

NEXT GENERATION MOBILE MESSAGING FORUM

Presence and **interconnected messaging** will radically **change** the way **users interact** with their **mobiles**

Workshop: 9 April 2008
Conference: 10-11 April 2008

Including a Half-Day Pre-Conference Workshop

Led By:

Alex Duncan
CEO
OPENMIND NETWORKS

Cathal Fitzpatrick
VP Product Management
OPENMIND NETWORKS

Key Benefits of Attending:

- **Understand** Next Generation Messaging with practical examples
- **Profit** from expert case studies delivered by key industry players
- **Discover** how to maximize ARPU with Next Generation Messaging
- **Learn** best strategies to migrate from legacy to next generation messaging platforms
- **Look beyond** Instant Messaging in the move towards converged networks
- **Evaluate** interoperability standards as a precursor to unified messaging

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In the Chair:

Alex Duncan
CEO
OPENMIND NETWORKS

Your Expert Speaker Panel:

Xavier Perret
VP Communication, Suite & Digital Advertising
ORANGE

Patrick George
Vice President,
Marketing & Product Management
BELGACOM ICS

Andreas Kaare Fjeld
Product Manager
TELENOR

Wooyong Choi
Senior Manager, Core Network
Department
SK TELECOM

Andrew Tobin
Head of Messaging Platforms
O₂

Selva Aydnr
Head of Mobile Internet
TURKCELL

Paulo Simões
Senior Service Researcher
Service Management Department
TMN

Roberto Gavazzi
Client Area Manager
TELECOM ITALIA

Mikko Mattinen
Head of Content Services
ELISA

Roderick Bruggisser
Network Analyst, Core & VAS Engineering
SUNRISE

Ervins Kampans
Head of Technology Research
LATVIJAS MOBILAIS

Roberto Procopio
Manager, NGN Innovation Project
TELECOM ITALIA

Oliver Roberts
Senior Manager Strategic Alliances
MICROSOFT

Colin Mallett
e-Commerce and Mobility Consulting
FULVENS

Mark Cataldo
Chair, Technical Plenary
OMA
Senior Advisor
ORANGE – FRANCE TELECOM

Cathal Fitzpatrick
VP Product Management
OPENMIND NETWORKS

Senior Representative
JINNY SOFTWARE

To be Confirmed:

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CEO
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International Project Manager
T-MOBILE INTERNATIONAL

Heikki Martinoja
Director, Content Business Management
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Openmind Networks is the emerging leader in Next Generation Messaging Systems.

Its flagship product, Traffic Control, with a suite of product extensions (Profile, Protect and Adapt), is a multi-protocol messaging router supporting SMS, MMS, IM and IMS. Traffic Control enables operators to phase out their existing legacy SMSC architecture and deliver immediate ROI:

- Operators can utilise the superior performance and message handling capacity of Traffic Control to support increased messaging volumes at a fraction of the cost of traditional SMSCs. Overall CAPEX and OPEX spending on messaging platforms is significantly reduced.
- Operators can use Traffic Control to trigger a range of new, personalised messaging applications that are designed to increase messaging revenues and to attract new subscribers to the network. They can therefore start to increase revenues at the same time as reducing overall costs, resulting in big increases in profitability.

Headquartered in Dublin, Ireland and with sales and support offices in Prague, Dubai and Stuttgart Openmind Networks has customers all over the world including Mobilkom, Vodafone, Etisalat, Telenor, MTel, Topnet, T-Mobile Austria, Belgacom, Verisign, Syniverse, Batelco, Mobily, TI Sparkle and Iris Wireless.

Please visit www.openmindnetworks.com for more information

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The Jinny product range, built to open standards, is designed to drive converged messaging revenues.

Building on our core competency in mobile messaging, Jinny offers unique personalised next generation messaging solutions that include carrier-grade message routing & filtering and rating & charging platforms. Click here to read about our solutions. www.jinny.ie/solutions/next_generation_messaging_and_media.386.html

The company has fostered strong partnerships within the mobile industry and beyond. We have established relationships with many of the major mobile infrastructure integrators and are an affiliated member of the 3GPP, ETSI, OMA and the GSM Association.

