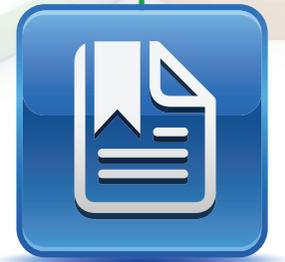


tmforum

Research & Content



www.tmforum.org/research

Media Pack



About TM Forum

TM Forum is a global, non-profit industry association, owned by its members, who include the world's leading digital service providers and their suppliers. TM Forum enables more than 900 member companies to solve critical business issues and innovate through access to a wealth of knowledge, intellectual capital and standards.

TM Forum provides a unique, fair and safe environment for the entire digital value-chain to collaborate and overcome the barriers to a vibrant, open economy, helping member companies of all sizes gain a competitive edge by enabling efficiency and agility in their IT and operations. For more information, visit www.tmforum.org.

TM Forum members:

- TM Forum members represent more than 85% of global communications revenue (currently estimated at \$2.1 trillion)
- 900+ member companies, including more than 230 of the world's leading service providers
- 85,000 strong online collaboration community
- 195 countries
- Include service providers, enterprise, hardware and software, and more.

About TM Forum Research & Content

TM Forum publications aim to help our members:

- Understand what's coming next and the issues that affect them
- Get practical help and see real-life examples of how other organizations are tackling the same challenges
- Solve three common challenges, through our core programs:

Agile Business & IT: How to transform their IT operations to reduce costs, minimize risks and reduce time-to-market

Customer Centricity: How to maximize market share, growth and customer loyalty

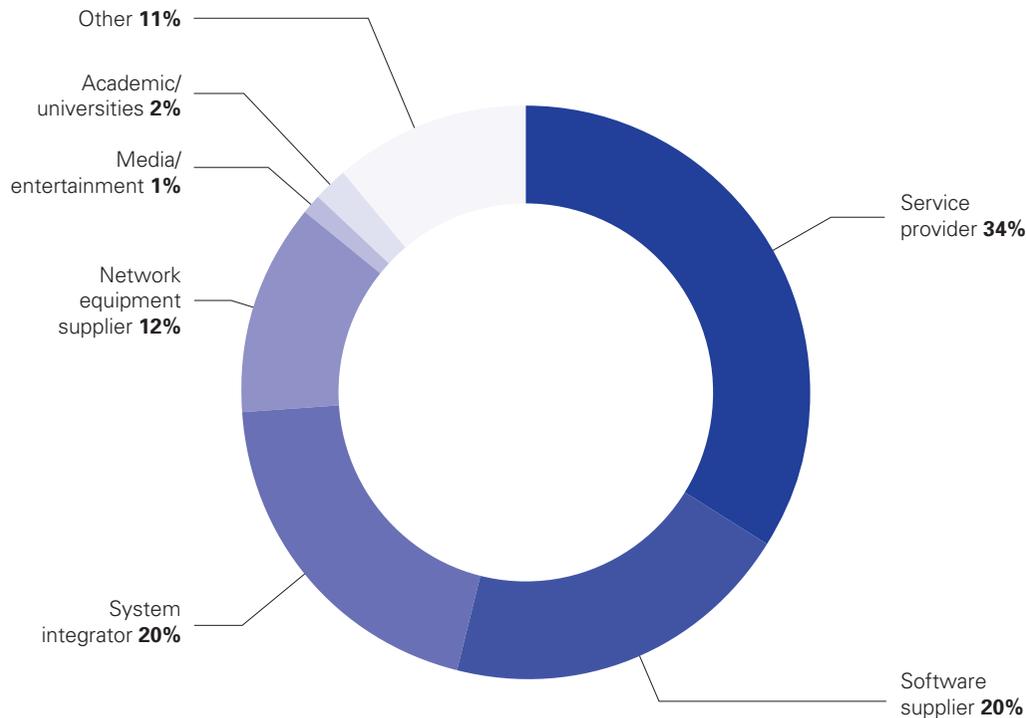
Open Digital: How to deliver new services quickly, easily and securely with partners.

TM Forum's Security and Privacy Program strives to bring these essential elements to the forefront of organizational thinking, working across the three strategic programs.

