Day 1 - Monday 9th August 2010

Welcome & Opening session

Technical Session

Introduction to Traditional Outbound Roaming for Voice, SMS & Data and what is required for facilitate this

- International Signalling
- IREG Testing
- Faults

Options for increased outbound coverage

- Sponsored Roaming
- Dual IMSI Solutions and their options
- Roaming Hubbing

How network acquisition works. How your subscribers get service and how you can assist them

- Unsteered
- Steered by a SS7 based Steering Tool
- Steered by a OTA based Steering Tool

Roaming Reporting / Global Roaming Quality (GRQ) / Remote Testing

Speaker: Chris Rhode, Design Engineering, TNZ Mobile

Setting up International Roaming Services
- A Typical setup case presentation - Telstra

1. Telstra's drivers for CAMEL roaming
2. Steps for roaming establishment
3. Typical network data requirements
4. CAMEL phases supported
5. MAP versions
6. CLI requirements
7. TAP file aspects
8. Short code clashes
9. Managing network access for test IMSIs
10. Telstra Roaming MessageBank Diversion - relationship to Steering of Announcement in visited MSC
11. Dialled Number Correction solution
12. Steering
13. Data roaming and CAMEL
14. SMS and CAMEL
15. CAMEL Hubbing - observations
16. Roaming performance / support requirements (e.g. network traces)

Speaker: David Miller, GM Int’l Roaming Engineering, Telstra

Questions & Answers Session

Closing Day 1
Welcome

Industry Session and Business Topics

1. **International Roaming prices**
   This paper highlights the international mobile roaming industry for the Asia Pacific region, its various forms, performances and the challenges, their pricing in particular, trends & issues.
   Ewan Sutherland, Consultant

2. **Mobile Regulation in Australia – an overview**
   This presentation will provide snapshot of the Australia mobile industry, discussing the regulated and non regulated mobile services, and an overview of the mobile regulations and considerations for IMR (international mobile roaming) regulations
   David Hinitt, ACCC

3. **Mobile Financial Services (MFS) - New Service Opportunities**
   In recent years, Mobile Financial Services (MFS) has been discussed extensively around the world. Ranging from the extension of banking services to the mobile domain to the provision of financial services like savings, payments, microloans and the like to the under-banked and unbanked, MFS provides new revenue opportunities for mobile operators, as a result of their importance in the extended value chain. With a decade of experience in the provisioning of MFS systems to mobile operators, financial institutions, and other service providers in different markets and regulatory environments. This presentation showcases MFS possibilities, the technology that powers it and viable business themes and models, and how Roamware is uniquely positioned to provide MFS solutions to the Pacific Islands.
   Albert Lee, Roamware

4. **Mob IP WLAN Roaming (WiFi/WiMax roaming)**
   AICENT

5. **Improving revenues through Short Codes and Call Correction**
   While roaming, subscribers are often unable to access short code services that their home operators offer due to the visited operator's inability to translate and connect these short codes. The inability to correctly interpret and translate and this complete such calls by roamers results in lost revenues for visited operators and dissatisfaction to the subscriber.
   Eric Marquez, Roamware

6. **IPX – multiple services over the one connection**
   The IP eXchange (IPX) is the GSM Association’s vision as the key connectivity medium of the future. This session will describe how the IPX, can offer a single IP connection to multiple services (such as GRX, MMX, SMS, voice, signalling)
   Peter Rodgers, Telecom NZ Int’l

7. **MMS & GRX**
   AICENT

8. **Beyond Interconnectivity - Messaging Hubs and IPX**
   This session is to help operators’ better understand the various solutions intended to enhance service offerings and stimulate revenue growth, through a focus on Messaging and IPX, for enhanced services, improved QoE of subscribers, and associated upturn of business volume and revenue.
   Louie Stojanovski, Syniverse Technologies
9. 3G Roaming

10. BlackBerry Group Connectivity for small islands
    AICENT

*Bilateral Session*

*Day 3 - Wednesday 11th August 2010*

**SMS**

1. **SMS Architecture – SMSCs and SMS Routing**
   For operators to better understand SMSCs and why networks are evolving to an SMS Routing architecture. This session is also to provide a high level understanding of SMS architectures.
   Key words/hot topics include: SMSC – the traditional store-and-forward architecture; SMS Routing – the latest SMS architecture; SMS Home Routing – What is it, how it helps you to capture and act on incoming messages, and use cases including advanced services and SMS Fraud prevention.
   Discussions will include SMSC Overview; SMS Routing Overview and Home Routing – the enabler for new SMS services
   *Kim Blacker, MASER*

2. **SMS – Generating New Revenues and Creating Positive Churn with SMS**
   To provide operators with high level understanding and strategic options for SMS offering for new SMS revenues, positive churn to their networks, and provide subscribers with increased personalisation and control over their SMS communications. Keywords and hot topics include: SMS Out of Office; SMS Copy and Divert (to another number or email); Parental Control/Anti Bullying – including blacklisting and white-listing; SMS Archive – Cloud storage of SMS. Include a brief look at O2 UK’s ‘Bluebook’ service. Added discussion will include the problems facing SMS – homogenous service, stagnating or falling revenues; Advanced SMS Services to increase SMS revenues and create positive churn to your network.
   *Kim Blacker, MASER*

3. **TBA**

**Fraud**

1. **Quality and Fraud**
   Operators are losing millions of dollars every month as a result on sub optimal quality of end to end services for roamers. At this time there are many industry transformations to address this issue and users are coming to expect ubiquitous, uniform and universal service.
   In addition to this SIM box fraud is prevalent in areas where the mobile termination rates are high. This not only leads to significant revenue loss for the operators but also results in other problems such as call set up delays. Poor voice quality and network congestion.
   *Eric Marquez, Roamware*
2. SMS Fraud
For operators to better understand the types of SMS Fraud, how they impact on operators and subscribers, and how to prevent it. This session is to provide a high level understanding of the major types of SMS Fraud and how it can be prevented. Key words/hot topics include: SMS Spoof; SMS Fake; Mobile Malware / Denial of Service (DoS); Talks will include - SMS Spoof – what is it, how can you detect it, and how do you stop it. SMS Fake – what is it, how can you detect it, and how do you stop it; and Mobile Malware / Denial of Service (DoS) – what is it, how can you detect it, and how do you stop it.
Kim Blacker, MASER

Bilateral Session

Day 3 - Wednesday 11th August 2010

Network Monitoring
(Ongoing Call for Papers)

1. Network Management
1. Creating an effective Network management environment - EMS vs NMS, OSS/BSS, Automated alarms
2. Realizing the value of network management - Why are we monitoring – to find the fault or to restore the service, How will re re-act – planned actions and guidelines, Prioritizing actions – restore, communicate, repair, Records management as a tool
3. Remote access and outsourcing – various models: Follow the sun, Level 3 and up
Alcatel Lucent

Closing

Site & Facilities tour

Bilateral Session