Jinny Software operates from its headquarters in Dublin, Ireland, and regional headquarters in Dubai, United Arab Emirates, with sales offices in Rome, Rio de Janeiro and Kuala Lumpur.

Download our company brochure here. www.jinny.ie/_fileupload/File/JinnyCompanyBrochure_final.pdf

Day 1

April 9, 2008

HALF-DAY INTERACTIVE WORKSHOP

Paving the Migration Path to Next Generation Messaging: Key Success Factors for Revenue Growth

Led By:

Alex Duncan
CEO
OPENMIND NETWORKS

Cathal Fitzpatrick
VP Product Management
OPENMIND NETWORKS

Format: This workshop will focus on practical, hands-on analysis of the mobile messaging industry and presentations by experts in the field of next generation messaging. This highly interactive and practical workshop will also offer insight into some of the most promising markets and applications.

Goals: To provide participants with a thorough understanding of what next generation messaging is. Each session will have clearly defined objectives and will enable participants to take away new skills that they can apply in their daily work.

- 13.30 Registration and Coffee
- 13.50 Workshop Leader's Opening Remarks
- 14.00 **Mobile Telecoms Industry Analysis**
 - Review of the telecoms industry – presentation
 - Analysis of the key drivers of change – workshop
- 15.00 **Mobile Messaging Market Analysis**
 - Review of the mobile messaging market – presentation
 - Analysis of the key drivers of change – workshop
- 16.00 Coffee and Networking Break
- 16.30 **Examination of the key drivers**
 - What is next generation messaging?
 - What does it mean to operators and vendors?
 - Where is the money? Where is the value?
 - What does the mobile operators' customer want?
- 17.15 Workshop Leader's Closing remarks
- 17.30 End of Workshop 

Alex Duncan, CEO

Alex Duncan is a co-founder and has been the CEO of Openmind Networks since the business started in 2003. He has led the business through significant changes from a zero revenue base to being a multi-million Euro global enterprise with customers in 3 continents and operations in Western Europe, Eastern Europe and the Middle East.

Previous to Openmind, Alex held the role as Head of Messaging in LogicaCMG, where his team architected, delivered and supported mobile messaging infrastructure for operators globally. Alex holds a Trinity College M.Sc. (Mgmt) International Business together with a primary degree in Electronic Engineering also from Trinity College Dublin. Alex has held many varied roles from senior software management to operations management and pre-sales in global organisations including Siemens and Westinghouse.

Cathal Fitzpatrick, VP Product Management

Joined from CAPE Technologies where he was responsible for the product management of their successful revenue assurance and roaming management products. Previously held product management roles at O2 Germany and Lucent Technologies. Cathal holds an honours degree in Electronic Engineering from Dublin City University, graduating in 1989.

I would like to thank everyone who has assisted with the research and organization of this event, particularly the speakers for their support and commitment.

Bouchra Chakroune, Conference Producer, **marcus evans**, London
Tel: +44 020 3002 3267, Email: bouchrac@marcusevansuk.com

April 10, 2008

08:30 Coffee and Registration

09:00 Chair's Opening Remarks

Alex Duncan

CEO

OPENMIND NETWORKS

A NEW ERA IN MESSAGING 2.0: MARKET TRENDS AND FUTURE PROSPECTS

09:10 **Operator Case Study****Assessing the Future of Mobile Messaging**

- Defining Next Generation Messaging
- Assessing the future of SMS in the face of market saturation
- Examining key trends driving the evolution of the messaging portfolio beyond SMS
- Is the global market ready for an integrated messaging service?

Andrew Tobin

Head of Messaging Platforms

O₂09:50 **Operator Case Study****Building the Business Case for Next Generation Messaging**

- What is the compelling value-added proposition for converged messaging
- Key success factors
- Considerations when building a business case – target market, pricing and charging models and marketing/positioning strategies

Andreas Kaare Fjeld

Product Manager

TELENOR

10:30 Coffee and Networking Break

THE ROADMAP TO EVOLVING NEXT GENERATION MESSAGING BUSINESS ECOSYSTEMS

10:50 **Operator Case Study****Exploring Innovation and Strategic Partnerships with ISPs as the Main Driver for Next Generation Messaging**

