Managing Operations for Converging Services

November 4 - 8, 2007

The largest and most comprehensive event focused on managing network and service operations in the Americas.
Are you prepared? lightning fast business cycles . . . intense competition . . . demanding customers . . .

These are just some of the challenges facing today’s players in converged services for industries including telecom, cable, media, entertainment, Internet and information services.

To help you meet and beat these challenges, TM Forum Management World Americas offers a 360° degree view ranging from strategic business issues to deep level operational and technical topics. Major stakeholders in these industries choose to attend and do business here. This is the only Americas event where you can see, learn and discuss what’s required to manage your company’s transformation into an agile, nimble successful competitor.

Whether you are a service provider or supplier, operating a fixed or mobile network, an incumbent or a challenger, a business executive or technologist, in finance or operations, we have something for you. Click here

Technology is no longer the key differentiator. It’s how well you deploy your assets, react to market opportunities and anticipate your customer’s needs: Managing operations for converging services is the key to success.

Telecom, cable, content, media and Internet and information services companies are all trying to gain the upper hand in terms of market share. Traditional boundaries are crumbling as organizations position themselves for success. At the same time, customers are demanding more innovative services – today and at lower prices.

Where the Industry Turns for Answers
TM Forum’s Management World Americas is where the world’s communications, information and entertainment services providers come for objective, unbiased information, thought provoking ideas and opinions on where industry is moving and the challenges that lie ahead.

It’s the largest technology management event in the Americas with over 1500 attendees – the majority senior executives with decision-making power.

Shouldn’t you be there too?
Learn where things are heading, discuss key issues, network and do business with the who’s who in the industry all at Management World Americas.

“The content for TM Forum Management World, a major event in the management and operational space, is set by industry experts and the conference offers the ability to meet all the major players in one place.”
Joseph Ziskin, Vice President, Strategy, IBM
Largest, Most Comprehensive Event Focused on Managing Network and Service Operations in the Americas

**Industry Keynotes**

*November 5*

**Mike LaJoie**  
Executive Vice President,  
Chief Technology Officer  
Time Warner Cable

**Robin Bienfait**  
CIO, Oversees BlackBerry Operations and Corporate IT  
Research In Motion

**Kevin Salvadori**  
CIO  
Telus

*Plus*, a panel of industry experts debates the hottest topics in convergence and the management of a new generation of telecom and media services

**Conference Sessions**

Over 125 expert speakers delivering over 100 hours of conference programming ranging from strategic business issues to deep level operational and technical topics

*November 6-8*

- Executive Summit on Business Transformation  
- TM Forum Initiatives in the Real World  
- Managing and Optimizing Customer Experience  
- Managing and Delivering Content-Based Services  
- Operational Challenges in a Converged Market

**Catalyst Showcase**

*November 6-8*

The Catalyst program is the TM Forum's proving ground for pragmatic solutions - enabling service providers, system integrators, and hardware/software vendors to work together to solve common, critical industry challenges.

**Converged Services Expo**

The largest in the Americas  

*November 6-8*

See what the vendors leading the convergence arena are offering to help keep you ahead. Don’t miss out on the latest solutions our exhibitors have to offer.

**TM Forum Training Courses**

Learn how to make TM Forum standards and guidelines work for you  

*November 4, 5, 7, 8*

- 18 different courses on offer  
- Introductory courses and Implementation workshop  
- Key step towards TM Forum Knowledge Certification

**Executive Appointment Services**

*November 6-8*

To help you do business and land deals, TM Forum offers you the opportunity to benefit from pre-arranged, pre-qualified one-to-one meetings with senior budget-holders from across North American operators and service providers.

