

THE SUNDAY BUSINESS POST

iQuest

the inaugural national
telecoms
2006
summit

April 27th & 28th, Croke Park Conference Centre, Dublin

New generation
networks:

the
next
telecom
revolution



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In a climate of increased competition, technological advancements, regulatory change and market development, it is vital for organisations to develop strategies that will help them to retain customers, cut costs and remain profitable. **Fast emerging technologies create opportunities and challenges for both users and operators.** Nobody can say for certain what services will dominate the electronic communications industry of tomorrow, or even how these services will be charged to customers. The Sunday Business Post and iQuest believe it's an opportune time to launch The inaugural National Telecoms Summit which includes a first-rate conference programme that will provide an in-depth analysis of the most important strategic issues facing the Irish telecommunications industry at this critical juncture, and will feature presentations from national and international leaders and innovators, as well as interactive sessions and exciting panel debates.

BENEFITS OF ATTENDING:

- **Understand** the technical and commercial challenges for making fixed-mobile convergence a reality
- **Hear** from a line-up of expert national and international speakers
- **Learn** key strategies to help your business thrive in a competitive market
- **Meet** and do business with the key decision-makers in the industry
- **Benefit** from relevant case study-driven solutions and world best practice

INVITEES WILL INCLUDE:

- Telecoms operators, carriers, internet service providers, mobile and fixed line operators
- Consultants and telecom equipment manufacturers & content providers
- Major end users
- Regulators
- Cable, network and satellite service providers
- Investment bankers and analysts
- VoIP service providers and MVNOs
- IT solution providers companies
- Corporate Management / CTOs

KEYNOTE SPEAKERS



Dr Pawel Grochowicz

Head of NZ Market Strategy, Telecom New Zealand

Pawel and his Market Strategy team serve Telecom's New Zealand telecommunications business with market-facing advice on all fixed line and mobile services across all customer segments. **Key activities comprise direction-setting for the wireline and mobile businesses across the voice and data portfolio, pricing, value added services and communications strategy, supported with market research, insight and intelligence.** NZ Market Strategy was formed two years ago when the clear requirement for closer alignment between the fixed line, mobile and ISP business units started becoming apparent. In that time, the team grew from two to forty people. Pawel came to Telecom after several years with McKinsey & Company, where he consulted on revenue enhancement and organisational design to senior management of some of the largest companies in the Asia Pacific. At McKinsey he was a member of the Telecommunications, Retail and Marketing Practices and worked in several sectors including telecommunications, financial services, retail and manufacturing. His work included core leadership of large turnaround programmes resulting in significant changes to business mix and performance lifts of the client organisations. Pawel holds a doctorate in Measurement Science from London where he subsequently worked with Birkbeck, University and Imperial College, and a science masters degree from Marie Curie University in Poland where he was born and grew up. Pawel represents Telecom New Zealand in the Fixed-Mobile Convergence Alliance, where Telecom leads the work towards developing compelling convergent customer value propositions.



Shane Fitzpatrick

European Revenue Director, Yahoo Europe

Shane Fitzpatrick is a Fellow Chartered Certified Accountant and holds an MBA from the University of Manchester, England. Fitzpatrick has more than 17 years' financial services experience and recently joined Yahoo.com, one of the most widely used internet portals. Prior to Yahoo!, Fitzpatrick spent five years as European Director of Billing and General Manager with AOL, the largest internet services provider in the world. During his tenure at AOL, Fitzpatrick chaired a number of boards at Time Warner International, primarily focused on global treasury and cash operations.

Fitzpatrick is perceptive and incisive with real understanding of the big picture. He is an acknowledged industry expert on best practice, consistently adding value through vendor partnering and process design. **Fitzpatrick is co-founder and current chairman of the European Direct Response Forum (www.drfeu.org), an e-merchant led organisation with more than 120 pan-global members sharing best practice in web billing, collection and fraud management.** A number of the major card schemes and European banks also participate in the DRF. A native of Dublin, Fitzpatrick completed his accountancy training at Aer Lingus, where he worked in the early 1990s as group auditor and later as CFO and head of marketing at Aviation Services Ireland Ltd.