- Categorising the ISP as a threat or an ally
- Overcoming the hurdles and difficulties of partnering with the ISP in the new messaging environment
- Managing strategic partnerships with ISPs to ensure a smooth transition to next generation messaging services
- Beyond IM and SMS: Is there a revenue-share model that can encourage operators to go beyond text-based messaging

Xavier Perret

VP Communication Suite & Digital Advertising

ORANGE

11:30 **ISP Perspective****Assessing the Role of the ISP in the Messaging Environment**

- Highlighting the importance of a common approach to deploy mobile messaging solutions
- What can the ISP offer to the ecosystem?
- A paragon of success: Highlighting key success factors in recent initiatives between operators and ISPs
- What steps were taken to resolve interconnectivity problems

Oliver Roberts

Senior Manager Strategic Alliances

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www.metelecoms.com12:10 **Operator Case Study****Discussing Instant Messaging as a Platform for Unified Messaging**

- Is Instant Messaging necessary as an intermediate platform for expanding the messaging portfolio
- Evolution or Big Bang? Weighing up the benefits and drawbacks of the evolutionary approach to unified communications

Wooyong Choi

Senior Manager – Core Network Department

SK TELECOM

12:50 Lunch

13:50 Coffee and Networking Break

CONVERGED MESSAGING TECHNOLOGY, ARCHITECTURE AND INFRASTRUCTURE

14:50 **Operator Case Study****Examining the role of IMS in NGN network Evolution**

- Evaluating what IMS can and cannot do
- Identifying how IMS contributes to evolution in mobile NGNs and how it differs from fixed NGNs
- Understanding where the value added of IMS lies in a TLC network
- Laying out the right approach to IMS network convergence

Roberto Procopio

Manager, NGN Innovation Project

TELECOM ITALIA

14:50 **Operator Case Study****Introducing Converged Messaging In IMS Via 'Super SMS': How Can Operators Innovate Super SMS Towards Converged, Intuitive Messaging?**

- How to establish a critical mass for unified messaging from day 1, establishing full interconnection with the global SMS community?
- What are the key challenges for a successful integration of SMS and IM?
- What are the charging models that will make the difference?
- How to ensure the solution is future proof against the backdrop of IMS' introduction?

Paulo Simões

Senior Service Researcher – Service Management Department

TMN

15:30 Afternoon Tea and Networking Break

15:50 **Operator Case Study****Evolving messaging from Legacy to IMS based the Convergent IP Messaging**

- The concept of Convergence of different messaging and VoIP application
- What are the key technological integration issues to unify different messaging and VoIP applications: SMS, MMS, Email, Videomail, IM, PoC, etc.
- Pre-IMS: ensuring service continuity and integration with legacy from cross messaging to convergent messaging
- Ensuring a consistent SMS and email experience for subscribers

Roberto Gavazzi

Client Area Manager

TELECOM ITALIA

16:30 **Operator Case Study****Ensuring Integration and Interconnectivity in the move to Converged Messaging Environments**

- Attaining integration of silo platforms SMSC/MMSC into a single messaging platform
- Ensuring service continuity with phased evolution of SMS using IMPS
- Ensuring interconnectivity between 2G/3G and SIP based handsets to create a consistent SMS experience for subscribers

Roderick Bruggisser

Network Analyst, Core & VAS Engineering

SUNRISE

17:10 Chair's Closing Remarks

17:20 End of Day Two

April 11, 2008

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08:30 Coffee and Registration

09:00 Chair's Opening Remarks

COMMERCIAL BUSINESS MODELS INSIGHTS

09.10 **Operator Case Study**

Exploring Revenue Models for Presence Services

- Exploring whether to adopt the internet messaging model or a hybrid model
- Ad-sponsored or subscription?
- What is the revenue-share model that will work when partnering with ISPs

Colin Mallett

e-Commerce and Mobility Consulting

FULVENS

09.50 **How to Ensure the Profitability of your Messaging Services**

- Single platform which reduces operator expenditure
- No more spoofing, faking of flooding.
- Deploy profitable services at internet speeds.
- Enabling new revenue enablers – advertising, A2P services, etc.

