



User Conference 2013

Connect. Communicate. Collaborate.



October 23rd - 24th, 2013
Dublin, Ireland

"The Subex User conference theme of Connect, Communicate & Collaborate is very relevant and appropriate for the RA & FM areas"

Anthony Carter

Group Chief Procurement Officer at Econet Wireless International

subex

User Conference 2012

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Connect. Communicate. Collaborate

Subex User Conference 2013

The Subex User Conference is a perfect platform for customers, partners and industry experts to meet in person and exchange thoughts on the industry direction. The user conference provides an excellent opportunity to learn from peer experiences, challenge Subexians with industry problems that influence product roadmaps, collectively brainstorm on improving operations and share unbiased opinions on product performance. We look forward to welcoming you and hosting you at Dublin.



"An excellent opportunity to meet peers and Subex staff, as well as get an insight into where the industry is moving"

Straus Dias,

Senior Manager, Revenue Assurance, Ooredoo



WHAT'S NEW IN 2013?

Hot topics, fresh formats and more “aha” moments

Based on feedback from attendees, industry input and customer engagements this year's program features:

- 17 presentations and operator case studies
- Industry forum and media speakers
- Workshops and User Roundtables
- Product Demo Stations
- Day concludes with Industry networking reception

This year, the Network Analytics panel discussion focuses on how CFOs and CTOs across the telecoms industry can capitalize on Asset Assurance that brings visibility to both finance and network operations and provides an insight into their network capex and procurement strategies. While being provocative, it also strives to deliver relevant and pragmatic insights and best practices on how these trends can come together and be applied to create significant opportunities.

ABOUT THE LOCATION

Crowne Plaza, Blanchardstown - Dublin
Blanchardstown, Dublin 15, Ireland
Phone: +353 1 897 7777
Website: www.cpireland.crowneplaza.com



"A good opportunity to share experiences and understand other RA & Risk concerns."

Paul Fedarb

Head of UK GTM Billing Operations, British Telecom



KEYNOTE SPEAKER

Dr Peter Cochrane

Co-Founder, Cochrane Associates & ex- CTO British Telecom

Dr. Cochrane is an internationally sought after guru who invests his time and money as an agent of change. Renowned for his out of the box thinking, he is an advisor and consultant to companies and governments, the author of blogs, articles and books on technology, business and managing rapid change.

With over 40 years of technology and operational experience, Peter has been involved in the creation and transformation of corporations. His BT career saw him progress to CTO with teams engaged in optical fiber, fixed and mobile networks, artificial life and healthcare, through to war gaming, eCommerce, and business modeling.



Peter has also spent time as an educator and was appointed Professor for the Public Understanding of Science & Technology @ Bristol (1998). He received the Queen's Award for Innovation & Export (1990), numerous Honorary Doctorates and was awarded an OBE (1999) for his contribution to international communications.

Who should attend?

- CFOs, CTOs, CIOs
- Functional and Domain Leaders: Revenue Assurance, Fraud Management, Credit Risk Management, Security Management, Interconnect and Inter-Party Billing, Partner Settlement, Best Cost Routing, Cost Management, Network related profiles
- Operations Staff

Why should you attend?

- Learn about the latest industry trends influencing the direction of Subex solutions
- Know how to get the maximum return on investment from your Subex solutions
- View demos of our latest products and newer versions
- Understand and influence Subex product roadmaps
- Network with your industry peers and see for yourself how they are using the same Subex products
- Connect with Subex subject matter and domain experts, and the executive leadership and share your feedback on product usage
- And of course, have fun!

"The rountable and small forums gave best payoff in interatcion and exchange of knowledge"

Per Brännström

Manager of Business Analysis at TeliaSonera International Carrier

CHAIRMAN OF THE EVENT



Eric Priezkalns
Blogger, TalkRA.com

Eric Priezkalns is the co-founder of talkRA. He is a widely recognized expert on risk management and business assurance for communications providers. After a successful full-time career, Eric now splits his time between occasional consulting projects for trusted customers, and his many other passions. Eric was Director of Risk Management for Qatar Telecom and he has also worked as an employee and/or consultant to Cable & Wireless Group, T-Mobile UK, BSKyB, Worldcom UK, and Nawras, as well as advising various software developers and system integrators.

