



ERICSSON

ERICSSON OSS/BSS SUMMIT

Agenda

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AUDITORIUM

Recognizing the Agility Challenge

Opening Plenary

> **Introduction and Welcome**

Paolo Colella, VP, Head of Consulting & Systems Integration, Ericsson

Peter Heuman, VP & Deputy Head of Business Unit Support Solutions, Ericsson

> **Dramatic Changes Coming in OSS/BSS – However It's an Evolution, Not a Revolution**

Analyst view of the OSS/BSS market landscape – Larry Goldman, Analysys Mason

> **The Voice of the Customer**

Ericsson ConsumerLab findings – Sofia Jorman, Senior Advisor, Consumer Insights, Ericsson

> **Ericsson in OSS/BSS – Portfolio Vision and Strategy**

Overview of Ericsson's portfolio vision and strategy – Adan Pope, VP Portfolio & Strategy, Ericsson

> **Ericsson in OSS/BSS – Transformation to Agility**

How can Ericsson help operators realize agility? – Paolo Colella, VP, Head of Consulting & Systems Integration, Ericsson

Realizing the Agile Operator

This panel of operators and Ericsson experts will discuss the critical factors in the “agility equation”

Moderated by Larry Goldman, Analysys Mason

A Roadmap to IT Agility

Insight into a Roadmap to IT Agility Undertaken by a Major Middle Eastern Operator

Sabri Ali Yahya – CIO, Etisalat UAE

Introduced by Paolo Colella, VP, Consulting & Systems Integration, Ericsson

Are You Ready for the Networked Society?

Closing Plenary

> **Closing Vision Presentation**

Erik Kruse, Strategic Marketing Manager, Ericsson

Dr. Catherine Mulligan, Research Fellow, Imperial College, London

> **Closing Reflections**

Paolo Colella, VP, Head of Consulting & Systems Integration, Ericsson

Peter Heuman, VP & Deputy Head of Business Unit Support Solutions, Ericsson

BREAKOUT SESSIONS

Agility Insights

Sharpen Your IT Operations

- > How Results Can Be Achieved
Denis Coakley, Ericsson
- > Case Study: Running Efficient and High Quality Application Development and Maintenance
Anne Cronimus, Ericsson
Delphine Mahieux-Beurier, Ericsson

Monetize Mobile Data Services

- > Introduction to Mobile Data Monetization and Case Study
Peter Engblom, Ericsson
- > Case Study Part 1: Flexible Packaging
Anders Eriksson, Ericsson
- > Case Study Part 2: Partners & Quality of Service
Mattias Ek, Ericsson
- > Case Study Part 3: Network Convergence
Lars Sandström, Ericsson
- > Efficient Monetization with Orange and Mobinil
Bruno Goes, Orange Group
Maged Gabriel, Mobinil

Enable the Cloud and New Digital Revenue Streams

- > Introduction
Fernando Saito, Ericsson
- > Market View on Cloud and Digital Services: Opportunity, Challenges and Operator Experience
Bob Brace, STL Partners
- > Operator Challenges and Ericsson's View on How to Achieve Results with Innovation
Laurent Mayaux, Ericsson
- > Enabling the Connected Ecosystem
Claes Cegrell, Ericsson
- > Enabling the M-Commerce Ecosystem
Ville Sointu, Ericsson

Accelerate Plan-to-Provision

- > New Networks, New Business
Maria Croat, Ericsson
- > Transforming Plan-to-Provision
Maria Croat, Ericsson
- > Creating a Smart City
Dean Hine, B-Wired
- > Making It Happen
Dino Pellegrini, Ericsson

Realize Efficient Order-to-Cash

- > Realizing Efficient Order-to-Cash
Pavan Maladi, Ericsson
- > Ericsson Order-to-Cash Product Portfolio
Robert Emery, Ericsson
- > Channel Agnostic Quote-to-Order
Robert Emery, Ericsson
- > Order-to-Service Efficiency – A Case Study of a Convergent Caribbean Operator
Sunny Auluck, Ericsson
- > Realizing Competitive Market Propositions with Efficient Billing
Andreas Fraumbaum, T-Mobile

Boost Your Customer Experience

- > Introduction
Neil Lilley, Ericsson
- > The Customer Experience Journey
Andreas Havdrup, Ericsson
Neil Lilley, Ericsson
- > Elevating Customer Trust in the Service-to-Cash Process
Ebru Yeldan, Turkcell
- > Conclusion & Wrap-up
Neil Lilley, Ericsson

DEMO ZONE

Welcome to the Demo Zone where you can discover all the key proof points that cover everything from sharpening your operations to boosting your customer experience to monetizing your mobile broadband assets and more.

Sharpen Your IT
Operations

Monetize Mobile
Data Services

Enable the Cloud and New
Digital Revenue Streams

Accelerate Plan-to-
Provision

Realize Efficient
Order-to-Cash

Boost Your
Customer Experience

NETWORKING LOUNGE

Listen to Ericsson customers and experts sharing their views on opportunities and challenges in the areas of OSS and BSS.

REALIZE LOUNGE

In the Realize Lounge, you can learn more about Ericsson in OSS/BSS and see how agility has become a hallmark of operator success.

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