Cathal Fitzpatrick

VP Product Management

OPENMIND NETWORKS

10.30 Coffee and Networking Break

MIGRATING TO NEXT GENERATION MESSAGING: IM AND BEYOND

10.50 **Operator Case Study**

Examining the Business Case for Mobile Instant Messaging

- Steps in cultivating (migrating) (from) SMS and IM services
- Assessing the impact of presence as a value-added-service on Operator ARPU and service uptake
- Identifying key elements of a successful business model for IM services
- Evaluating the benefits and drawbacks of leveraging strength of brand to create a white label service vis a vis partnering with an ISP

Mikko Mattinen

Head of Content Services

ELISA

11.30 **Operator Case Study**

Integrating Mobile Instant Messaging into a Single User Interface

- Best Strategies to integrate IM into the legacy messaging portfolio
- Simplifying the user interface to drive uptake and increase ARPU
- Assessing changes to the architectural platform for a unified user interface
- Considering interconnection and interoperability challenges when integrating IM into the messaging portfolio

Ervins Kampans

Head of Technology Research

LATVIJAS MOBILAIS

PRESENCE ENABLED SOCIAL COMMUNITIES

12.10 **Operator Case Study**

Next Generation Messaging as a Platform for Social Networking

- Understanding the impact of convergence on social networks
- Assessing the impact of adding a new social dimension to messaging with presence
- Assessing revenue opportunities in P2P presence applications
- Strategies to monetize social networks on converged services

Mark Cataldo

Chair, Technical Plenary

OMA

Senior Advisor

ORANGE – FRANCE TELECOM

12.50 Lunch

13.50 Coffee and Networking Break

INTERCONNECTION AND INTEROPERABILITY

14.10 **Operator Case Study**

Creating Interoperability between Multiple Technologies and Protocols for Advanced Communications

- Examining the technical challenges in creating interoperable communications
- Interoperability in Multiple Dimensions – the Messaging Challenge
- Ensuring Interoperability between different messaging applications
- Identifying steps need to safeguard inter-operator interoperability to advance next-generation messaging communication
- What is the technology of choice for unified messaging

Patrick George

Vice President – Marketing & Product Management

BELGACOM ICS

14.50 **Realizing Advanced Interconnection for a Connected Mobile World**

- Examining key interconnection issues hindering enhanced messaging applications
- Strategies driving interconnectivity between the mobile and the PC and operator to operator
- Overcoming the interconnection stumbling block with industry partnerships – the role of the ISP

15.30 Afternoon Tea and Networking Break

15.50 **Operator Case Study**

Examining Device Deployment and Compatibility for Next Generation Messaging Service Launches and Market Take-Up

- Assessing the technical challenges in enabling device compatibility to guarantee presence
- Ensuring end-to-end compatibility between device development and advances in messaging applications
- Illustrating ease of use and simple user interfaces as key factors governing market take-up
- Examining how the messaging interface will work in the handsets: embedded applications in handsets vs. downloadable applications

Sunzay Passari

Vice President – VAS and Devices

ESSAR TELEHOLDINGS

(subject to final confirmation)

BARRIERS TO EVOLVING TO MESSAGING 2.0

16.30 **Panel Discussion**

Examining the Threat of New Messaging Portfolios to Operator Revenues

- How real is the threat of cannibalization?
- Evaluating market demand for enhanced messaging services to estimate the bottom line
- Discussing strategies to ensure growth in ARPU and minimise cannibalization when adopting new messaging services

*Moderator:***Cathal Fitzpatrick**

VP Product Management

OPENMIND NETWORKS

17.10 Chair's Closing Remarks

17.20 End of Conference

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NEXT GENERATION MOBILE MESSAGING FORUM

9-11 April 2008

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The messaging market is growing rapidly and is predicted to continue to grow in the coming years meaning that operators will need plans to handle the increased traffic and applications that will be available. Legacy SMSCs (Short Message Service Centers) are struggling to fulfill Operator demands, lacking message-handling flexibility and do not support advanced services such as pre-paid, firewall, real time monitoring and session initiation protocol (SIP)-based messaging. A new network-based SMS solution is needed as operators move toward SIP-based messaging.

For further information on this conference and special discounts please contact **Sumreen Rizvi** on +44 (0) 20 3002 3277 or email SumreenR@marcusevansuk.com

Who should attend?

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