange FT (France Telecom), a leading global operator, shares its Voicemail &amp; Call Completion approach: the “visual promise” that is proving successful across two continents. Orange FT brings to light instructive voicemail &amp; call completion case studies from Europe and Africa, key research, user feedback, and key lessons learned.</p> <p><b>VVM Standardization Trends</b> <b>Tim Haysom, Chief Marketing Officer, Open Mobile Terminal Platform (OMTP) Forum</b> Visual Voicemail has recently passed a major milestone towards becoming an industry-wide standard, making it easier for operators everywhere to launch the service. OMTP shares information about the drive for standardization and its positive implications for the industry.</p> <p><b>Unveiling the Revolutionary Call Completion Business Case</b> <b>Sergei Samokrik, Manager of New Products Department, MTS Ukraine</b> Reporting tools from MTS Ukraine, a leading Eastern European tier-1 mobile operator, document the close correlation between call completion services and considerable revenue generation. This in-depth analysis of a year-long study concludes with valuable recommendations.</p> <p><b>Increasing the Attractiveness of Handsets with Visual Voicemail Embedded Clients</b> <b>Reinhold Van Ackeren, VP Marketing &amp; Business Development, Communology</b> As visual voicemail popularity increases, operators seek to launch the service on as many handsets as possible quickly and cost-effectively. In this case study, a leading client producer with worldwide experience demonstrates a successful Launch of feature-rich easy-to-use VVM client application tailored to the target market and easily ported to many handsets.</p>
<b>13:00</b>	<b>Seminar Summary</b>
<b>13:15</b>	<b>Lunch</b>