

February 4-5, 2013

Grosvenor House,
Dubai, U.A.E.

tmforum MIDDLE EAST SUMMIT

Transforming your business
with new digital services



- ✓ Two days of thought-leadership & practical advice
- ✓ 35+ speakers including 13+ CxOs and 200 delegates
- ✓ Enhanced networking opportunities
- ✓ Official TM Forum Training and Certification
- ✓ Expo showcasing key suppliers

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tmforum MIDDLE EAST SUMMIT

February 4-5, 2013

Grosvenor House, Dubai,
U.A.E.

- ✓ Two days of thought-leadership & practical advice
 - Discover new opportunities and new markets
 - Understand the evolution of digital services in the Middle East
 - Drive innovative services and creating new revenue streams
 - Embrace technology to optimize customers' experience
 - Achieve internal operational efficiency to minimize revenue leakage
 - Harmonize partnerships
- ✓ Over 35 speakers, 25+ companies and 200 delegates
 - Leading service providers
 - Successful enterprises
 - TM Forum experts
- ✓ Enhanced networking opportunities
- ✓ Official TM Forum Training and Certification
- ✓ Expo showcasing key suppliers

Learn about the new digital services that will impact your business

Understand how to launch successful new digital services

Learn how to improve profitability through customer experience, product bundling and pricing strategies

Develop best practices to help transform your business

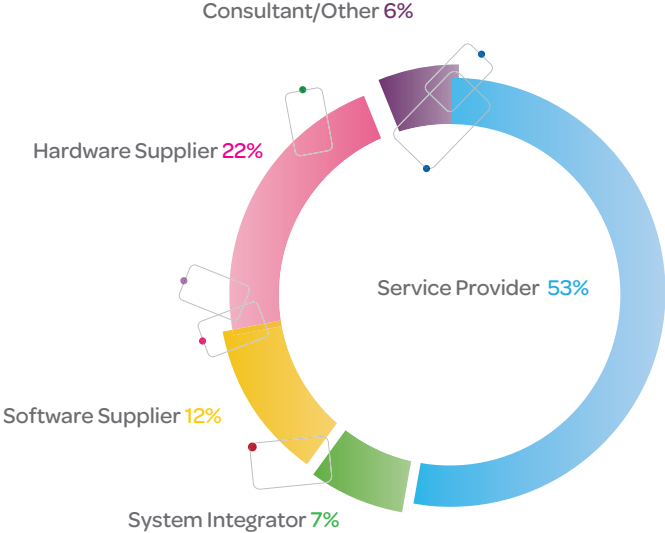
As smartphone and tablet penetration increases in the Middle East, service providers need to improve data-service offerings, a strategy that analysts predict may help counteract falling voice revenue and boost earnings. But what type of innovative new digital services should service providers offer to meet consumer and business demand, what changes must be implemented to ensure a successful launch, and what strategies should be employed to ensure that growth is achieved? Don't miss this one-of-a-kind opportunity to engage with leading communications service providers, market analysts and enterprises from the Middle East and beyond to address these issues, and more.

The action-packed agenda features **35+ industry-leading speakers** across more than **30 interactive sessions, panels, keynotes and more.** By attending, you will:

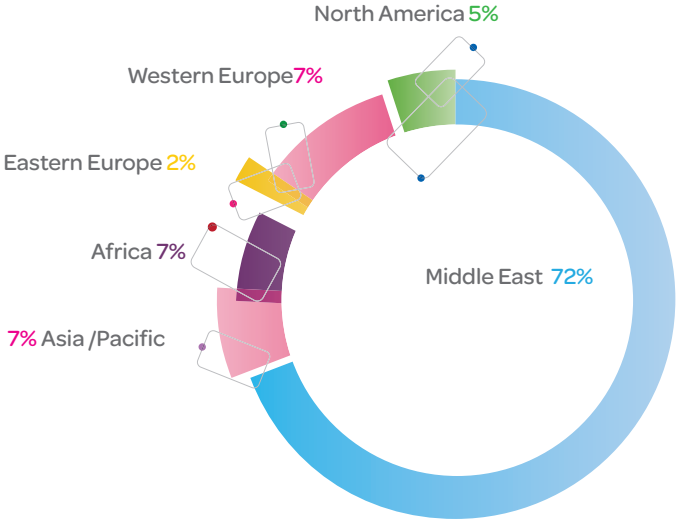
- Get first-hand knowledge from industry leaders and regional experts
- Learn new skills to advance your career, and strategies to grow your business
- Network with your peers
- Develop new partnerships; strengthen existing relationships

WHO WILL YOU MEET?

Attendance by Sector



Attendance by Region



Register and start planning your time at TM Forum's Middle East Summit now!

