

2009



LAS VEGAS

AGENDA-AT-A-GLANCE*

TUESDAY, APRIL 14

8 – 8:45 a.m.	Continental Breakfast				
8:45 – 9 a.m.	Welcoming Remarks				
9 – 10:30 a.m.	Opening Keynote Addresses Vercie Lark, CIO, Embarq (9 - 9:45 a.m.) Maria Pardee, Managing Director of Global Integration, BT (9:45 - 10:30 a.m.)				
CONCURRENT EDUCATION					
	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 Presentation
10:45 – 11:30 a.m.	Real Time, One at a Time: The New Realities of Marketing	To Be Announced	The IPTV Experience - A Service Provider's Perspective	SPECIAL SESSION: IMS Forum Plugfest Results and the Role of OSS in IMS	Leveraging Business Intelligence Tools to Optimize Business and Customer Assurance Strategies Sponsored by ECTel Ltd.
11:45 a.m. – 12:30 p.m.	Continuous Revenue from Staggered Stream Millenials	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 Network
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 Presentation
2 – 2:45 p.m.	To Be Announced	Pre-Paid Billing	Five Key Drivers of the Customer Experience	Elevating the Product Catalog	To Be Announced
3 – 3:45 p.m.	Outsourcing Your Data Analytics	Case Study: Billing Transformation	The Changing Face of Mobile Retail	Enhanced Revenue through Enhanced Services	To Be Announced
4 – 7 p.m.	Expo Hall Open				
7 – 8 p.m.	Billing & OSS Excellence Awards				

WEDNESDAY, APRIL 15

CONCURRENT EDUCATION

	All Things Revenue: Generation, Assurance, Optimization	Billing/Charging: The Perennial Power Tool for Change	Defining, Measuring and Ensuring the Customer Experience	Emerging Challenges and Opportunities	Vendor Presentation
9 – 9:45 a.m.	Planning Challenges Specific to FTTx and How to Overcome Them	Case Study: Rethinking Billing for Next- Generation Service Providers	Subscriber Data Management as a Candle in the Dark	FOR VENDORS EYES ONLY: Market Opportunity in Europe and How to Seize It	Grow, Achieve Scale and Efficiency Within the Services-Oriented Ecosystems Sponsored by: Concept Wave
10 – 10:45 a.m.	Data Analytics	It Couldn't Happen to Us: The Staggering Cost of Ignoring PCI Compliance	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.	Industry Address: Jeff Jonas Chief Scientist, IBM Entity Analytics Group				
Noon – 5 p.m.	Expo Hall Open				

THURSDAY, APRIL 16

CONCURRENT EDUCATION

	All Things Revenue: Generation, Assurance, Optimization	Billing/Charging: The Perennial Power Tool for Change	Emerging Challenges and Opportunities
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	Managing BSS/OSS in a Partner-Driven Marketplace	Open Source OSS Case Study: Crossroads
10:45 – 11 a.m.	Snack Break		
11 a.m. – Noon	General Session: Analysts' Updates		
Noon – 1p.m.	General Session: Competitive Carrier Panel		

*Agenda subject to change without notice.