

NEXT GENERATION BILLING 2009

Featuring Case Studies From:

*Jonathan Jensen, Head of Products for
Payment Services, BT agilemedia*

*Antigone Modestou,
Manager Financial Accounts, CYTA*

*Juerg Haseloff,
VP Bill Presentment Services & Integrated
Customer Care Billing Services,
Deutsche Telekom Active Billing*

*Peter Smith,
Executive Vice President Business
Operations & IT, Hong Kong CSL*

*Tony Regan,
Principal Design Engineer, O2 Ireland*

*Marcin Nowak,
Billing Manager, Orange PL*

*Pawel Passowicz, Director for Billing
Development & Operations, P4 – PLAY*

*Malek Ait, Head of Rating & Billing
Platform Management, Swisscom*

*Henk Ensing, Service Enabling &
Management & George Huitema,
Senior Strategist, TNO ICT*

*Vyacheslav Sbrodov, Deputy General
Director, Uralsvyazinform*

*Stuart Madeley,
Head of Billing, Virgin Mobile*

Developing a customer-centric and flexible billing system that maximises revenues and customer experience

- ✓ The global forum for the discussion
of Next Generation Billing
- ✓ Featuring a fully interactive programme
designed to offer a practical and
in-depth understanding of the
latest developments in billing
- ✓ Meet the leading suppliers
and learn about the latest
solutions on offer



PRE-CONFERENCE WORKSHOP

2 December 2009

ETIS Billing Working Group Meeting

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NEXT GENERATION BILLING 2009

Kempinski Hotel Bristol, Berlin | 2 – 4 December 2009

PRE-CONFERENCE WORKSHOP Wednesday 2 December, 2009



ETIS BILLING WORKING GROUP MEETING

Registration will begin at 09:30 and the meeting will run from 10:00 to 17:00 with breaks for lunch and refreshments.

A unique opportunity for operators to attend the ETIS Billing Working Group Meeting to discuss current billing challenges, opportunities and business drivers within a smaller group of BSS professionals.

The Chairman of the Working Group is **Juerg Haseloff**, VP Bill Presentment Services & Integrated Customer Care Billing Services, **Deutsche Telekom Active Billing**.

The ETIS Billing Working Group Meeting will feature operator updates on the latest critical billing issues facing the telecom industry as well as the ETIS Electronic billing standard. The Working Group meeting will feature a real time billing benchmarking exercise.

Speakers for this session will include senior representatives of European Operators

For updates on the agenda, please visit www.iir-conferences.com/ngb

ETIS - The Global IT Association for Telecommunications

ETIS is a membership based organisation which brings together the major telecommunications providers in Europe on key information and communication technology issues. The mission of ETIS is to enable its members to improve their business performance by personal exchange of information on using ICT effectively. ETIS achieves this by engaging its members in various working groups, sharing best-practices, benchmarking, web-based information services, discussion forums, EU projects, workshops and conferences. www.etis.org

CONFERENCE DAY ONE Thursday 3 December, 2009

08:00	Registration and Coffee
08:30	Welcome Address Andrea Monteiro , <i>Conference Producer, IIR Telecoms & Technology</i>
08:35	Opening Remarks From The Chair Tony Poulos , <i>Head of Revenue Management Sector, TM Forum & Editor, Telecom TV</i>
08:45	Tutorial: Aligning Cost Reduction With Continued Innovation – Developing Dynamic Billing Strategies In A Volatile Economic Climate - Innovation versus cost-cutting – a case by case comparison of billing and revenue management strategies - Developing dynamic processes – reworking the Fulfilment-Assurance-Billing (FAB) chain - Using semantic web technology to develop an NGN billing system Henk Ensing , <i>Service Enabling & Management & George Huitema</i> , <i>Senior Strategist, TNO ICT</i>
<i>“A good opportunity to get with billing gurus around the world, to share experience and get questions answered.”</i> <i>Ahmed Soliman, du</i>	
10:15	Examining CYTA's Strategy For The Implementation Of A Truly Converged Billing System - Examining the evolution of a fully converged legacy billing system - Outlining the main challenges associated with the convergence of individual customer bills - payment cycles - payment methods - payment days - Identifying the customer segments that are more likely to be opposed to bill convergence - how can you encourage your customers to converge all of their bills - Highlighting aspects of the billing system that can be converged without customer consultation - Revolution – migrating to a new truly converged billing system - forecasting a realistic timeframe from commissioning through to implementation Antigone Modestou , <i>Manager Financial Accounts, CYTA</i>

