Draft Agenda v19

Day 1 - Monday 9th August 2010: (0900am-1700pm)

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 Too

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

Speaker: Chris Rhode, Design Engineering, TNZ Mobile

Setting up International Roaming Services
- A typical setup walk-thru 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. Dialed 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, Telstra IREG Coordinator

Questions & Answers Session

Closing Day 1
Day 2 - Tuesday 10th August 2010 (0900am-1700pm)

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, Research Associate, LINK Centre

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
   Mobile Financial Services (MFS) ranges 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. This presentation will discuss MFS possibilities, provisioning of MFS systems to mobile operators, financial institutions, and other service providers in different markets and regulatory environments, the technology that powers it and viable business themes and models, and MFS solutions to the Pacific Islands.
   Deep Basu, 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 for inbound Roaming
This is a presentation to discuss the feasibility and possible benefits of developing 3G capability specifically to address an inbound roamer market. Given the right circumstances, a business case for limited investment in 3G is possible, generating new roaming revenue.
The presentation will discuss;

- What factors have we seen that drive success in this market?
- Developing Services for Domestic vs International subscribers
- Differences in infrastructure requirements for the two scenarios
- Geographically targeting roamers
- Roamer behavior and services
- Financial Modeling – what are the inputs and outputs?
- Operational Aspects
- Splitting Revenue.
- Investing for the future – how to use this approach as a gradual step towards investing in local services.

Bernard Waterson, Alcatel-Lucent

Bilateral Session

Evening - Social reception hosted by Alcatel-Lucent (1730-1930pm)

Day 3 - Wednesday 11th August 2010 (0900am-1700pm)

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. Alcatel-Lucent paper

4. Mobile premium services and the regulatory challenges in the converging environment
   This paper will discuss the regulatory interests in the end-user’s experience of mobile services, especially in the areas of mobile premium SMS & MMS services and the emerging challenges in the converging environment
   Kevin Sutherland, ACMA
Fraud

1. Quality and Fraud
   Operators are losing millions of dollars every month as a result of 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

3. Anti Steering paper by TNZ Mobile

Bilateral Session

Day 4 - Thursday 12th August 2010 (0900am-1700pm)

Network Monitoring/Management

1. Introduction
   “The presentation is a short introduction to the topic of Network Operations and to articulate some of the challenges facing operators who are seeking to implement or develop their network management capabilities.”
   a. Introduction to ALU Network Operations.
   b. How do operators ensure that they realize value from the investment in time, money and resource?
      • Why do this at all? What are the reasons for improving your network operations capability? Are you simply searching for a fault or seeking ways to speed service restoration?
      • What if something happens? Planning for faults and events, communications strategies.
      • What then? Restore vs Repair vs Analysis and improvement.
      • Tools vs Processes and Techniques – It’s not just a big screen on the wall….
   Speaker: Bernard Waterson, Alcatel Lucent

2. Benefits of introducing NMS and OSS systems
   “This presentation is aimed at explaining the tangible benefits to customer experience and satisfaction that are a real driver behind moving towards an effective network operations facility”
   Speaker: Paul Connor,
3. **Network Operations Tools and Processes**
   “This session is a discussion on some of the processes and procedures that make our GNOC effective. We will discuss some real world customer problems and solutions that we have developed to improve the service we offer from our hosted NOC beyond basic fault observation and monitoring”
   a. Change Control and Workflow management.
   b. Service Management
   c. Automated Communications Systems
   d. Incident Management
   e. Continuous Improvement
   f. Provisioning

   **Speaker:** Mai Reid

4. **Introduction to specific OSS Tools**
   What makes up the OSS Toolset from a technical / systems perspective
   **Speaker:** Paul Connor.

5. **Remote Monitoring**
   This is a case study developed out of a recent NOC relocation project. The study demonstrates how an effective Network Operations environment can be geographically independent.
   **Speaker:** Eric Kang

6. **Business Models for leveraging a managed NOC**
   Discussion on various model of how an operator can leverage the services of a NOC provider
   - Follow the Sun model – Nightime and Weekends
   - Advanced Level x support models
   - “Citrix Farms”
   - Process and Procedure set up.

   **Speaker:** Mai Reid

**Summary & Final discussions**

**Closing**

**Site & Facilities tour**

- Visit to our NOC to see the facility
- Explanation of the purpose of this NOC and what it does for our customers
- Discussion of the roles and responsibilities of the staff who operate the NOC
- Lab tour to see the facilities we use to help us maintain our NOC, stay familiar with