



5th - 6th NOVEMBER 2014
ISTANBUL



"Excellent, well organised conference. Keep it up"
Munyaradzi Hove
Econet Wireless, Zimbabwe



"Very well managed event. Kudos! to the whole team. Overall had a very enriching experience and would look forward to attending more sessions in future"

*Richa Panicker
Du Telecom*



QUICK FACTS FROM 2013



Keynote by Dr. Peter Cockrane Ex CTO - British Telecom



Tony Poulos from TM Forum discussing market trends



Eric from Talk RA, Steve Cotton from TM Forum with James Lester CTO - Telstra Global



Media Perspective by Alex Leslie - Billing Views



Gala Dinner & Entertainment



Exploring the city with Fun Treasure Hunt

43 Operators • 11 Customer Case studies • Interactive Workshops • Debatable Roundtables
• Demo Stations • Gala dinner & Entertainment and more...
Last year was great fun!!!

Subex is all set to host you this year at the city with its natural beauty – Istanbul, Turkey.

WHAT'S NEW IN 2014?

Every year, we try to bring our delegates something fresh and exciting, and this year is no different. Take a look at the new things we have in store for 2014:

- Discussion on Hot Topics
- Focus group discussion
- Workshops & Roundtables
- Listen to Industry speakers and Analysts about Market Trends and challenges.
- Explore Istanbul - City of natural Beauty!

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!



About the Location

Istanbul is truly a world city, a city which everyone should visit at least once in their lifetime. It is an enchanting blend of Eastern and Western culture, a vibrant, modern city, with a unique identity. Its rich past coexists alongside its youthful exuberance. Although no longer the capital of Turkey, Istanbul still remains the country's cultural and business centre.

Subex cordially invites you to experience Istanbul - City of heritage

CHAIRMAN OF THE EVENT



Eric Priezkalns
Co-founder - 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.

2014 KEYNOTE SPEAKERS

Gerd Leonhard
Futurist, Author, Keynote Speaker, Think-Tank Leader & Strategist

Gerd Leonhard is a well-known Futurist and Author of 5 books, a highly influential Keynote Speaker, Think-Tank Leader & Advisor, and – since late 2011 - the Founder of GreenFuturists.com.

Gerd is considered a leading expert on topics such as the future of humanity, big data and privacy, digitally native business models, the networked society, a sustainable business ecology, social media, social business and So-Lo-Mo communications, TV & Radio futures, mobile strategies, innovation, leadership and entrepreneurship, consumer trends, UGC and peer production, copyright and IPR issues, next-generation advertising, marketing and branding, and more recently the development of 'green futures' scenarios. In 2006, The Wall Street Journal called Gerd 'one of the leading Media Futurists in the World'.



Michael Rimkus
Vice President, Internal Audit & Risk Management at
T-Mobile US, Inc.

A results-oriented leader with over 25 years of experience and responsibility in accounting, consulting, internal audit, and risk management. He currently leads the Risk Management group, which includes Internal Audit, Retail Audit, SOX 302 & 404 Compliance, Enterprise Risk Management, Revenue Assurance, Business Continuity/Crisis Management, Safety, and Corporate Security.

INDEPENDENT SPEAKERS

David Huras

President - CFCA and Manager Toll Fraud and Voice Operations - MTS Allstream

Dave Huras is a 20 year veteran in Telecom with over 18 of those years in the Fraud Department. He is currently the manager of the Toll Fraud group at MTS Allstream overseeing all aspects of Fraud Detection, monitoring and mitigation. Recently he oversaw various projects that resulted in a 95% reduction in fraud losses. Dave is the current President of the CFCA (Communications Fraud Control Association) and holds the CCSP (Certified Communications Security Professional) designation.