TUTORIAL

OPERATOR

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10:55	Morning Refreshments	14:45	TWO PERSPECTIVES: Successfully Managing The Impact Of Strategic Change On The Billing Function – Merging Fixed, Mobile And Internet Billing Functions Whilst Continuing To Provide Reliable Support To The Business And To Customers
11:25	Understanding How To Effectively Monetise The Content Being Offered On Your Platform - Examining the current content revenue share models between operators and third parties - Measuring the data being downloaded or streamed and determining where it is being downloaded or streamed from - your platform - elsewhere on the internet - How does the concept of 'free' content affect your revenues? - Understanding how to encourage third party sponsorship of content - Establishing a mutually beneficial strategy for the sharing of revenues that promotes an increase in content being offered - Understanding how to evolve your legacy billing system so that it can effectively handle a variety of different services offered by third parties, taking into account - management of increased and diverse information volumes - debt management - bill exposure - bill shock - To what extent can operators cap third party expenditure in order to avoid bill shock? <i>Speaker to be announced. For updates visit www.iir-conferences.com/ngb</i>	OPERATOR	- Outlining strategic change/IT transformation and what this means for the business - Managing the organisational challenges associated with merging multiple billing functions into one - Managing the impact of organisational restructure on the development of billing - Highlighting key priorities for billing including - improving customer satisfaction - supporting new products and price plans - moving away from legacy systems and consolidating on one single platform - Ensuring that billing can continue to support the business as efficiently as possible - ensuring that full functionality and support of requirements for all business units is maintained - assuring optimised life cycle management for all systems - Maintaining superior billing quality and customer experience Malek Ait, <i>Head of Rating & Billing Platform Management, Swisscom</i> Maxim Samsonov, <i>First Deputy Managing Director, Peter Service</i> Vyacheslav Sbrodov, <i>Deputy General Director, Uralsvyazinform</i> <i>Each speaker will present their perspective for 30 minutes followed by questions from the audience</i>
12:05	Using Billing As A Channel To Achieve A Superior Customer Experience <i>Billing systems are emerging as valuable business differentiators for telecommunications service providers who are scaling up their operations in order to give their subscribers a better customer experience. Facing tough competition, declining voice revenues and the challenges of IP environments, service providers must invest in retaining their customers through better, more personalised customer experience. Billing systems offer valuable assets that go well beyond the traditional perception of such systems. Examine how to use next generation billing systems to</i> - Enable and drive a more personalised customer experience - Shrink the time-to-market of new service offerings - Act as a key function in customer acquisition, retention and satisfaction initiatives Stuart Madeley, <i>Head of Billing, Virgin Mobile</i>	OPERATOR	Afternoon Refreshments
12:45	Lunch	16:05	
14:05	Panel Discussion: Implementing An E-Billing Platform As Part Of A Wider Customer Self Service Improvement Strategy - Outlining Customer Self Service (CSS) initiatives - Determining the key business drivers for migrating customers from paper to online billing - cost reduction - part of wider CSS strategy - Outlining the key stages of the migration project in terms of - strategic planning - developing a logical process flow, deciding time scales and allocating tasks - key milestones - actual migration, challenges and lessons learned - Summarising the key business benefits and reaction from customers - Conclusions: examining how CSS facilities can improve customer experience while also reducing cost and strain on resources Jonathan Jensen, <i>Head of Products for Payment Services, BT agilemedia</i> Stuart Madeley, <i>Head of Billing, Virgin Mobile</i>	PANEL	16:35 Outlining A New Agile Approach To Billing: Developing CRM On An Enterprise Level To Meet Business Customer Demand - Assessing the challenges associated with promoting billing agility for enterprise customers - Determining how and where to introduce a new approach - Understanding how a new agile billing system can impact your CRM system Marcin Nowak, <i>Billing Manger, Orange PL</i> 17:20 Panel Discussion: Optimising Collections Strategies – Encouraging A 'Preferred' Payment Behaviour Throughout Your Customer Base - Outlining your 'preferred' customer billing and collection behaviour in terms of - cost efficiency - security - debt management - Understanding the benefits of encouraging your customer base to opt for direct debit as a preferred payment method - Identifying the different strategies currently being deployed worldwide to encourage customers to opt for direct debit - how are operators avoiding alienating their customers? - Analysing the benefits of charging extra for 'less preferable' payment methods i.e. cheques and post office payment Panellists include: Jonathan Jensen, <i>Head of Products for Payment Services, BT agilemedia</i>
		18:00	Closing Remarks From The Chair
		18:10	Close Of Conference Day One  DRINKS RECEPTION IIR would like to invite you to join the speakers and your fellow delegates at the Next Generation Billing drinks reception, where you will be able to continue with the day's main discussions in a relaxed environment. Following on from the drinks reception, IIR invites delegates to walk around one of Berlin's best Christmas markets. We will meet in the hotel lobby at 19:30.