For a full list of speakers and to view the entire agenda, visit www.tmforum.org/mesummit

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“Excellent Summit! Panel discussions were very informative, covering a wide range of point of views depending on each operator's strategy and vision.”

Karim Saba, Managing Director, ML Consulting

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Summit Day 1, February 4, 2013

8:50 a.m.

Opening remarks by the Chairman

Nik Willetts, Chief Strategy Officer, **TM Forum**

Discovering new opportunities & new markets

9:00 a.m.

Rethinking and reshaping the dynamics of the Middle East's communications industry

- How are digital services presenting opportunities and driving the need for radical change in all aspects of business operations?
- What type of transformation is required for service providers to remain relevant, and how will that transformation impact growth?
- What are the key roles service providers will play in future value chains?
- How can TM Forum's collaborative best practices help service providers benefit and profit from digital services?

Presented by: Martin Creaner, CEO, TM Forum

9:25 a.m.

Addressing the increasing adoption of smartphones and connected devices

- Understanding how to capitalize on the sales of smartphones and connected devices
- Overcoming the threat of applications and high data volumes, and the effects on service providers revenue
- Forecasting new device capabilities and understanding developer strategies

Presented by: Dany Doueik, Chief Commercial Officer, Viva Kuwait

9:50 a.m.

Merger & acquisition strategies to seize opportunities and developing new revenue streams

- Why M&A is important for service providers in the digital economy
- Identifying and driving new opportunities from M&A
- Achieving a sustainable growth to improve service offerings and market reach

Presented by: Daniel Ritz, Group Chief Strategy and M&A Officer, Etisalat

10:15 a.m.

Keynote Presentation

Understanding the operational requirements of transitioning towards becoming a global service provider

- Matching strategic plans with operational plans: Getting the operations team involved at the early stages of expansion planning
- What are the operational requirements to deliver global services and how will this impact cost?
- Partnerships to deliver seamless international services

Presented by: Saiful Alam, Group Chief Commercial Officer, Expresso Telecom Group

10:40 a.m.

Speed Networking Session

10:50 a.m.

Morning Refreshments & Networking Break

The Evolution of Digital Services in the Middle East

11:30 a.m.

Exclusive interview: Attracting partners for new products and services to expand market reach

- Driving innovation of new products and services through partnerships.
- Strategies to strengthen partnerships and enable efficient product/service delivery.
- Product development with partners: Who owns the product?
- Educating new partners about the outcomes and benefits of working together

**Presenter: Hisham Siblini, CTO, Wataniya Telecom Kuwait
Provoker/ Interviewer: Tony Poulos, Market Strategist, TM Forum**

11:55 a.m.

CXO Panel Discussion: Identifying the challenges of deploying new digital services

- How has the environmental shift towards digital services affected your operations?
- What are some of the challenges of providing new digital services?
- Comparing the risks and rewards of investments to provide digital services
- Anticipating the future hidden challenges

Panel Moderator: Martin Creaner, CEO, TM Forum

Panelists: Nanda Kumar, Founder and Chief Executive Officer, SunTec Business Solutions

**Ashraf Shokry, Chief Information Officer, Ajman Bank
Farrukh Ahmad, Chief Technology Security Officer, Vodafone Qatar**

Sheikh Abdulla Al Rawahy, Chief Strategy Officer, Nawras



12:20 p.m.

Case Study: Building a robust business development strategy in the digital services world

- Practical deployments to drive usage growth of digital services
- Increasing subscriptions through innovative bundling and price plans
- Using TM Forum's Information Framework (SID) to build and sustain a relevant business development strategy
- Aligning digital services business development strategies with the business objectives

Presented by: Hashem Sharrab, Director of IT Customer Support Systems, Mobily

12:45 p.m.

Overcoming the complexities and seizing advantages in eHealth

- How partnership with service providers can transform healthcare services
- How to develop a structured process to ensure efficiency in delivering eHealth services with government bodies
- How to ensure quality-of-care for patients and efficiency for healthcare providers with eHealth services

Presented by: Dr. Oliver Harrison, Director of Strategy, Health Authority of Abu Dhabi

1:10pm

Lunch & Networking Break

Driving innovative services and creating new revenue streams

Chairman: Tony Poulos, Market Strategist, TM Forum

2:30 p.m.

Bridging the gap between service innovation and business transformation

- Identifying the new value-chains and the role of service providers in the Middle East
- Driving innovation through the use of the latest technology
- Aligning innovation with your business strategy
- Exploring new ways of generating and harnessing breakthrough ideas from both inside and outside the organization
- Forming partnerships to further enhanced innovation in product and service creation

Presented by: Amr Hamad AlSaid, Director Value Added Services, Zain KSA

2.55 p.m.