Alex Leslie

Publisher & Editor - 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

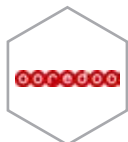
2014 CUSTOMER SPEAKERS



Wei Hong Li
Head of IT Planning and Governance



Deepak Sarna
Advisor - Revenue Management & Assurance



Lassaad Mazouz
Revenue Assurance Manager



Salim Azedine
Director Business Services



Boitumelo Gabaake-Kauta
Head of Revenue Assurance & Fraud Management



Michael Rimkus
Vice President, Internal Audit & Risk Management



Amit Agrawal
Group Director - Revenue Assurance & Fraud Management



Reto Meier
Head of Fraud Management



Roberto Morales
Fraud Implementation Manager



Pedro Bravo
Revenue Assurance & Fraud Manager



Andre Spantel
Group Fraud Manager



Sanjay Batham
General Manager - Lead design and Implementation



Andreas Manolis
Group Head of Strategy & Risk

2014 SUBEX SPEAKERS



Surjeet Singh
Managing Director & CEO



Vinod Kumar
Chief Operating Officer



Ashwin Chalapathy
Global Head - Portfolio Management, Managed Services & Consulting



John Brooks
Vice President Product Management



Rohit Maheshwari
Head of Business and Solutions Consulting



Martin Bedford
Head of Billing Practice EMEA



Ashwin Menon
Principal Consultant - Business & Solutions Consulting



Hari Kumar V
Director - Platforms & Architecture





AGENDA

Day 0: Tuesday, 4 November, 2014

Description	
03:00 PM to 06:00 PM	Prescheduled meetings /interviews between customers and Subex executives
07:00PM to 09:00 PM	Cocktail Reception at Horizon Room - Renaissance Istanbul Bosphorus Hotel

Day 1: Wednesday, 5 November, 2014

Description	
08:30 AM to 09:00 AM	Registration
09:00 AM to 09:15 AM	Welcome note by Chairman of the event - Eric Priezkalns, Co-founder at TalkRA
09:15 AM to 10:10 AM	Keynote Session by Gerd Leonhard - Futurist and CEO at The Futures Agency
10:10 AM to 10:45 AM	Key Note Session by Michael Rimkus, Vice President - Internal Audit & Risk Management at T-Mobile US
10:45 AM to 11:00 AM	Ice Breaker
11:00 AM to 11:30 AM	Refreshments & Networking Opportunities/Demo Stations
11:30 AM to 12:00 PM	Media Session - a look at some industry trends by Alex Leslie, Editor at Billing Views
12:00 PM to 12:30 PM	Relevance of Asset Assurance for Capex Optimization ; industry survey inference and solution relevance across functions within telcos by Ashwin Chalapathy & John Brooks – Subex
12:30 PM to 12:45 PM	Subex Company Update by Surjeet Singh, MD & CEO at Subex
12:45 PM to 1:00 PM	Group Photo Session
1:00 PM to 2:00 PM	Lunch & Networking Opportunities
2:00 PM to 2:45 PM	Panel Discussion on Future Readiness to Tackle RA & FM Issues Panelists: Pedro Bravo, Revenue Assurance & Fraud Manager at NOS, Andre Spantell, Group Fraud Manager at TeliaSonera and John Brooks, VP Product Management at Subex Moderated by Andreas Manolis, Group Head of Strategy & Risk at British Telecom
2:45 PM to 3:15 PM	Q&A on Etisalat Group's journey towards RA & FM excellence with Amit Agrawal, Group Director - Revenue Assurance & Fraud Management at Etisalat and Eric Priezkalns, Co-founder at TalkRA
3:15 PM to 3:45 PM	Fraud trends and Insights into CFCA Fraud Loss Survey by Dave Huras, President at CFCA
3:45 PM to 4:30 PM	Workshop on Social Network Analysis by Rohit Maheshwari - Subex
4:30 PM to 5:00 PM	Refreshments & Networking Opportunities
5:00 PM to 7:00 PM	City tour
7:00 PM to 11:00 PM	Gala dinner & entertainment