Through sponsorship, members can boost their profile as thought leaders, grow awareness of products and services, and target customers with precision.

Our Readers

Subscribers come from a variety of key sectors:



Audience

- Opt-in subscriber database of 65,000 unique users.
- Over 35,000 subscribers are involved in purchasing.
- Over 5,000 subscribers are c-level executives.

Distribution

- Three ways to read:
 - High-resolution online PDF
 - In print and digital formats at TM Forum and third party events
- Each title hosted on TMForum.org with 450,000 page impressions / 53,000 unique visitors generated per month
- Dedicated e-mail distribution to members and non-members – including 65,000 subscribers from our Insights Research database
- All of our publications are free for TM Forum member companies and their employees to download
- Selected titles including *Perspectives*, *Quick Insights* and *Extra Insights* are also free for non-members.

Marketing

- Promotion through three TM Forum e-newsletters – combined circulation of 300,000+
- Social media - including LinkedIn, Twitter and Facebook
- Executive summary of each report promoted to senior level executives
- Report previews delivered to non-members with option to purchase reports online
- Targeted promotion to TM Forum online community groups and collaboration initiatives, comprising more than 85,000 members around the world
- Quarterly direct mail to exclusive CxO list
- Live webinar with Q&A for each Insights Research Report.

Insights Research Reports

“ Insights Research Reports are high-quality publications, and represent an excellent source of information about trends in the industry, hence our willingness to sponsor them.”

Ben Bannister, Product and Solutions Marketing, Syniverse

TM Forum Insights Research Reports offer a deep-dive into some of the important issues facing organizations operating in the digital eco-system. Quantitative and qualitative analysis is drawn from comprehensive surveys and extensive one-to-one interviews with senior figures from the global service provider community, and advice and recommendations from leading industry analysts.

Insights Research Reports exist to educate the market on a specific topic, discuss some of the capabilities available and make recommendations as to how, where and why service providers might take advantage of them.

COMING SOON

- Big data analytics
- Policy control and RTCC
- Customer experience & analytics in a connected world
- Defining an end-to-end platform for the virtual world
- NFV's progress



Sponsorship package

INSIGHTS RESEARCH REPORTS

Sponsorship entitles you to 4, 3 or 2 full-colour pages of dedicated sponsor content in the report. This is ideal for showcasing your solutions and leveraging thought leadership collateral, e.g. white papers, case studies, articles, etc.

- Complimentary design and layout of sponsored features
- Logo branding
 - on the report cover
 - on the report web page
 - in e-mail marketing
- Brainstorming opportunity with the analyst, to delve more deeply into the key issues
- PDF of the report to share with your own customers, prospects and contacts
- 50 printed copies for your own use
- Branding in analyst-led webinar deployed to further promote report
- 100-word sponsor profile on 'Our sponsors' page

- Upgrade options:
- Ghostwriting service
 - Webinar lead service

RATE CARD

\$17,500

FOUR-PAGE SPONSORSHIP

\$13,950

THREE-PAGE SPONSORSHIP

\$9,950

TWO-PAGE SPONSORSHIP

For further information, including costs for alternative packages, please contact Mark Bradbury at mbradbury@tmforum.org

Sponsored feature

Stepping up service launch agility:
Leverage Big Data to overcome SDN/NFV operational challenges

By Nikos Yantanis, Senior Product Marketing Manager, Big Data Analytics, Introncom Telecom

A proliferation of OTT players is sweeping the industry and putting pressure on CSPs. Challenges to operators grow day by day and are not limited to diverting revenues from traditional sources in the short term. New applications and disruptive business models commoditize the CSP's offering, threatening to demote their role in the emerging digital services landscape. Part of the OTT players' success lies in their ability to maintain short cycles of new service introduction of just weeks. In contrast, CSPs typically experience inception-to-launch time spans ranging from several months to even 1-2 years. After all, rapid customer-centric innovation is a critical prerequisite for surviving and thriving in the digital domain. Inspired by the principles pioneered by the Lean Startup methodology, modern CSP marketers are well aware of the ultimate need to fast product iteration. Among other, this involves building a "minimum viable product", followed swiftly by conducting countless controlled split for A/B tests to let subscribers determine which product variants or new functionalities they prefer. The advent of Network Function Virtualization (NFV) and Software-Defined Networking (SDN) has created reasonable expectations for achieving this much-wanted agility. In theory, reducing specialized network equipment with network functions that are implemented in software and controlled centrally in a virtualized environment is a very powerful concept. The ease with which new services can be defined, tested and provisioned through SDN/NFV essentially removes friction from Marketing and allows creative experimentation with limitless new service conceptualization possibilities. Fueled by the urge for ultimate customer-centricity and personalization, CSPs might be tempted to deploy more and more services with countless variations, each addressing the needs of meaningful subscriber micro-segments. Inevitably, the CSP's virtualized network will come to a "tipping point" where the SDN/NFV will start backfiring – not because of the technology per se. The imprecise and inefficient running of a slew of such services requires tight coordination and management of myriad virtual and physical resources. Consequently, an unprecedented complexity creeps in, giving rise to side-effects that can be manifested in various forms, such as:

