

Management World Africa

Hilton Sandton Hotel • Johannesburg, South Africa

Services Evolution: New Markets & Opportunities

Why should you attend Management World Africa?

- **Identify the trends** in the evolving communications sector in Africa, determine the opportunities and examine the deficiencies in RA, Network and IS functions
- **Explore topics** including Innovation in New Services, Leveraging Technology, Operational Excellence, Customer Experience Management, Billing & Revenue Assurance
- **Hear visionary presentations** from and network with industry experts and practitioners – both local and international perspectives such as **BT** who will talk about **innovation** and **France Telecom** presenting on **Multiplay & IPTV**
- **Participate in a conference** that brings a wealth of existing knowledge **from a major industry association** to Africa. Offering an agenda adapted to the markets and opportunities that exist across the continent today and into the foreseeable future
- **Learn about TM Forum standards** and initiatives including NGOSS, SID and eTOM; what they can do for your business and what they have done for others to date

Service Provider Speakers include:

Paul Excell, BT

Stephane Pommereau, Orange PCS

Sami Matri, France Telecom

Kyle Park, Korea Telecom

Brightwell Nkambule, Botswana Telecom Corporation

Hugo Vaughan, Vodafone (Pty) Ltd.

Ahmed Almaziad, Saudi Telecom

Richard Majoor, Telkom SA

Register Today! Seating is limited!

www.tmforum.org/africa2008

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**TM Forum Training • Monday, July 14
Tuesday, July 15**

Experienced and qualified eTOM and NGOSS staff are now in demand to deliver standards-based, easy to integrate solutions, so reserve your space now for TM Forum Training and add value to your CV. The following training sessions will be featured at Management World Africa:

TM Forum Business Process Model (eTOM) Distilled – July 14

This entry-level course provides an overview of the Business Process Framework and some high level views on its deployment including information from which you can assess your own deployment business case. Upon completion you will be able to:

- Identify all the components of the Business Process Framework and understand its role within an enterprise and the benefits of using it
- Understand how process decomposition is used to “drill down” to lower levels (Level 2 and beyond)
- Recognize what is required for the Business Process Framework to be extended to meet enterprise needs as well as the relationships between it and various other models (NGOSS, Information Framework, ITIL, TMN)
- Understand the necessary steps for decomposing a business process problem and apply the Business Process Framework to solving it

TM Forum Business Process Framework (eTOM) Implementer’s Workshop – July 14-15

This workshop, half of which is dedicated to student practice, offers guidance on developing a Business Process Framework implementation plan and provides a set of guidelines and examples for customizing the Business Process Framework for your organization's use in addition to its use purely as a process framework. Upon completion you will be able to:

- Develop a Business Process Framework implementation plan and begin to map current processes to it
- Understand and address the challenges of introducing the Business Process Framework into an enterprise and apply the guidelines for extending it
- Gain an appreciation of the Business Process Framework’s uses

TM Forum Information Model (SID) Distilled – July 15

This course is intended for people actively engaged in the analysis and design of OSS/BSS solutions using NGOSS and the Information Framework. Upon completion you will be able to:

- Describe the need for and benefits of NGOSS as well as the relationship between the Information Framework and the NGOSS architecture
- Provide an overview of the Information Framework
- Use one or more Information Framework model addenda for reference in the analysis and design phases of a solution
- Apply Information Framework modeling patterns to extend the Information Framework
- Begin to use the Information Framework for real analyses and development of OSS/BSS components

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Conference Agenda • Wednesday, July 16

9:00am Chair’s Opening Remarks



Colin Orviss
Vice Chairman
TM Forum

Market Overview and Opportunities in Africa

9:00am A Study of the Common Deficiencies in the Revenue Value Chain at African Operators



Ahmed Chohan
Director/Partner
PriceWaterhouse
Coopers LLP



Adrian Dunsby
Associate Director
PriceWaterhouse
Coopers LLP

9:45am Africa: New Services, New Markets, New Opportunities

Panelists include:



Thorleif Herrstrom
Principal Advisor
Swedtel International



Dobek Pater
Analyst
Africa Analysis



Keith Stagner
Implementation Partner
t-Impact



Pankaj Gulati
CTO
MoreMagic

10:30am Coffee Break

Service Provider Perspectives

11:00am Innovation Radar – A Strategic Approach for a Sustainable Innovation Strategy and Profitable Product and Services



Julius Golovatchev
Managing Consultant
Detecon Inc.

11:30am Driving an Innovation Engine



Paul Excell
Group Technology Officer
BT

12:00pm Solutions for Operators in Africa



Stephane Pommereau
EMEA Senior Solution Consultant
Orange PCS

12:30pm Lunch

Innovation in New Services

2:00pm Opportunities and Risks Linked to IPTV Projects in Africa



Sami Matri
Senior Multimedia Consultant
France Telecom

2:30pm Mobile email for All in Africa



Carsten Brinkschulte
CEO
Synchronica

continued ▶

Conference Agenda • Wednesday, July 16 continued

Innovation in New Services (continued)

3:00pm **Effective Mobile Money Services**

Humera Malik
Director for Product Development
Redknee Inc.