AGENDA

Day 2: Thursday, 6 November 2014

Time	Track 1 Revenue Assurance
9:00 AM - 9:30 AM	Next Generation RA in 4G environment by Sanjay Batham, General Manager - Lead design and Implementation at Reliance Jio Infocomm
9:30 AM - 10:00 AM	Transformation Project at Telstra Global by Wei Hong Li, Head of IT Planning and Governance at Telstra
10:00 AM - 10:30 AM	Operational challenges faced by Telcos by Krishan Dhall, Practice Head OSS at Wipro
10:30 AM - 11:00 AM	Architecture of ROC Platform by Hari Kumar – Subex
11:00 AM - 11:30 AM	Refreshments & Networking Opportunity/Demo Station
11:30 AM - 12:00 PM	Future of Integrated RA & FM by Lassaad Mazouz, Revenue Assurance Manager at Ooredoo
12:00 PM - 12:30 PM	Presentation on Managed Services by Salim Azedine, Director Business Services at Prestige Telecom
12:30 PM - 1:15 PM	RA & FM Scenario Based Workshop by Rohit Maheshwari & Ashwin Menon - Subex
1:15 PM - 2:00 PM	Lunch & Networking Opportunities/Demo Stations
2:00 PM - 2:30 PM	ROC Revenue Assurance Success Story at BTC by Boitumelo Gabaake-Kauta, Head of Revenue Assurance & Fraud Management at BTC Botswana
2:30 PM - 03:00 PM	Case study Presentation - Pedro Bravo, Revenue Assurance & Fraud Manager at NOS
3:00 PM - 03:45 PM	ROC RA Roadmap Presentation by Ashwin Chalapathy & Ashwin Menon - Subex
3:45 PM - 4:15 PM	Refreshments & Networking Opportunity/Demo Stations
4:15 PM - 4:45 PM	Revenue Assurance and FMS opportunities during modernization by Deepak Sarna, Advisor - Revenue Management & Assurance at Indosat
4:45 PM - 5:00 PM	Concluding remarks & Vote of thanks (Assemble back in Main Room)
05:00 PM onwards	Pre Set Meetings

Time	Track 2 Fraud Management
9:00 AM - 9:30 AM	Next Generation RA in 4G environment by Sanjay Batham, General Manager - Lead design and Implementation at Reliance Jio Infocomm
9:30 AM - 10:00 AM	Transformation Project at Telstra Global by Wei Hong Li, Head of IT Planning and Governance at Telstra
10:00 AM - 10:30 AM	Operational challenges faced by Telcos by Krishan Dhall, Practice Head OSS at Wipro
10:30 AM - 11:00 AM	Architecture of ROC Platform by Hari Kumar - Subex
11:00 AM - 11:30 AM	Refreshments & Networking Opportunity/Demo Station
11:30 AM - 12:00 PM	Future of Integrated RA & FM by Lassaad Mazouz, Revenue Assurance Manager at Ooredoo
12:00 PM - 12:30 PM	Presentation on Managed Services by Salim Azedine, Director Business Services at Prestige Telecom
12:30 PM - 1:15 PM	RA & FM Scenario Based Workshop by Rohit Maheshwari & Ashwin Menon - Subex
1:15 PM - 2:00 PM	Lunch & Networking Opportunities/Demo Stations
2:00 PM - 2:30 PM	Fraud Implementation for Wireless & Wireline by Roberto Morales, Fraud Implementation Manager at Telefonica Chile
2:30 PM - 3:00 PM	Multi Country Fraud Implementation by Andre Spantell, Group Fraud Manager at TeliaSonera
3:00 PM - 3:45 PM	ROC FM Roadmap Presentation by John Brooks & Rohit Maheshwari - Subex
3:45 PM - 4:15 PM	Refreshments & Networking Opportunity/Demo Stations
4:15 PM - 4:45 PM	Upgrade Project to ROC Fraud Management v8.0 by Reto Meier, Head of Fraud Management at Swisscom
4:45 PM - 05:00 PM	Concluding remarks & Vote of thanks (Assemble back in Main Room)
05:00 PM onwards	Pre Set Meetings

