

2009

**B/OSS**

BILLING & OSS WORLD  
CONFERENCE & EXPO

LAS VEGAS

# AGENDA-AT-A-GLANCE\*

TUESDAY, APRIL 14					
8 – 8:45 a.m.	Continental Breakfast Sponsored by: Intec Billing Inc.				
8:45 – 9 a.m.	Miranda 1-2	Welcoming Remarks			
9 – 10:30 a.m.	Miranda 1-2	Opening Keynote Addresses Maria Pardee, Managing Director of Global Integration, BT (9 - 9:45 a.m.) Rob Rich, Managing Director, TM Forum Transformation Resource Center (9:45 - 10:30 a.m.)			
CONCURRENT EDUCATION					
	All Things Revenue: Generation, Assurance, Optimization <i>Miranda 3</i>	Billing/Charging: The Perennial Power Tool for Change <i>Miranda 4</i>	Defining, Measuring and Ensuring the Customer Experience <i>Miranda 5</i>	Service Creation, Delivery and Partnering <i>Miranda 6</i>	Vendor Presentations <i>Miranda 7</i>
10:45 – 11:30 a.m.	Real Time, One at a Time: The New Realities of Marketing	STEM the Tide of Telecom Expense	The IPTV Experience - A Service Provider's Perspective	SPECIAL SESSION: IMS Forum Presents "OSS and Charging in IMS & NGN Networks"	Leveraging Business Intelligence Tools to Optimize Business and Customer Assurance Strategies Sponsored by: ECTel Ltd.
11:45 a.m. – 12:30 p.m.	Five Things Service Providers Can Do Now to Combat the Economy & Drive Revenue	Case Study: The Realities of Billing Transformation	Delivering the Value of CEM Content	Encountering Content and Its Business Ramifications	Enriching the Customer Experience Sponsored by: Nokia Siemens Networks
12:30 – 2 p.m.	Lunch Break				
	All Things Revenue: Generation, Assurance, Optimization	Billing/Charging: The Perennial Power Tool for Change	Defining, Measuring and Ensuring the Customer Experience	Service Creation, Delivery and Partnering	Vendor Presentations
2 – 2:45 p.m.	It Couldn't Happen to Us: The Staggering Cost of Ignoring PCI Compliance	Mass Correction As an Enabler of Revenue Assurance	Five Key Drivers of the Customer Experience	Elevating the Product Catalog	NG Converged Managed Services Delivery Sponsored by: UBIqube Solutions
3 – 3:45 p.m.	Outsourcing Your Data Analytics	Case Study: Billing Transformation	Coalescing Around the Home Network	Enhanced Revenue Through Enhanced Services	Best Plays in a Down Economy
4 – 7 p.m.	Pavilion Ballroom				
7 – 8 p.m.	Miranda 1-2	Expo Hall Open with Opening Reception 5-7 p.m. Sponsored by: Oracle Communications			
		Billing & OSS Excellence Awards			
WEDNESDAY, APRIL 15					
CONCURRENT EDUCATION					
	All Things Revenue: Generation, Assurance, Optimization <i>Miranda 3</i>	Billing/Charging: The Perennial Power Tool for Change <i>Miranda 4</i>	Defining, Measuring and Ensuring the Customer Experience <i>Miranda 5</i>	Emerging Challenges and Opportunities <i>Miranda 6</i>	Vendor Presentations <i>Miranda 7</i>
9 – 9:45 a.m.	The Transformation Panel: Innovating in Any Climate	Case Study: Rethinking Billing for Next-Generation Service Providers	Subscriber Data Management as a Candle in the Dark	Managing BSS/OSS in a Partner-Driven Marketplace	Grow, Achieve Scale and Efficiency Within the Services-Oriented Ecosystems Sponsored by: Concept Wave Software
10 – 10:45 a.m.	Data Analytics	The Trials & Tribulations of Servicing the Corporate Sector	Transforming Your Business Through Cloud Computing	Android and the Service Provider Portal	Strategic Sector Review Sponsored by: Redwood Capital Group
11 – 11:50 a.m.	Miranda 1-2	Industry Address: Jeff Jonas Chief Scientist, IBM Entity Analytics Group			
Noon – 5 p.m.	Pavilion Ballroom				
		Expo Hall Open • Lunch: Noon – 1 p.m. • Happy Hour: 4 – 5 p.m.			
THURSDAY, APRIL 16					
CONCURRENT EDUCATION					
	All Things Revenue: Generation, Assurance, Optimization <i>Miranda 3</i>	Billing/Charging: The Perennial Power Tool for Change <i>Miranda 4</i>	Emerging Challenges and Opportunities <i>Miranda 5</i>		
9 – 9:45 a.m.	Working Successfully With Systems Integrators and Telecom IT Service Firms	Transpromotional Billing Panel	Incorporating WiMAX Into the Operations of Existing Networks		
10 – 10:45 a.m.	Value-Based Pricing	Planning Challenges Specific to FTtx and How to Overcome Them	Open Source OSS Case Study		
10:45 – 11 a.m.	Snack Break				
11 a.m. – Noon	Miranda 1-2	Closing Keynote Addresses: Vercie Lark, CIO, Embarq (11-11:30 a.m.) Karl Whitelock, Senior Consulting Analyst at Stratecast, a division of Frost & Sullivan (11:30 a.m.-Noon)			

\*Agenda subject to change without notice.