INDEPENDENT SPEAKERS

Tony Poulos

Market Strategist at TM Forum & Managing Editor at Juliet International

Tony Poulos has been involved with software development and systems integration in travel and telecommunications for over 20 years. He was involved in the development of convergent billing system in the early nineties in Australia and from there he worked in a business development role with Unisys' Telecommunications Practice in Europe. He was co-founder of Copernicus Global Billing Services, a London based, web-enabled, managed service provider for outsourced billing and payments collection. He established RA vendor, Connexn Technologies, Inc. in Asia in 2004 and then worked for a time with Lavastorm, another leading revenue assurance vendor.



Alex Leslie

Freelance Writer & Publisher BillingViews

Alex was Founder and CEO of the Global Billing Association (GBA), a trade body focused on the communications sector. During the 10 years of the GBA as an independent association he guided it through times of enormous change, challenge and opportunity for the communications industry. He has actively provided a focus on the changing business models facing the industry, delivering thought leadership, insight and direction. He is a sought after speaker and chairman at leading industry conferences, and is widely published in communications magazines around the world. Until it closed, he was Contributing Editor, OSS/BSS for Connected Planet.

"The theme of Connect, Collaborate & Communication provides a platform for sharing of ideas on best practices to increase ROI for operators"

Nick Mogopa,
Traffic Analyst, Botswana Telecommunications

2013'S CUSTOMER SPEAKERS



Yusuf Olanrewaju

Head, Revenue Assurance & Fraud Management



Richa Panicker

Director Revenue Assurance



Yuvashni Danilala

Group Head of Revenue Assurance and Fraud Management



Araceli Hernandez

Movistar Mexico



Ahsan Khan

Supervisor - Revenue Assurance & Fraud Management System



Petros Pantzaris

Information Security Officer



Guillermo Prieto Garcia

Fraud Consultant



Anthony Carter

International Group Chief Procurement Officer



Rajeev Dave

Associate Director - Finance Reporting & Analytics



Imran Zaheer

Executive Manager RAFM Systems



Pedro Bravo

RA & Fraud Manager

2013'S SUBEX SPEAKERS



Surjeet Singh

Managing Director & CEO



John Richardson

Product Manager for Fraud & Credit Risk Products



John Brooks

Vice President Product Management



Martin Bedford

Head of Billing Practice EMEA



Alan Forbes

Head of Business & Solutions Consulting



Max Rostron

Managed Services Director



Andy Guest

Project Manager



Rohit Maheshwari

Head of Business and Solutions Consulting



AGENDA

Day 0: Tuesday, October 22nd, 2013

Time	Description
03:00 PM to 06:00 PM	Prescheduled meetings
07:00PM to 08:00 PM	Cocktail Reception

Day 1: Wednesday, October 23rd 2013

Time	Description
08:30 AM to 09:00 AM	Registration
09:00 AM to 09:05 AM	Welcome note
09:05 AM to 09:30 AM	Ice-breaker Session
09:30 AM to 10:15 AM	Key Note Session by Dr. Peter Cochrane (ex CTO BT) • Key drivers in the current market place • Group Influence and reporting • Revenue Management • Exec view of Fraud Mgt and Revenue Assurance needs
10:15 AM to 10:45 AM	Global market trends - where customers are focussing spend and investment - by Tony Poulos, Market Strategist at TeleManagement Forum
10:45 AM to 11:15 AM	Refreshments & Networking Opportunities/Demo Station of AA, RA, FM & PS
11:15 AM to 12:00 PM	Round Table Discussion - on Increasing Need for Analytics in BSS Moderator - John Brooks, Subex
12:00 PM to 12:30 PM	Case Study on operational excellence in Managed Services by Max Rostron, Subex
12:30 PM to 01:00 PM	Media Perspective by Alex Leslie, Billing Views
01:00 PM to 02:00 PM	Lunch & Networking Opportunities
02:00 PM to 02:45 PM	Panel discussion on Network Analytics Moderator- Eric Priezkalns, Talk RA . Panelists - Steve Cotton, TM Forum, James Lester, Telstra and John Brooks, Subex
02:45 PM to 03:15 PM	ROC RA 5 Consolidation - Rajeev Dave, Verizon
03:15 PM to 03:25 PM	Group photo session
03:25 pm to 04:30 pm	No Country for Fraud Analysts - Session by Rohit Maheshwari, Subex
04:30 PM to 04:45 PM	Subex company update - Surjeet Singh, Subex
04:45 PM to 05:00 PM	Refreshments & Networking Opportunities
05:00 PM to 08:00 PM	City tour – Treasure Hunt
08:30 PM to 11:00 PM	Gala Dinner & Entertainment

