

TM Forum Executive Master Class

Who will win and who will lose in the convergent services marketplace & how should you be positioned?

The market for services heats up daily with moves by media, communications, web and even device players to jockey for position in the mushrooming converged services marketplace. Rules are being re-written and the old formulas won't work. Many established players will miss the boat and others will emerge from left field.

This master class will look at how different players are positioning and what they need to do to succeed especially from an operational and service delivery standpoint.

The session will be highly interactive, learning not only from the facilitators but other seminar attendees. This is a must attend session aimed at anyone who has responsibility for driving investment or making decisions over how and where to move to capitalize on the opportunities and challenges of converged services.

Key Take Aways:

- Gain a broad view of the emerging market and the forces shaping it
- Who will eat who's lunch
- Understand the emerging value chains and where the key players are positioning themselves
- What are the choices and the realities facing telecom operators
- What are the operational realities of service delivery in a value chain
- Where are the key investments to be made and what programs are required to have the table stakes to play and win in this market.

Location: Majestic Suites, Adams Mark Hotel, Dallas, TX

Date: Wednesday, November 7th, during the TM Forum Management World Americas 2007 Event

Time: 12.30 pm Pre-Seminar Lunch

1.30 - 5.30 pm Executive Master Class Seminar

5.30 - 6:30 pm Exclusive Master Class Networking Reception with TM Forum Board and Advisors

Fee: \$1000

Meet the Master Class Leaders



Keith Willetts
Chairman, TM Forum

One of the world's leading commentators on the evolution of the communications, media and entertainment market. As Chairman of the TM Forum and a top independent industry consultant, he can regularly tap into the views of hundreds of senior executives around the world. Formerly an executive with BT and chairman of many software companies, he has been twice been recognized among the top 25 industry visionaries worldwide. Keith will bring significant global experience and views to this unique Masterclass.



Rob Rich
Managing Director,
Rich Media &
Communications
Research

One of the best known business and technology strategic consultants in the US. He has held senior executive positions at several noted research firms, such as Yankee Group, and within the computer/networking industry. Share in his unparalleled knowledge of the business drivers that are re-shaping the 21st century services market. Don't miss Rob's entertaining and refreshing insights at the Masterclass.

TM Forum Executive Master Class

Who will win and who will lose in the convergent services marketplace & how should you be positioned?

The interactive Executive Master Class, led by industry luminaries: Keith Willetts, TM Forum Chairman, Colin Orviss, Senior Vice President Patni and Rob Rich, renowned industry analyst and advisor, is your opportunity to hear and work with fellow industry leaders to explore the potential development scenarios brought upon us by convergence.

Who should attend:

Middle to senior executives from service providers including cable, information and media companies as well as key suppliers to the sector wishing to understand the way that the industry is changing, the key influences and influencers; emergence of new value chains; emergence of new game changers such as device manufacturers and information companies.

Seminar Format:

Hear the latest informed opinions followed by working sessions in small and large groups to discuss various evolution scenarios with other attending executives

Networking Opportunities:

Start with a networking lunch to get to know other attendees. Then spend 4 hours with 30 executives from across the industry. Finally, spend an hour with some of the industry's foremost leaders from the TM Forum's Board of Directors and Advisors

Agenda:

What shapes the future? What will the converged services industry look like? Who will play in the game? What are the service and technology trends and pressures? What are the economic pressures that will shape the moves of different players? What are the value chains that will exist and who will jockey to be where? What will converged providers and value chains look like? What will be the key success factors for different players in different parts of the chain? What are the operational and business challenges to overcome? What approaches and methodologies should an operator follow to succeed? What are the possible future scenarios? What must occur and what must not occur for different scenarios to occur?

Meet the Master Class Leaders



Colin Orviss
Snr. Vice President
Patni

Colin has over 30 years experience in the communications industry working at a senior level with many of Europe and America's largest communications Operators. The Telecoms advisory company he co-founded, Logan-Orviss International, was recently acquired by Patni Computer Systems to form the new business division, Patni Telecoms Consulting, which he now leads. With a focus on Telecoms Operator Business Change Management and BSS/OSS systems Colin has defined enterprise systems architectures for in excess of 10 operators.



Debra J. Osswald
Director of Telecom
Industry Marketing,
Amdocs

Deb Osswald brings her broad industry experience and Telecom Industry insight to the Master Class. Deb has over 20 years of experience in the communications industry and is currently the Director of Product Marketing for the Amdocs Network Business Unit. Deb's extensive experience has been obtained from positions in equity and industry research, management consulting, and 10 years with AT&T. She holds a bachelor's degree in Finance from the University of Rhode Island and has also held positions at Telcordia, Goldman, Sachs and Co., and AMS (now CGI).