OPERATOR	08:30	Registration and Coffee	14:20	Panel Discussion: Effectively Monetising Content As An Operator In The Next Generation Value Chain
	09:00	Opening Remarks From The Chair		- Is there a future in web 2.0 for operators? - Is the content provider an AppStore king? - Determining how operators can maintain revenue from content - micro billing - working with third parties <i>After an initial discussion amongst a panel of the day's speakers, delegates will be invited to give their comments</i>
	09:10	Examining The Billing And CEM Challenges Associated With Supporting Mobile Broadband - Outlining the demand for Mobile Broadband services and current offerings - Reviewing the customer care challenges of supporting Mobile Broadband services - the key challenges are those of an ISP, not a mobile operator - communication - perception - Outlining and managing the core billing and international roaming challenges associated with Mobile Broadband - Optimising support structures and processes and improving communication Peter Smith, <i>Executive Vice President Business Operations and IT, Hong Kong CSL</i>		<i>"Important information from other operators, information on trends."</i> <i>Gottfried Marschitz, Telekom Austria</i>
	09:50	Defining Best Practice In Next Generation Billing	15:00	Afternoon Refreshments
OPERATOR		- What does best practice billing really mean? - Determining which metrics and KPIs should be measured - Deciding if monitoring should be in real time - Predicting the effect of NGNs on current best practices - Is there a reasonable ROI on monitoring benchmarks and KPIs? Tony Poulos, <i>Head of Revenue Management Sector, TM Forum & Editor, Telecom TV</i>	15:30	Analysing The Key Success Factors Of PLAY's Converged Billing Strategy - Introducing PLAY's service offerings and customer base - Analysing the main challenges associated with the migration to a fully converged billing system - Outlining PLAY's existing billing operations and the strategy for the migration to a fully converged billing system - Reviewing the step by step migration process and examining the results achieved Pawel Passowicz, <i>Director for Billing Development & Operations, P4 – PLAY</i>
	10:30	Morning Refreshments		
	11:00	Evaluating The Implementation Of A Real Time Billing System To Meet The Demands of Current And Future Service Portfolios - Introducing next generation billing architectures using experiences from Latin Americas, as well as Continental and Eastern Europe - Understanding the importance of real time billing for next generation products and services - Successfully managing several billion billing transactions per day and tens of thousands of transactions per second Mathias Liebe, <i>Head of Product Marketing, Orga Systems GmbH</i>	16:10	The Big Questions! <i>This session will provide you with answers to your most burning questions on the specific billing challenges that you are facing. You will be asked to submit your question after conference day one. A panel of the day's speakers will discuss potential answers to your questions.</i>
	11:40	Innovation Surgery: How Can You Enhance The Customer Experience While Ensuring Cost Efficiency And Continued Innovation In Billing? <i>This session will allow delegates to discuss strategies for reducing the cost of billing with senior experts from leading suppliers. Delegates will also have the opportunity to question the speakers on their most pressing technology and innovation challenges.</i>	17:00	Close Of Conference
OPERATOR	12:20	Lunch		
	13:40	Late Addition – O2 Ireland Case Study <i>For full details of the insights to be shared on Next Generation Billing by O2 Ireland visit www.iir-conferences.com/ngb</i> Tony Regan, <i>Principal Design Engineer, O2 Ireland</i>		All attendees at this event will return to their teams armed with: ✓ The skills to implement a truly converged billing system ✓ Great new contacts with peers and like-minded billing professionals from around the world ✓ Examples of how to use billing to achieve superior Customer Experience Management ✓ A complete understanding of how to develop dynamic billing while cutting costs
		<i>"It was great to get to know new people and new experiences."</i> <i>Raul Penailillo Munoz, Entel</i>		