- **QoS degradation.** Despite rigorous testing, newly introduced services can exhibit various "teething problems", which can unexpectedly impact other services already deployed, resulting in degraded QoS. Identifying the harmful components and rectifying them in a very complex setup can be hard.
- **Network overloading.** As CSPs strive to attain certain realistic QoS levels for their target network services, they risk spring toward over-exploiting their network. This, in turn, leads to increased Capacity-Denied (CD) and makes the resulting structure even more humbly unmanageable. The challenge here is to optimize hardware utilization without service performance slowdowns.
- **Security threats.** The collective behavior of and interaction among all



massively introduced new services may give rise to new vulnerabilities that are difficult to detect by inspecting each individual service or simply by using conventional methods. What is needed is to employ an intelligent, holistic threat-detection and prevention approach.

All this "rush" can undermine or cancel the agility promised by SDN/NFV, and delay, distract or discourage CSPs from service innovation focus. Much of the rising complexity can ultimately be attributed to the overwhelming volume, velocity and variety of all sort of data involved in the implementation of a carrier-grade SDN/NFV implementation. It is where the latter alone might fall short of expectations that Big Data Analytics (BDA) comes to rescue. BDA for use cases focused, for example, on marketing, services or operations. The very same qualities of BDA can equally be applied to the network domain, physical or virtual. Let us recall that, in high-level terms, SDN is ideal for describing the context of data, discovering key relationships in it, predicting future outcomes and advising on the optimal course of action to be taken. To this end, the combined use of BDA together with SDN/NFV can resolve the challenges already mentioned and enable a number of powerful network and service orchestration use cases, including:

- **Service QoS assurance.** Utilize advanced data correlation algorithms



The diagram illustrates the Big Data Analytics architecture. At the top is the Big Data NOC (Network Operations Center) which feeds into Big Streamer. Below this is the Innovative Services layer, which interacts with the SDN/NFV Infrastructure. The SDN/NFV Infrastructure layer is divided into Virtualization Layer and Physical Infrastructure Layer. The Physical Infrastructure Layer includes components like Network Functions (NFV) and Network Elements (NE). The diagram also shows a feedback loop from the Physical Infrastructure Layer back to the Innovative Services layer.

and visualization techniques to explore dependencies among a large number of network configuration variables and determine which parameters have the highest impact on QoS. Conduct multivariate testing on the major variables to assess alternative virtual network configurations and select those that maximize QoS. Continuously evaluate QoS and take corrective actions to prevent degradation.

- **Dynamic resource optimization.** Apply predictive analysis on accumulated core network data, extracted from both virtual and physical network elements, to predict imminent resource shortage or surplus. Leverage suggestions automatically generated by recommendation engines to dynamically create, deactivate or reallocate resources as needed. Thanks to the flexibility of a virtual infrastructure, such drastic rearrangements are possible in near real-time.
- **Advanced network shielding.** Employ unsupervised learning or stream mining techniques in order to facilitate identification of security irregularities and potential new threats. Issue real-time alerts and proactively trigger preventive measures to protect the virtual network. Incorporate expert human feedback from network engineers to feed the learning algorithms and progressively improve their identification accuracy.