**Networking Opportunities**

Meet and do business with the Who’s Who in the industry  

*November 4-8*

- Networking Reception  
- Numerous Breaks  
- Expo Receptions  
- Interactive Sessions  
- Representatives from all industries with convergence concerns  
- Peers at all levels of their industries  
- Specialty Lunches  
- Networking Lunches

There are several pricing phases. [REGISTER NOW](#) to get the best pricing.
Blending the traditional and the emerging interests in managing operations for converging services

**Executive Summit on Business Transformation**

Highly interactive sessions giving corporate leaders from telecom, cable, information and media companies “no spin” information

- Hear how BT Group has used their 21st Century global platform to enable the delivery of more interconnected, more logical and more intuitive services
- Keep your eyes locked on the Cable Spotlight module – designed for Cable operators
- Dig down into the business value derived from benchmarks in an interactive panel discussion from Bell Canada, TELUS, CANTV and AT&T
- Learn about investment trends in wireless technology from a leading panel of global VC firms including NCVA, Genesis Capital and Mayfield

**TM Forum Technical Initiatives in the Real World**

An in-depth technical insight into TM Forum Collaboration Program, providing an update on current research and case-studies from real world applications, including:

- Leveraging the maximum benefit from NGOSS and Prosspero solutions
- Unlocking the potential of SOA as a foundation to your management systems
- Optimizing business processes throughout the product & service lifecycle
- Exploiting the potential of eTOM, ITIL, TAM, SID and NGOSS through case-studies from AT&T, Telecom Italia & Telstra
- Gaining immediate and lasting buy-in from your development strategies with real-life examples

**Managing & Delivering Content-Based Service**

One-stop shop for those delivering content-based services, subdivided into 4 modules

- SDPs & IMS • Media & Content • Device Management • Secure Management

- Don’t miss out on the Device Management Spotlight providing insight into the challenges of managing a diverse range of end-user devices
- Generate effective strategies to manage security & risk in a converged world
- Develop your knowledge of media/content business models and applications in sessions led by Alcatel-Lucent, Tata, Sun & Satyam
- Plus Cognizant, BEA & Motorola will provide detailed case-study insights into the use of SDPs & IMS for real-time, personalized services

*View the complete agenda online*

**Tuesday** 2:00pm-5:30pm • **Wednesday** 9:00am-5:30pm • **Thursday** 9:00am-12:30pm
Managing Operations for Converging Services

Participation in Management World Americas is amongst the most productive things we do... we hear from industry thinkers about their vision of the future, and at the same time see and understand from suppliers what can practically be achieved today.

-Dave Milham, OSS Architecture & Innovation, TM Forum Distinguished Fellow, BT Group Chief Technology Office

Tuesday 2:00pm-5:30pm • Wednesday 9:00am-5:30pm • Thursday 9:00am-12:30pm

Managing & Optimizing Customer Experience

Driving strategies to stay ahead of competitors, guarantee excellent customer service and ensure customer retention.

- Revolutionize customer satisfaction by using innovative service delivery in your organization
- Hear how NII Holdings have utilized technologies for business intelligence & dynamic customer management to create revenue growth opportunities
- Learn how to increase market share with superior customer relations from Online Insight
- Discover how you can integrate marketing activities with sales & CRM processes for profitable, data-based decision making
- Find out how to alleviate your organization’s hidden revenue leakage in an ever-converging world from our panel of revenue assurance experts

Operational Challenges in a Converged Market

Everything you need to know about Operations in your business - Wireless & Mobility • Operations • Service Management • Managing Data & Process

- Discuss how to execute visibility & control in the transition to a customer centric, self-service model using BPM
- Discover why AT&T have used data warehousing & cross-departmental collaboration to mitigate the challenges of maintaining legacy systems today
- Learn how Mobilkom’s Service Level Management process identified KPIs & KQIs & actively monitored performance against these metrics
- Hear how Oi Telemar, one of the most successful & innovative operators in Latin America, implemented an end-to-end service fulfillment program to help enable mission-critical enterprise data services

View the complete agenda online

There are several pricing phases. REGISTER NOW to get the best pricing.
2006 Attendee Company List

Join our Who’s Who list of participants. See who participated last year and are sure to come back this year with even more of the colleagues.

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