The fibre revolution: Unwrapping new digital services through successful and rapid deployment of FTTx

- Understanding the fibre revolution as an opportunity for new revenue streams
- Are digital services making the connected home more of a possibility?
- Exploring the digital services FTTx enables in the Middle East

Presented by: Edwin Grummitt, Partner, Analysys Mason

3:20 p.m.

Understanding the disruptive impact OTT players have on service providers' business models

- Analysing OTT players role: Are they a threat to service providers or do they offer new opportunities?
- Comparing partnerships to competition with OTT players: What makes a better business model for service providers?
- Transforming business models to adapt to new digital services

Presented by: Avinash Mathur, Director, IPTV and OTT, Commercial, ETIC Du

3:45 p.m.

Discovering why providing cloud in the Middle East makes sense

- Who are the key successful players today?
- What are the operational and business challenges of providing your own cloud services?
- Who is your competition?
- De Jure versus de facto cloud computing
- What is the best way to benefit from cloud computing for our customers?

Presented by: Jamal Al Mutawa, Convergent Technologies Director, Zain Group

4:15 p.m.

Afternoon Refreshments & Networking Break

4:40 p.m.

Increasing customers adoption and usability rate of mobile commerce

- Analyzing sales of NFC (Near Field Communications) mobile devices in the region to predict the take up rate of mCommerce services
- Partnerships and the ecosystem of successful mCommerce deployments
- Implementing and ensuring secure payment systems

Presented by: Ahyan Keskin, Head of VAS Portal & Data Services Operation, Turkcell

5:05 p.m.

New Revenue Stream Opportunity: Location based service for fixed line operators

- Understanding your customers' growing need for speed and accessibility
- Developing new services and enabling automation without operator intervention
- Re-engineering the business model to maximise partnership opportunities
- Integrating partners into your system

Presenters: Murat Altiparmak, Manager, Access Directorate, Inventory Management Systems, Turk Telekom Murat Hanceroglu, Access Network Inventory Specialist, Turk Telekom

5:30 p.m.

Chair's closing remarks and end of summit day one

Summit Day 2, February 5, 2013

08:50 a.m.

**Welcome back remarks by Chairman
Nik Willetts, Chief Strategy Officer, TM Forum**

Embracing technology to optimize customers' experience

9:00 a.m.

Achieving strategic growth through new technologies and ideas

- Mapping out your strategic growth
- Effectively utilizing and transforming IT to improve the business operations and customer experience
- Comparing the need vs. want for IT investment
- Assessing how new technology can develop new ideas to support your strategic business growth

**Presented by Ashraf Shokry, Chief Information Officer,
Ajman Bank**

9:25 a.m.

Leveraging eTOM to successfully launch new global products

- Conducting gap analysis with eTOM to reorganize and enhance IT systems and processes
- Deciding on priority and process roadmaps to support new product launch
- Challenges encountered prior to product launch
- Results achieved at product launch through incorporating eTOM in the project

**Presenters: Rishi Mehta, General Manager and Head,
Service Excellence TCTS, Tata Communications
Sheikh Abdulla Al Rawahy, Chief Strategy Officer, Nawras**

9:50 a.m.

Panel Discussion: Myth or Truth: The Customer is King to Achieving Business Growth

- Is the customer always right?
- How to achieve revenue growth in volatile economies with a customer centric culture
- How can you monitor customer behaviors?
- What types of new product management and customer loyalty strategies ensure business growth?

**Panel Moderator: Tony Poulos, Market Strategist,
TM Forum**

**Panelists: Mounir Ladki, Chief Technology Officer, Mycom
David Campbell, Chief Corporate Services Officer, Qatar
National Broadband Network**

10:15 a.m.

Case study: Enhancing customer experience via mobile apps, live web chats and social media

- Exploring live web chats and applications as a communication channel to customers
- Realizing the benefits of using new communication channels to engage customers
- Monitoring results of using new communication channels affecting customer experience and loyalty

**Presented by: Nourhan N. Beyrouti,
Head of Branding and Innovation, Nawras**

10:35 a.m.

Morning Refreshments & Networking Break

11:30 a.m.

Effective mobile branding and marketing strategy via Facebook

- Understanding the importance to reach customers on mobile
- Studying mobile usage to improve market targeting strategies
- Combining Facebook's data to penetrate the market more efficiently

Presenter: Scott Hicks, Client Partner, Facebook

11.55a.m.

An innovative framework for optimizing customer experience

- Increasing awareness of user perceptions in service quality standards
- Enhancing service quality through an innovative approach
- Implementing a framework to complement existing service assurance methods

**Presented by: Ali Mughrabi, Regional Service
Development Manager, Huawei**

12.20 p.m.