As SDN/NFV is gradually adopted and BDA matures, CSPs will witness more cases requiring the joint power of these two technologies. Such convergence

will unleash drastic benefits for all stakeholders. Marketers, for instance, will be able to focus on creative service experimentation without getting distracted by unnecessary infrastructure complexity burdens. Engineers, on the other hand, will gain peace of mind in becoming empowered to adapt their virtual network to the needs of Marketing without incurring side-effects. More importantly, the synergy between SDN/NFV and BDA will serve as a catalyst for transforming CSPs into digital services powerhouses and eventually reestablishing themselves from OTT followers to customer-centric innovators. Introncom Telecom has introduced Next Generation Network Operations Center (NG-NOC) built on Big Streamer, its state-of-the-art Big Data platform. NG-NOC seamlessly integrates with the underlying Operator's network and OSS/ESB infrastructure to collect and consolidate in real-time events from all elements in the physical or virtual network. Powered by an ultra-fast Massively Parallel Complex Event Processor, NG-NOC calculates in real-time metrics for each and every individual subscriber of network element to predict performance anomalies based on cross-domain analysis, while at the same time executing rules that proactively alert staff on imminent faults. Introncom Telecom systematically invests in R&D that yields customer-focused innovation blending Big Data Analytics with SDN/NFV technologies on the same platform NG-NOC. In parallel, the company demonstrates commitment to accelerating the adoption of SDN and creating a solid foundation for NFV by contributing to the collaborative open-source Open D4xIP project as Silver sponsor.

Intrastad in Introncom Telecom's Big Data offering? Contact us at: BigStream@introncom-telecom.com

Quick Insights and Extra Insights

“TM Forum reports provide a great platform that allows us to share our understanding with the industry.”

Hu Caiqing, BSS Marketing Execution Dept, Huawei

Quick Insights and Extra Insights are short, easy-to-digest research reports and eBooks that take on emerging topics, or take a new angle on an established topic and offer preliminary research, analysis and opinion.

Each report is sponsored exclusively by one company, ensuring a high level of brand presence.

Book early to avoid disappointment.

- IoT: Billions of touchpoints impact customers **Sold**
- Network analytics **Sold**
- Digital business transformation **Sold**
- Digital services: Where's the money? **Sold**
- Leveraging metrics to create loyalty
- NFV: Can open source speed deployment?
- Digital services: Successful business models & roles
- Managing performance in virtualized networks
- Privacy's impact on big data

Sponsorship package

QUICK INSIGHTS

Sponsorship entitles you to 3 full-colour pages of dedicated sponsor content.

- Branding
 - on the report cover
 - on the report web page
 - in e-mail marketing
- Brainstorm with the analyst
- Complimentary design and layout of sponsored features
- PDF of the report to share with your own customers, prospects and contacts
- Exclusivity, single sponsor model.

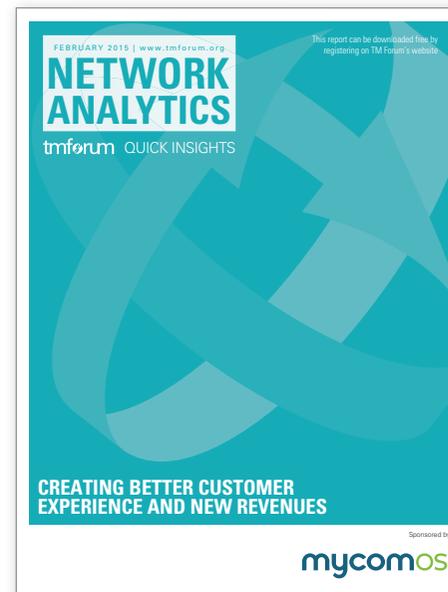
Upgrade options:

- Ghostwriting service
- Webinar jointly presented by sponsor and TM Forum SME.

RATE CARD

\$23,950

For further information, including costs for alternative packages, please contact Mark Bradbury at mbradbury@tmforum.org



Perspectives

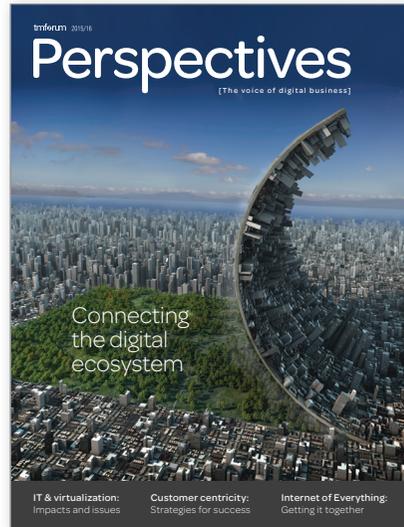
“TM Forum Research and Content provide a valuable platform for us to share our insights about market trends and give us the opportunity to reach a broad audience.”