Day 2: Thursday, October 24th 2013

	Track 1 Revenue Assurance	Track 2 Fraud Management	Track 3 Partner Settlement
09:00 AM to 10:00 AM	Roadmap Session Debate and suggest enhancements	Roadmap Session Debate and suggest enhancements	9:00 am - 9:30 am Case Study - Content Partner Settlement System by Shankar Roddam, Subex
10:00 AM to 10:35 AM	'Cutting Edge' workshop on Enterprise Risk Management - by Eric Priezkalns, TalkRA	Media Perspectives - Alex Leslie, Billing Views	9:30 am – 10:30am Roadmap / Workshop Debate and suggest enhancements
10:35 AM to 11:05 AM	Refreshments & Networking Opportunities/Demo Station		
11:05 AM to 11:35 AM	Applying Big Data Analytics with Revenue assurance for a better Customer Experience Management - by Pedro Bravo, Zon Optimus	Takeaways from ROC Fraud Management Implementation - by Araceli Hernandez & Guillermo Prieto Garcia, Movistar Mexico & Telefonica	Profit Protection presentation by Alan Forbes, Subex
11:35 AM to 12:25 PM	Session on Rating and Billing Assurance - by John Brooks & Andy Guest, Subex	Measuring The Performance Of The Revenue Assurance And Fraud Management Function - by Yuvashni Danilala, Globacom Limited	Wholesale Systems for Advanced Services survey results 2013 - by Alan Forbes & Martin Bedford, Subex
12:25 PM to 1:00 PM	Global trends and challenges in Revenue Assurance - by Olanrewaju Yusuf, Etisalat Nigeria	Large scale FMS implementation in the Middle East - by Imran Zaheer, Mobily	
1:00 PM to 02:15 PM	Lunch & Networking Opportunities/Demo Station of AA, RA, FM & PS		
2:15 PM to 2:45 PM	Rating and Billing: Smarter Practices to Address Growing Complexity - Richa Panicker, Du	ROC Fraud Management Implementation - by Petros Pantzaris, Cyta	
2:45 PM to 03:15 PM	Revenue Assurance System Coverage & Some Critical Features - by Ahsan Khan, Mobily	Dealing with the cirsis of Expectation - by Anthony Carter, Econet Wireless	
03:15 PM to 04:00 PM	Revenue Assurance: A Wholesale Perspective - by Alan Forbes & Andy Guest, Subex	Credit Risk Management Session - by Rohit Maheshwari, Subex	
04:00 PM to 04:15 PM	Concluding remarks & Vote of thanks (Assemble back in Main Room Heather A)		
04:15 PM to 04:45 PM	Refreshments & Networking Opportunities		
04:15 PM to 07:00 PM	Pre-scheduled meetings with customers and prospects		

ABOUT SUBEX

Subex Limited is a leading global provider of Business Support Systems (BSS) that empowers communications service providers (CSPs) to achieve competitive advantage through Business Optimisation - thereby enabling them to improve their operational efficiency to deliver enhanced service experiences to subscribers.

The company pioneered the concept of a Revenue Operations Centre (ROC®) – a centralized approach that sustains profitable growth and financial health through coordinated operational control. Subex's product portfolio powers the ROC and its best-in-class solutions such as revenue assurance, fraud management, asset assurance, capacity management, data integrity management, credit risk management, cost management, route optimization and partner settlement.

Subex also offers a scalable Managed Services program and has been the market leader in Revenue Assurance and Fraud Management for 2 years in a row according to Gartner (2010 & 2011). Subex has also been enjoying market leadership in Business Optimisation for five consecutive years according to Analysys Mason (2007, 2008, 2009, 2010 & 2011). Business Optimisation includes fraud, revenue assurance, analytics, cost management and credit risk management. Subex has been awarded the Global Telecoms Business Innovation Award for 2012 along with Idea Cellular and 2011 along with Swisscom for fraud management. Subex has also been awarded the Global Market Share Leader in Financial Assurance 2012 by Frost & Sullivan.

Subex's customers include 29 of top 50 operators* and 33 of the world's 50 biggest# telecommunications service providers worldwide. The company has more than 300 installations across 70 countries.

*Total Telecom Top 500 Telecom Brands, 2013

#Forbes' Global 2000 list, 2013



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