3:30pm Coffee Break

Leveraging Technology

4:00pm **Disruptive Forces in the Operations Support Systems Industry: Implications for Africa**



Hans Kohlmeyer
Director – Operations and Business Support Systems
Nokia Siemens Networks BV

4:30pm **Is Mobile WiMax Service Successful at KT?**



Kyle Park
Manager
Korea Telecom

5:00pm **Service Oriented Architecture and Web 2.0 as Service Delivery Platforms (SDP) and SDF Realization on NGN**



Stephane Maes
CTO/Chief Architect Mobility, Voice and Communications
Oracle Corporation

5:30pm **Closing Remarks**

Conference Agenda • Thursday, July 17

8:55am **Chair's Opening Remarks**



Tony Poulos
TM Forum Representative, Asia Pac
TM Forum

Operational Excellence Case Studies

9:00am **An African Operator's Perspectives on NGN Trends**

Richard Majoor
Senior Specialist, Regulatory Technical Strategy
Telkom SA

9:30am **Goals for the Game: Securing South Africa's Networks Before Disaster Strikes**



Russ Green
Senior Vice President of Product Development and Professional Services
VPI Systems NJ

10:00am **Smoothing the Path to NGOSS Through Agile Virtual Service Models Using a Practical Semantic Approach to Legacy Systems**

Benedict Enweani
CEO and Co-Founder
Ontology Systems

Richard Askham
Senior Operations Manager – Systems
Internet Solutions South Africa

Louis Carstens
Billing and Provisioning Operations Systems – Team Manager
Internet Solution Divisions of Dimension Data

Conference Agenda • Thursday, July 17 continued

10:30am Coffee Break

NGOSS in the Real World

11:00am **Operations Best Practice Using TM Forum NGOSS Frameworks**



Steffen Weigel
Senior Consultant
Detecon Inc.

11:25am **Use of eTOM to Rationalize Key Initiatives**



Hugo Vaughan
Architect
Vodacom (Pty) Ltd.

12:15pm **Saudi Telecom's Journey to Deploy eTOM to Improve its Business Process Model**



Ahmed Almaziad
GM, Enterprise Risk Management
Saudi Telecom

12:40pm Lunch and Networking

Customer Experience Management

2:00pm **Transforming Network Operations Center (NOC) into Service Operations Center (SOC): A Paradigm Shift for Improving Customer Experience (CE)**



Dhananjay Pavgi
Director – OSS
Product Management
Tech Mahindra



Brightwell Nkambule
Head of Information Technology
Botswana Telecom Corporation

2:30pm **Ericsson Presentation – Topic/Speaker TBC**

3:30pm Coffee Break

Billing and Revenue Assurance

4:00pm **Achieving Profitable Growth from Value Added Services and Convergent Charging in Highly Competitive Markets**



Patrick McGrory
President of Amdocs Network Business Unit
Amdocs Management Limited

4:30pm **Billing is Dead! Long Live Billing!**



Tony Poulos
TM Forum Representative, Asia Pac
TM Forum

5:30pm **Closing Remarks**

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Registration and Fees*

| | | Pre-Show Registration (expires 07/01/08) | Late Registration (expires 07/17/08) |
|---|----------------|---|---|
| 2 Day Conference Pass + 2 Day Training | Members | \$2475 (Approx. 17,069 ZAR) | \$3100 (Approx. 21,379 ZAR) |
| | Non Members | \$2950 (Approx. 20,345 ZAR) | \$3700 (Approx. 25,517 ZAR) |
| 2 Day Conference Pass + 1 Day Training | Members | \$2100 (Approx. 14,483 ZAR) | \$2625 (Approx. 18,103 ZAR) |
| | Non Members | \$2425 (Approx. 16,724 ZAR) | \$3000 (Approx. 20,690 ZAR) |
| 2 Day Conference Pass | Members | \$1600 (Approx. 11,034 ZAR) | \$2000 (Approx. 13,793 ZAR) |
| | Non Members | \$1800 (Approx. 12,414 ZAR) | \$2250 (Approx. 15,517 ZAR) |
| 2 Day Training Only | Members | \$1325 (Approx. 9,138 ZAR) | \$1650 (Approx. 11,379 ZAR) |
| | Non Members | \$1700 (Approx. 11,724 ZAR) | \$2125 (Approx. 14,655 ZAR) |
| 1 Day Training Only | Members | \$725 (Approx. 5,000 ZAR) | \$900 (Approx. 6,207 ZAR) |
| | Non Members | \$900 (Approx. 6,207 ZAR) | \$1100 (Approx. 7,586 ZAR) |

*Exchange rate used: \$1 USD = 6.896 ZAR

Group Discounts Available

please email register@tmforum.org for more information

Please register online via the website: www.tmforum.org/africa2008 or email register@tmforum.org

Travel and Lodging Details

Hilton Sandton, Johannesburg

Set in the heart of the business district in the north of Johannesburg, the hotel boasts many amenities including high speed Internet access in all guest rooms, restaurants, pool and gym. TM Forum are negotiating a special rate for TM Forum attendees, which will be announced on the conference website shortly.



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