Carlos Duarte Marques, Product Marketing Manager, WeDo Technologies

Perspectives is TM Forum’s flagship annual publication and official yearbook. It provides thought leadership on a choice of key industry themes, explores real-life success stories about thriving in the digital world, and looks at the vital role played by TM Forum.

Sponsorship package

- Sponsored feature and display advertising options available
- Complimentary design and layout of sponsored features
- Advertiser/sponsor directory within the magazine and on tmforum.org
- PDF to share with your own customers, prospects and contacts
- 100 printed copies for own use.
- Sponsored features further promoted on Inform and in newsletters
- Banner advert on Inform for display advertisers
- Logo branding included on Perspectives webinar slides
- Advertiser/sponsor logos and links included in *Perspectives* preview e-newsletters.



PERSPECTIVES IS AVAILABLE YEARLONG ON OUR WEBSITE.

Marketing and distribution for Perspectives

- Perspectives preview e-newsletters, aimed at giving readers a sneak preview of upcoming articles
- Digital version delivered to over 90,000 Perspectives subscribers
- Promoted throughout the year in TM Forum’s e-newsletters – combined circulation 300,000+ opt-in subscribers
- Up to 10,000 copies in direct mail campaign to TM Forum’s global industry-wide database, including exclusive CxO list
- Up to 10,000 copies distributed at TM Forum and third-party events throughout the year
- Press packs to our press and analyst database
- Articles will also be featured on our Inform channel throughout the year (inform.tmforum.org).

RATE CARD

DISPLAY ADVERTISING

\$13,950

FULL PAGE

\$17,950

INSIDE FRONT COVER

\$15,950

INSIDE BACK COVER /
PAGE FACING CONTENTS /
PAGE FACING FOREWORD /
PAGE WITHIN INTRODUCTIONS

\$21,950

DOUBLE PAGE SPREAD

\$27,500

INSIDE FRONT COVER SPREAD

\$8,950

HALF PAGE

\$19,500

OUTSIDE BACK COVER

SPONSORED FEATURE / ADVERTISING FEATURE

\$14,950

FULL PAGE

\$23,950

DPS OR DISPLAY AD PAGE WITH FACING FEATURE PAGE

RATES AVAILABLE UPON REQUEST FOR SPONSORED FEATURES EXTENDING TO 3 PAGES, 4 PAGES, 6 PAGES ETC

TM Forum newsletters

INSIDE NEWSLETTERS

- Enhance brand recognition
- Promote white papers, customer success stories and thought leadership
- Leverage your TM Forum report sponsorships
- Generate registrations for webinars
- Increase traffic to your website.

TM Forum has recently updated its Inside portfolio of e-newsletters to better serve your interests and preferences for timely and relevant content. In October 2014, we launched 3 new monthly e-newsletters, each boasting a guaranteed circulation of 130,000+ subscribers.

Inside Agile Business and IT

How to transform IT and operations to reduce costs, minimize risk, increase business agility, and improve time-to-market.

Key areas of coverage include NFV/ZOOM, SDN, revenue management and product lifecycle management.

Inside Customer Centricity

How to maximize market share and enhance customer experience, and boost growth and loyalty. Key areas of coverage include customer experience management, data analytics, security and privacy.

Inside Digital Business & IoT

How to deliver new services quickly, easily, and securely with partners. Key areas of coverage include Internet of Things, cloud and virtualization, partnering and digital business transformation.

RATE CARD

Exclusive sponsorship can be secured for any newsletter for an investment of \$11,900 per monthly issue and entitles the sponsor to:

- Horizontal header banner advertisement (gif or jpg) measuring 600 x 90 (positioned at top of newsletter).
- Article of up to 1000 words
- Short bio of the article author
- Accompanying photo and link.

Alternatively, the banner advertising slot only can be secured for \$5,950, or the sponsored article slot only for \$6,950.