David McRedmond

Commercial Director, eircom

David is the Group Commercial Director of eircom plc. He joined eircom in 2000 as Managing Director, Enterprises where he was responsible for non-core business, and was chairman of Golden Pages Ltd. Following the disposal of non-core activities, David was appointed Commercial Director with accountability across the business units for Strategy, Regulation and Corporate Communications. **With the recent flotation of eircom in March 2004 he was appointed to the plc board.** He is also chairman of eircom Phonewatch Ltd. David McRedmond's career prior to eircom was in retailing businesses in the UK and USA, including such roles as Operations Director of Waterstone's, Managing Director of WH Smith Travel Retail and CEO of WH Smith Inc. He has an MA degree in Modern History from University College Dublin and has studied management at INSEAD and the UK Cabinet Office.



PROGRAMME

DAY 1

8:00 Registration and breakfast

Delegates are invited to beat the traffic by arriving early and having tea/coffee and pastries with colleagues courtesy of iQuest and The Sunday Business Post



8:45 Opening remarks and introductions from the chair Gerard O'Neill, Chief Executive, Amárach

8:50 Ministerial address

Noel Dempsey, T.D Minister for Communications, Marine and Natural Resources

KEY STRATEGIC AND REGULATORY ISSUES

9:10 Developing a dynamic and innovative communications sector - What role should regulation play?

- The telecommunications sector in Ireland - progress so far
- The sector is changing rapidly: consolidation, technology, convergence, innovation, customer demand and lifestyle are all contributing to driving its development
- Implementing regulations to meet the evolving needs of the market - The New European Regulatory Framework
- Emerging technologies, products and services are creating opportunities and challenges for both industry and regulators alike
- The role regulators can play in enabling the development of new technologies, stimulating investment while continuing to foster competition and meet its obligations to protect end-users.



John Doherty, Commissioner, ComReg



9:40 Keynote Address

The Broadband Market - Driving Demand is the Key Growth Issue

- Availability is resolved - driving demand now the key issue
 - Why do Irish consumers spend less time online than their European counterparts?
 - Pricing is competitive but value perception is an issue
 - Intra-platform competition - a key driver of take-up
- David McRedmond, Commercial Director, eircom

10:10 Effective Business Strategies

- Global reach versus local depth - the importance of partnering and gaining entry into new markets
 - Growing margins by diversifying - effectively utilising next-gen networks and services
 - Effectively implementing business strategies
- Barry O'Connell, Senior Executive, Communications and High Tech, Accenture



10:35 Morning tea and exhibition viewing

11:00 Panel discussion

Realising a competitive market for Broadband in Ireland

- How our regulatory environment can support investment and competition in new networks
- Determining to what extent VoIP regulation will help or hinder mass deployment
- The economics of Broadband
- Value added services

Panelists will include leading national and international speakers including:

Tony Burke, Partner, Mason Hayes+Curran
Alex Blowers, Director of International, OfCom
David Curtin, Chief Executive of the IE Domain Registry
John Doherty, Commissioner, ComReg

CREATING NEW REVENUE STREAMS - CONVERGING THE FIXED AND MOBILE WORLDS

11:45 Meeting real customer needs with converged services

- Why fixed-mobile convergence is so important to the telecommunications industry
- The role of emerging standards such as 3GPP's IP Multimedia Subsystem (IMS) in the delivery of converged services
- Where does convergence take place - at which layer will it occur and who will own the customer relationship
- Current obstacles and challenges for the delivery of converged services

Willie Donnelly, Director Telecommunications Software Systems Group



12:15 How will operators and end-users benefit from the new world of seamless mobility?

- What is seamless mobility? Fixed-Mobile Convergence is only the beginning
- How can a seamless converged services network - which integrates multiple access technologies such as cellular, WiFi and broadband technologies - enable network operators to offer customers a cost-effective, consistent experience across all the environments?
- How will seamless services enable operators and users to expand their reach into different user environments (home, auto, out-in-the-world, office)?
- How will seamless mobility differentiate the next generation of leaders from the followers?

Steve Plunkett, Solutions Architect, Converged Network Group, Motorola Networks, EMEA



12:40 Lunch and exhibition viewing

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Mason Hayes+Curran



1:50 Welcome back and introductions from the chair

1:55 International Keynote Address

A Pragmatic Perspective on Developing and Marketing Compelling Converged Services

- A perspective on reasons why we are all talking about convergence today
- Debunking the myths about the strategic advantages of convergence: when is convergence likely to make money for the operators and why
- Developing compelling converged customer value propositions and tailoring them to the market and jurisdiction specificity
- Lessons learned from broadband in scaling the s-curve of adoption - what will it take to 'prime the pump'
- An incumbent operator perspective on legacy enterprise architecture - clarifying what it takes internally for an operator to prepare for and launch converged offers
- Leveraging portfolio and process rationalisation to achieve service and systems convergence
- Realising synergies between wireless, wireline and ISP business units to derive business-wide operational efficiencies and enable cross-unit development and collaboration

Dr. Pawel Grochowicz, Head of NZ Market Strategy, Telecom New Zealand



2:50 Panel discussion

Consumers in a Convergent World?