NEXT GENERATION BILLING 2009

Kempinski Hotel Bristol, Berlin | 2 – 4 December 2009

Benefit from in-depth insights from leading fixed and mobile operators from around the world:

BT agilemedia ♦ CYTA ♦ Deutsche Telekom Active Billing ♦ Hong Kong CSL
O2 Ireland ♦ Orange PL ♦ P4 – PLAY ♦ Swisscom ♦ Virgin Mobile

Next Generation Billing 2009 will be packed with interactive features and networking opportunities:



Next Generation Billing Drinks Reception:

Join speakers and delegates at the drinks reception after Day One of the conference to continue with the days discussions in an informal environment



Learn from leading operators

in an intensive two-day conference packed with ground-breaking case studies.



Interactive Panel Discussions: Witness discussions between leading billing experts to get answers on e-billing, collection strategies and monetising content.



The Big Questions! This session will provide you with answers to your most burning questions on the specific billing challenges that you are facing. You will be asked to submit your questions after conference day one. A panel of the day's speakers will discuss potential answers to your questions.



Innovation surgery: Discuss how to enhance CEM while ensuring cost efficiency and continued innovation.



IIR invites you to join fellow delegates on a walk around one of Berlin's best Christmas markets after the drinks reception. We will meet in the hotel lobby at 19:30 on the 3rd December

ASSOCIATE SPONSORS

Orga Systems. International wireless carriers know us as a leading provider of trendsetting real-time billing solutions. Tailored systems, based on flexible, high-quality products, are our answer to the questions that will be asked by the global telecommunications industry of tomorrow. From our German Headquarters in Paderborn and our international sites in Berlin, Istanbul, Kiev, Kuala Lumpur, Madrid, Rio de Janeiro and Rome, we deliver innovative solutions to the leading wireless carriers. Enabling business agility with an outstanding portfolio of real-time based solutions – that is what Orga Systems does: Convergent Billing, Complex Rating, Online Charging, Prepaid Billing, Recharge and Voucher and Customer Interaction.. For more information, please visit www.orga-systems.com

PETER-SERVICE 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. Further information about the company and its products can be found at www.billing.ru

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For further details on Sponsorship and Exhibition opportunities, please contact Chris Lewis, Business Development Manager, IIR Telecoms & Technology. Tel +44 (0)20 7017 7415 Email clewis@iir-conferences.com

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The mission of ETIS is to enable its members to improve their business performance by personal exchange of information on using ICT effectively. ETIS achieves this by engaging its members in various working groups, sharing best-practices, benchmarking, web-based information services, discussion forums, EU projects, workshops and conferences. www.etis.org



The **IPv6 Forum** is a world-wide consortium of international Internet service providers (ISPs) and National Research & Education Networks (NRENs), with a mission to promote