Sponsored articles are also featured on Inform.

Upgrade option:

- Ghostwriting service.

For further information, including costs for alternative packages, please contact Mark Bradbury at mbradbury@tmforum.org

Web advertising

Interactive, up-to-the-minute and essential, tmforum.org is one of the market-leading online business portals for the communications industry. The website offers users a truly interactive experience through its online community groups, collaboration projects, blogs, content channels, industry news, exclusive online publications, program of webinars and latest information on TM Forum work with the industry. With advertising positions available on over 275 pages on our site, our CPM model guarantees you the exposure you require.

TMFORUM.ORG VITAL STATS:

- Over 95,000 visits each month
- Between 450,000 and 500,000 page views each month
- 53,000 absolute unique visitors each month
- Click-through rates typically range from 0.3%-1%, far outpacing typical Internet-wide metrics and the tech/telecom sector as a whole.
- Average site visit nearly 6 minutes

Sponsorship package

- 728 x 90 leaderboard banner
- 300 x 250 box banner
- Special discount incentive for advertisers who book both spots
- Adverts rotate on minimum 275 pages, including 30 of the top 50 web pages by page impressions. The ads also rotate throughout our Inform news and features site (inform.tmforum.org).
- Max of 5 advertisers per position.

RATE CARD

\$4,950 PER MONTH FLAT RATE

OR CPM PRICING MODEL:

\$110

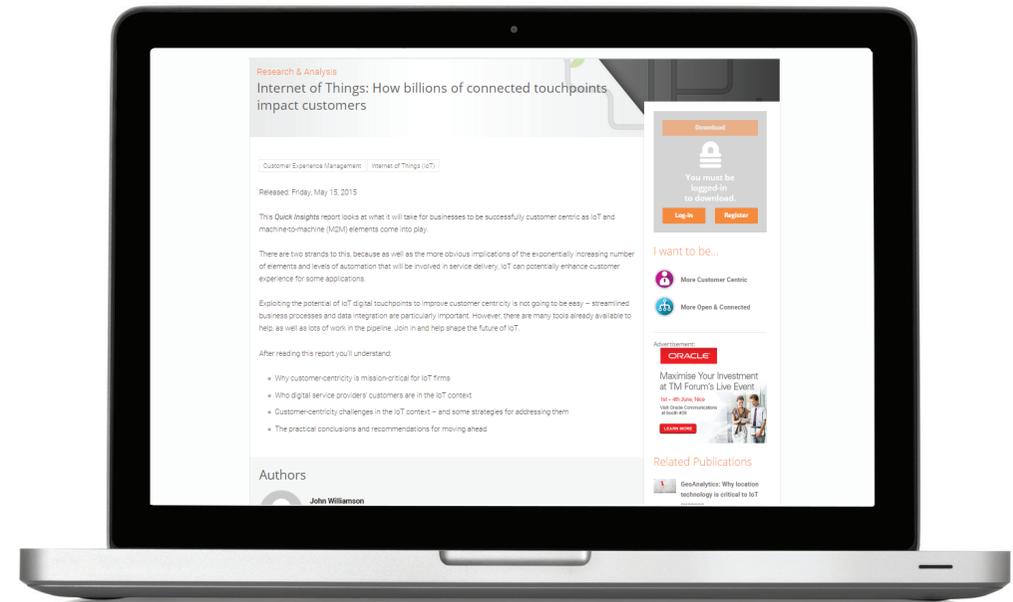
PER 1000 PAGE IMPRESSIONS, BASED ON MINIMUM COMMITMENT TO 40,000 PAGE IMPRESSIONS (**\$4,400**).

E.G.
100,000 PAGE IMPRESSIONS = \$11,000

250,000 PAGE IMPRESSIONS = \$27,500

500,000 PAGE IMPRESSIONS = \$55,000

For further information, including costs for alternative packages, please contact Mark Bradbury at mbradbury@tmforum.org



“TM Forum brought big value to a successful campaign, providing an excellent return on our investment! We really appreciated the TM Forum team’s devotion in going the extra mile to enhance our client’s visibility and achieve their lead generation goals.”