Time	Track 3 Partner Settlement
9:00 AM - 9:30 AM	Next Generation RA in 4G environment by Sanjay Batham, General Manager - Lead design and Implementation at Reliance Jio Infocomm
9:30 AM - 10:00 AM	Transformation Project at Telstra Global by Wei Hong Li, Head of IT Planning and Governance at Telstra
10:00 AM - 10:30 AM	Operational challenges faced by Telcos by Krishan Dhall, Practice Head OSS at Wipro
10:30 AM - 11:00 AM	Architecture of ROC Platform by Hari Kumar - Subex
11:00 AM - 11:30 AM	Refreshments & Networking Opportunity/Demo Station
11:30 AM - 12:30 PM	ROC PS Roadmap Presentation by John Brooks - Subex
12:30 PM - 1:00 PM	A Number Billing Scenarios and Solutions by Martin Bedford - Subex
1:15 PM - 2:00 PM	Lunch & Networking Opportunities/Demo Stations
2:00 PM - 4:00 PM	Open Session / Pre Set Meetings
4:00 PM - 4:30 PM	Refreshments & Networking Opportunity/Demo Stations
4:30 PM - 5:00 PM	Pre Set Meetings
05:00 PM - 05:15 PM	Concluding remarks & Vote of thanks (Assemble back in Main Room)
05:30 pm onwards	Pre Set Meetings

About Subex

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

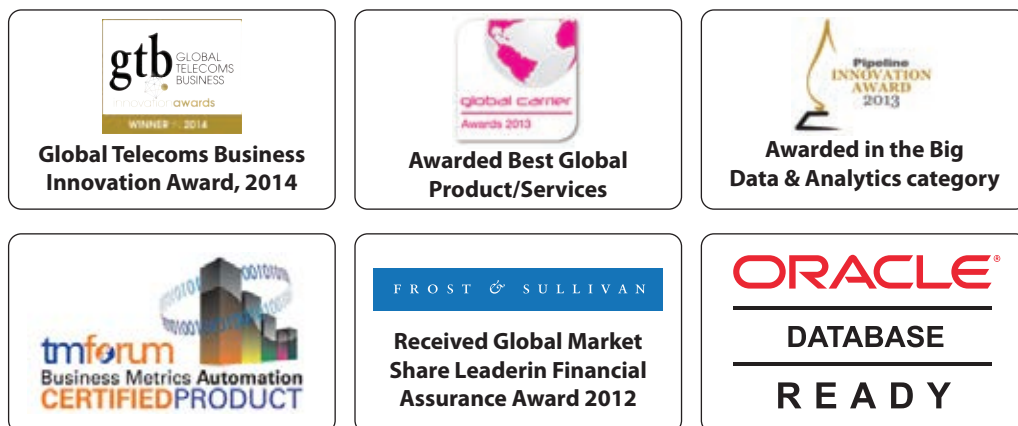
The company pioneered the concept of a Revenue Operations Center (ROC®) – a centralized approach that sustains profitable growth and financial health through coordinated operational control. Subex's product portfolio powers the ROC and its best-in-class solutions such as revenue assurance, fraud management, 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 with 30 + customers.

Subex has been awarded the Global Market Share Leader in Financial Assurance 2012 by Frost & Sullivan and has been the winner of Pipeline Innovation Award 2013 in Business Intelligence & Analytics; Capacity Magazine Best Product/ Service 2013. Subex has continued to innovate with customers and have been jointly awarded the Global Telecoms Business Innovation Award 2014 along with Telstra Global; in 2012 with Idea Cellular for Managed Services and in 2011 with Swisscom for Fraud Management.

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, 2014



* for RA & FM



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