- How far have operators and services progressed along the route to full convergence of wireless and fixed services
 - Understanding the full implications of customer data issues arising from the convergence of fixed and mobile solutions
 - Defining FMC in terms of applications, devices, networks and product bundles
 - Where is FMC a complement to existing services
- Panellists will include leading national and international industry figures including:

Gerry Fahy, Strategy Director, Vodafone
Cormac Reid, Chief Executive Officer, CommsOnline
Pawel Grochowicz, Head of Strategy NZ Market, Telecom New Zealand
Pat McCarthy Executive Director, Market Development Global Communications Solutions, Telcordia
David McRedmond, Commercial Director, eircom

3:35 Afternoon tea and exhibition viewing

NEXT GENERATION TECHNOLOGY FOR TELECOMS

3:55 Changing the rules of the game: next-generation technology in telecom

The session will consider a variety of examples of where

- A holistic approach to technology deployment in telecom enables operators to pursue alternative IT strategies
- Drive new business opportunities
- Deliver customer flexibility
- Reshape network infrastructure economics
- Service Delivery, Unbundling Billing through Convergent
- Charging and Carrier Grade Frameworks

Robert Kelly, Senior Director, Telecommunications Industry, Oracle EMEA



4:25 Locknote address

Connected Services Framework: Enabling the Software- Powered Services Network

- Goes beyond voice and data
 - Generates incremental revenue
 - Reduces operational expenses
 - Drives broad content and developer adoption
 - Quickens time to market
 - Delivers significant value to subscribers/customers
- Per-Ivar Lund, Regional Director for Communications Sector, Microsoft Northern Europe**



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5:10 - 6:30 Drinks Reception

iQuest and The Sunday Business Post would like to invite delegates and speakers to meet for refreshments to discuss the day's proceedings and network in a relaxed atmosphere.



DAY 2

8:15 Registration and breakfast

Delegates are invited to beat the traffic by arriving early and having a coffee and pastries with colleagues courtesy of iQuest and The Sunday Business Post

8:50 Opening remarks and introductions from the morning chair

TRANSFORMING THE TRADITIONAL VOICE BUSINESS

9:00 Opening address

The impact of VoIP on the Global Telecoms business

- Is VoIP now an accepted facet of the industry - how are the major players adopting the application and who is making money?
 - Combating declining voice revenues
 - Predicting growth, market demand and revenue potential of
 - VoIP in an increasingly competitive landscape
 - Strategies to reach profitable economies of scale
- Osin Fanning, Chief Executive Officer, Smart Telecom**



9:45 Optimising the move to next-generation infrastructure

- Viability as a telco partner
- Reaching off-net customers
- Making the case for triple play
- Creating new revenue streams through the implementation and deployment of triple play services
- Deciding what services to offer and how to bundle and price them
- Assessing the viability of triple play in the Irish market in terms of:

- Market readiness / customer demand
- Competition
- Infrastructure investment

Oisín Byrne, Managing Director, iReach

10:15 International Keynote Address

Broadband Wireless Access and its Evolution (how WiMax will complement cellular)

Siemens (Speaker, TBC)

10:45 Morning tea and exhibition viewing

BUSINESS MODELS FOR MAXIMUM VOIP SUCCESS

11:10 Panel Discussion

Comparing VoIP Business Models - Which ones are succeeding?

- What will the successful voice provider of the future look like?
- Performance, reliability and security
- Will the successful models of today survive the future?
- Is voice a killer application?