Mikhael Shvartsman / Head of Display & Performance/UM DIGITAL Tel Aviv

Webinars

TM Forum webinars give your company the opportunity to align itself with TM Forum's key strategic initiatives by presenting your case study, customer story or thought leadership piece alongside a renowned subject matter expert. You can reach targeted audiences and generate new leads with our professionally run webinar platform.

Webinars can be based on one of TM Forum's Quick Insights reports (at a reduced rate if both are sponsored together – see Rate Card below), or sponsors may suggest webinar topics that are aligned with TM Forum's strategic programmes. Suggested topic areas are:

- CEM metrics strategy/adoption
- Managing performance in virtualized networks
- Digital (user) experience/touchpoints
- Streaming data analytics
- Analytics around charging & policy control
- Federated policy management
- Defining the value chain/stakeholders
- PLM in an NFV world
- Security/privacy for ODE
- Monetizing digital services
- Omnichannel analytics
- Regulation & big data impact
- Importance of product catalog
- Policy/charging in NFV networks
- Marketing analytics
- Analytics for IoT
- Security in a virtualized world
- Role/impact of open systems/open source

TYPICAL FORMAT

- 1-hour event
- Welcome by TM Forum expert
- 20-minute presentation by TM Forum expert
- 25-minute presentation by sponsor
- Q&A session with the audience, facilitated by TM Forum expert.

Sponsorship package

- Full pre- and post-production support from our Publisher
- Hosting and recording of live event on professional webinar platform
- TM Forum subject matter expert, who will attend a content review call and rehearsal, provide feedback on sponsor presentation and act as chairperson for the live event
- Leads comprising all webinar registrants, attendees and on-demand viewers
- Option to pre-record presentation
- Option to send out survey questions during or after live event
- Option to publish a blog post on our Inform channel
- Option to include relevant blog posts and whitepapers/reports in the audience console.

Marketing and promotion

- Three pre-event HTML emails to webinar subscribers (over 65,000 subscribers) and relevant interest groups
- Inclusion in at least one relevant TM Forum e-newsletter (circulation of over 130,000)
- Social media coverage, including Twitter, Facebook and LinkedIn
- Opportunity for sponsor to suggest segmentation and targeting of specific audiences
- Banner advertisement on TM Forum homepage.

RATE CARD

\$16,950

FOR WEBINAR SPONSORSHIP ONLY

\$38,000

FOR SPONSORSHIP OF WEBINAR + QUICK INSIGHTS REPORT PACKAGE (REPRESENTING A DISCOUNT OF OVER 5% ON SPONSORING THE INDIVIDUAL PRODUCTS).

For further information, including costs for alternative packages, please contact Mark Bradbury at mbradbury@tmforum.org.

Technical specifications for all products

DISPLAY ADVERTISING

	<i>Height</i>	<i>Width</i>
Full page (trim)	275mm	210mm
Full page (bleed)	281mm	216mm

Display adverts must be supplied in one of the following formats:

1. Hi-resolution PDF (PDF/x-1a) to Pass4Press specifications.
2. Mac or PC formatted InDesign CS3 or Quark Xpress files with accompanying fonts and images.
3. Adobe Illustrator files saved as EPS and all text saved as outlines.

All adverts must be supplied with a colour proof.

SPONSORED FEATURES

Please allow approximately 500 words per page. Please take into account any images/diagrams that you also wish to display on the page.

Logos, diagrams, charts and imagery

EPS, TIFF or JPG format at 300 dpi.

WEB ADVERTISING AND NEWSLETTERS

	<i>Dimensions</i>	<i>Format</i>
Web ad leaderboard style	728 x 90 px	.gif or .jpg
Web ad box banner style	300 x 250 px	.gif or .jpg
Newsletter banner style	600 x 90 px	.gif or .jpg

Further information

For further information on all our sponsorship packages, please contact our Content Business Development Director:

Mark Bradbury: mbradbury@tmforum.org

For feedback or comments on editorial, please contact:

Annie Turner, Senior Director, Content: aturner@tmforum.org or

Rob Rich, Managing Director, TM Forum Insights: r-rich@tmforum.org

For feedback and comments on *Inform* and newsletters, please contact

Sarah Wray, Digital Content Manager: swray@tmforum.org

For general feedback and comments on TM Forum publications, please contact

Paul Davis, Content Production Manager: pdavis@tmforum.org