IPv6 by improving market and user awareness, creating a quality and secure New Generation Internet and allowing world-wide equitable access to knowledge and technology. The key focus of the IPv6 Forum today is to provide technical guidance for the deployment of IPv6. IPv6 Summits are organized by the IPv6 Forum and staged in various locations around the world to provide industry and market with the best available information on this rapidly advancing technology. Please visit www.ipv6forum.com



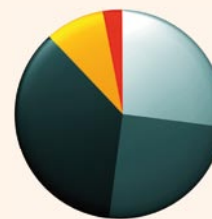
With almost 700 member companies in 72 countries, the **TM Forum**

Forum is the world's leading trade consortium focused on enabling digital services. Serving the information, communications and entertainment industries, the Forum provides leadership, strategic guidance and practical solutions to improve the way that services are created, delivered and charged. Members include the majority of the world's service providers, network operators, software suppliers, equipment suppliers and systems integrators. The Forum currently facilitates over 80 technical projects and provides extensive training, conferencing and information services to its members. For further information regarding the TM Forum, related programs such as the Prosspero initiative and its Management World conferences, please visit www.tmforum.org

WHO WILL YOU MEET?

Based on analysis from our previous Next Generation Billing conferences, we anticipate that the audience will be made up of delegates from the following industry sectors and regions:

BREAKDOWN BY SECTOR



BREAKDOWN BY REGION



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Venue & Accommodation Details: Kempinski Hotel Bristol, Kurfürstendamm 27, 10719 Berlin, Germany. Website: www.kempinski-berlin.com

Delegates are responsible for the arrangement and payment of their own accommodation and travel. You can, however, take advantage of the IIR discount at the hotel. Please complete the hotel booking form that will be sent to you with the confirmation of your conference booking. Alternatively you can download it from the website at www.iir-conferences.com/ngb

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Your VIP number is on the address label. If there is no label, please quote

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STEP 1 Decide what you want to attend

✓	Title	Date	Code
☐	Pre-Conference Workshop – Operators Only	Wednesday 2nd December	IOLWC W
☐	Two-Day Event	Thursday 3rd December - Friday 4th December	IOLWC C

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Contact Robert Gilfillan tel: **+44 (20) 7017 7595**
or email rgilfillan@iirltd.co.uk

Conference fee includes lunch, refreshments and documentation. The fee does not include travel expenses or hotel accommodation. Please photocopy this form for multiple bookings.

STEP 2 Work out the price

	Price available for registrations before 02/10/09	Price available for registrations between 02/10/09 and 30/10/09	Price available for registrations after 30/10/09
Full Event	☐ €2495 + VAT @ 19% = €2969.05	☐ €2695 + VAT @ 19% = €3207.05	☐ €2895 + VAT @ 19% = €3445.05
Two Day Conference	☐ €1695 + VAT @ 19% = €2017.05	☐ €1795 + VAT @ 19% = €2136.05	☐ €1895 + VAT @ 19% = €2255.05
Pre-Conference Workshop	☐ €1095 + VAT @ 19% = €1303.05	☐ €1195 + VAT @ 19% = €1422.05	☐ €1295 + VAT @ 19% = €1541.05

Personal Details	Mr/Mrs/Ms	First Name	Last Name	Job Title	Department
1st Delegate					

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Please ensure that the Conference Code IOLWC/C/W is written on the back of the cheque

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STEP 4 Five easy ways to register

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What Happens If I Have to Cancel? Confirm your cancellation in writing (letter or fax) on or before 18/11/09 and receive a refund less a 10% service charge. If you cancel between 18/11/09 and 25/11/09 then you will receive a 50% refund. Regrettably, no refunds can be made for cancellations received less than one week prior to the conference. A substitute delegate is welcome at no extra charge.

Incorrect Mailing: If you are receiving multiple mailings or you would like us to change any details or remove your name from our database, please contact the Database Manager at the above address, Tel +44 (0)20 7017 7077, Fax +44 (0)20 7017 7828 or email: integrity@iirltd.co.uk – quoting the reference number printed on the mailing label.



Additional Requirements: Please notify IIR at least one month before the conference date if you have any additional requirements e.g. wheelchair access, large print etc.

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