Panellists will include leading national and international figures

Feargal Brady, Chief Executive Officer, Blueface
Bernard Kernan, Technical Director, VoIP Ireland

11:55 The Next Frontier: The Drive to become Branded, Bundled and Best

- Changing market economics - new players are competing for the ARPU of traditional telco customers with alternative and low-cost business models
- The critical industry challenge on the need to efficiently orchestrate the order to cash process and customer/supplier value chain for a growing array of new services
- How service providers need to think, operate, partner and compete differently to maximise growth
- The role of the customer experience and new world of interactive services and devices
- The impact of pricing and transparency of billing to customers
- Customer case studies from other industries and early adopters in the communication industry

Pat McCarthy Executive Director, Market Development
Global Communications Solutions, Telcordia

12:30 Lunch and exhibition viewing

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1:40 Welcome back and introductions from the afternoon chair

DRIVING BROADBAND SERVICES AND REVENUES

1:45 Broadband, a content and lifestyle perspective

- Broadband market segments: consumer, worker
- Drivers for participation in a broadband-enabled world
- Essentials for an evolving broadband Ireland
- Barriers to accelerated growth
- An opportunity for Ireland

Dr Stephen Brennan, Director of Marketing & Strategy, The Digital Hub

2:15 Keynote Address: Customer View

Business process as a "Value" lever ?

- European and internet and Broadband trends
- Value opportunities
- Process obliteration and the importance of back office operations

Shane Fitzpatrick, European Revenue Director, Yahoo Europe

FINANCING TELECOMS INFRASTRUCTURE

2:50 Financing strategies for telecom operators

- The telecom industry - a banker's view
- Implications on financing as a result of the rapid changes in the telecom industry
- Funding options - when is debt appropriate?

Aidan Maher, Senior Relationship Manager for the telecoms sector, AIB Corporate Banking Ireland

3:20 Afternoon tea and exhibition viewing

EMERGING SERVICES

3:40 The Place For Satellite In Broadband

- VoIP & VPN over Satellite
- Broadcast
- Business Continuity
- Rural Broadband Schemes

John Murphy, Technical Operations Director, Ildana

4:10 Triple play and beyond: examining the core challenges and new business models

- Market challenges
- Network challenges
- Regulatory challenges
- Content challenges

Charlie Ardagh, Sales and Marketing Director, Magnet Networks

4:40 Conference ends



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SIEMENS

Siemens Communications is one of the largest providers worldwide of communications solutions for mobile, fixed and enterprise networks. Unsurpassed internationally, Siemens Communications unites under one roof the experience, innovating power and the ability to deliver in all key segments of voice and data communication. Based on best-in-class products, applications and services Siemens Communications provides communications solutions that set the trends. In this way Siemens Communications builds bridges to the future of communications and helps network operators and enterprises to meet their business goals today.

Siemens Communications is a world leader in innovations for the mobile, fixed and enterprise network segments. With this innovating power, Siemens Communications creates telecommunication solutions that meet the demands of network operators and enterprises for integrated technology and open up new opportunities.

As the largest Operating Group within Siemens, Siemens Communications operates in more than 160 countries and in fiscal 2005 (year-end September 30), its roughly 54,500-strong workforce posted sales of more than 13 billion euro.


High performance. Delivered.

Accenture is a global management consulting, technology services and outsourcing company. Committed to delivering innovation, Accenture collaborates with its clients to help them become high-performance businesses and governments. With deep industry and business process expertise, broad global resources and a proven track record, Accenture can mobilise the right people, skills and technologies to help clients improve their performance.

With more than 123,000 people in 48 countries, the company generated net revenues of US\$15.55 billion for the fiscal year ended August 31, 2005.

In Ireland, Accenture has over 1,300 employees and our consulting group is dedicated to helping organisations achieve high performance in the face of complex challenges. Through innovative consulting solutions and services we enable clients to deliver increased and improved services while containing costs. Home page is www.accenture.com

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Registration fees

Private sector and all other registrants

Early Bird - registration and payment before March 23, 2006

One day €440 + Vat €92.40 = €532.40

Two days €680 + Vat €142.50 = €822.80

Registration and payment after March 23, 2006

One day €480 + Vat €100.80 = €580.80

Two days €750 + Vat €157.50 = €907.50

Which day?

First day Second day Both days

Special discounts

Send three or more delegates from the same organisation and save 10 per cent (before Vat) off the total registration fee

Cancellations and booking policies

Refunds are not available, but places are transferable once notice is given.

If you do not wish to receive information on other events organised by iQuest and The Sunday Business Post please tick here

PAYMENT MUST BE RECEIVED BEFORE THE EVENT

Method of payment

Payments by cheque made payable to The Sunday Business Post (Envelopes marked TELECOMS 2006)

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