Turning data into revenue: Building a profitable roadmap with big data

- Turning data into actionable insights and generating revenues
- Improve ROI with big data in marketing campaigns
- Targeting high end customers to reap higher profits

**Presented by: Akvile Pareigyte, Director of Digital
Marketing, Digital Marketing Institute**

12.45 p.m.

Optimizing Customer Experience through Mobile Big Data Analytics

- Brainstorming the idea and engaging in a pilot of the unique approach using Big Data Analytics
- Overcoming common challenges of utilizing Big Data
- Achieving highly successful results and a visible impact to the bottom-line business within a very short period of time

**Presenters: Amit Ray, Associate Director,
Protiviti Member Firm (Middle East Region)
Yahya Elemam, Manager, Revenue Assurance and Fraud
Management, Zain Group**

1:10 p.m.

Lunch & Networking Break

Achieving internal operational efficiency to minimize revenue leakage

Chairman: Tony Poulos, Market Strategist, **TM Forum**

2:30 p.m.

Case Study: Enterprise-wide fraud management: Developing a systematic on-line monitoring platform for assurance

- Developing a Fraud Management System combined with a comprehensive set of on-line (SOA based) and off-line (ETL) interfaces to assure timely and accurate data feed for deep dive quantification and analysis of all relevant enterprise data
- Emphasizing crucial synergy achieved between adoption of sophisticated IT technologies and understanding business targets combined with TM Framework
- Results gained: Credible and accurate alarms in financial reports to significantly reduce fraud in a short period of time
- Understanding the necessity of further industry consolidation and support through actions and guidelines within the area of controlling and enterprise-wide protection
- Measuring the time needed to attain the different business processes, data flows and involved systems interaction, and their dependency specifics understanding
- Management of systematic data collection from all relevant systems across the business

Presenters: Huseyin Ozgur Bayraktar, CIO, **Turk Telekom**
Sabina Selvic Orucevic, Executive Vice President, **ZIRA Ltd**

2:55 p.m.

Case study: Meeting customers' demands and seizing opportunities of providing mobile broadband in the Maldives

- How mobile broadband began and grew in the Maldives
- Challenges of rolling out infrastructure over 800 kilometers in the Indian Ocean where 99% of the geographical area is sea
- Costs and operations carried out to meet customers' demands
- Successful results of providing mobile broadband

Presented by: Ibrahim Saeed, Head of Performance Management, **Wataniya Telecom Madlives**

3:20 p.m.

Case Study: Using eTom and other TM Forum Best Practices in Internal Audit

- Using TMForum's best practices to help in planning and conducting audits
- eTOM provides a basis for assessing the sufficiency and adequacy of business processes
- Business metrics provide a basis for establishing KPIs
- The Revenue Assurance Maturity model helps assess and benchmark the revenue assurance activity

Presented by: Azhar Ziaur Rehman, Director, Group IT, **Etisalat**
Jawed Muhammad Siddiq, Acting VP, Group Internal Audit, **Etisalat**

3:45 p.m.

Afternoon Refreshments & Networking Break

Harmonizing partnerships

4:15 p.m.

Enabling successful partnerships to drive new products and services innovation

- Reviewing the current VAS (Value Added Services) Products/Services eco-system in the Middle East
- Understanding mobile data and VAS services and its usage
- Current challenges of service providers and application providers
- Mobile VAS projections and analysts reports
- Developing new strategies for service providers and app providers to work together
- Better User experience for VAS consumers
- Optimization of pricing for VAS services with effective business models

Presenter: Abhijeet Mitra, Lead Architect/ Consultant, **Wipro**

4:40 p.m.

Case Study: Top tips for managing QoS (Quality of Service) when outsourcing

- Establishing KPIs to ensure expected quality of services are delivered
- Develop and maintain good working partnerships to obtain control and ensure consistent performance of service delivery
- Sharing benefits and risks to enable transparency in working together

Presented by: Vivek Srivastava, Manager, Business Solutions, **Du**

5:10 p.m.

Chair's closing remarks and end of Summit

“Great place to get to understand some of the unique challenges faced by CSP's in the region.”

Paul Morrissey, VP Strategic Accounts, **Ventraq**

“TM Forum's Middle East Summit was excellent experience sharing and a place to exchange ideas and best business practices within the partner and competition network.”

Ahmad Jumaa, Director of IT Operations and Infrastructure, **Qatar Telecom**

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About TM Forum

TM Forum is a global, non-profit industry association focused on enabling service provider agility and innovation. As an established thought-leader in service creation, management and delivery, the Forum serves as a unifying force across industries, enabling more than 900 member companies to solve critical business issues through access to a wealth of knowledge, intellectual capital and standards.

The Forum provides a unique, fair and safe environment for the entire value-chain to collaborate and overcome the barriers to a vibrant, open digital 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 tmforum.org.

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