Growth Markets

Communication Service Provider Forum 2012

Are you prepared for future trends shaping the CSP industry?

Interested in learning how others have achieved operational and service excellence?

Your invitation to

Growth Markets Communication Service Provider Forum 2012

Meet the experts. Optimise your infrastructure.

The communications service provider industry is undergoing massive growth and transformation. To sustain this growth and fend off competitive pressures service providers need to be able to achieve operational and service excellence, generate new sources of revenue and optimise current and next-generation networks.

IBM® Australia invites you to secure your spot at the **Growth Markets Communications Service Providers Forum 2012** held in Sydney, Australia on 31 May – 1 June.

Held in conjunction with Pulse ANZ 2012, this complimentary two-day event will shine the spotlight on outstanding organisations from around fast-growth and emerging regions which have achieved quantifiable business value and outcomes through creative leadership in IT.

Join us at the Sheraton on the Park Hotel, Sydney and tap into the experience of hundreds of your peers at this year's must attend event.

- **Discover:** the trends and technologies shaping the CSP industry, and how to prepare for the coming trends

- **Meet:** industry peers to share experiences and solutions deployed at similar organisations worldwide

- **Discuss:** with Cloud Computing experts on how this major trend is affecting the CSPs in the region

- **Hear:** industry solution experts such as analytics specialists discussing use cases about how investment in network analytics is paying off for our clients

- **Learn:** from subject matter experts discussing the latest solutions for achieving operational and service excellence

Get ready to reduce complexity and risk and capitalise on the opportunities of today's dynamic business climate.

Agenda* Day 1, Thursday, 31 May 2012

8:00 am	Registration and Expo opens
9:00 – 10:30am	Pulse 2012 Conference Keynote
10:30 – 11:00am	Morning tea
11:00 – 11:50am	**Session1: Trends in the Service Provider Industry** *Dr Craig Farrell, VP and CTO Global telecom Industry, IBM USA*
11:55 – 12:40pm	**Session 2: IBM Smarter Networks Solution** *Dr Sunggy Koo, Global Industry Solution Executive, IBM USA*
12:40 – 1:30pm	Lunch
1:30 – 2:20pm	**Session 3: Tivoli® Netcool for Service Providers: Portfolio Overview and Roadmap** *Mark Simpson, Director Tivoli Netcool, IBM USA* **Mobility Management for Service Providers** *IBM Speaker*
2:25 – 3:15pm	**Session 4: Smarter Communications Through Analytics** *Randy George, Senior Specialist – Tivoli Network and Service Assurance Architecture, IBM USA*
3:15 – 3:45pm	Afternoon tea
3:45 – 3:35pm	**Session 5: Decreasing operational expenses through Service Assurance process and application transformation** *Piyush Sarwal, IBM Distinguished Engineer, CTO – NGOSS Technologies & Solutions, IBM USA*
4:40 – 5:30pm	**Session 6: Customer case study: How Telecom Italia Service Operations Center (SOC) is using Network Analytics.** *Telecom Italia*
5:30 – 7:30pm	Networking Reception in exhibition

* Programme as at 26 March 2012. IBM reserves the right to alter the programme or speakers.

Agenda* Day 2, Friday, 1 June 2012

8:30 am	Expo opens
9:00 – 10:15am	Pulse 2012 Conference Keynote with Feature speaker
10:15 – 10:35am	Morning tea
10:35 – 11:25am	**Session 7: Customer case study: Managing High Value Telecom Business Services using Service Quality Management** *Ramamurthy Kolluri, Bharti Airtel, India*
11:30 – 12:20pm	**Session 8: Case study: Integrated approach to Mobile Tower Infrastructure Management using IBM Service Management – Smart Tower Operations** *Sanil Nambiar, GTS, IBM India*
12:20 – 1:10pm	Lunch
1:10 – 2:00pm	**Session 9: Case study: Monitoring of wholesale access network covering 7.5 million square km and 13 million subscribers** *Peter Wills, General Manager – Service Management, NBN Co. Ltd.*
2:05 – 2:55pm	**Session 10: Customer case study: Triple play implementation** *International customer*
3:00 – 3:20pm	Afternoon tea
3:20 – 3:30pm	Conference Close and prize draws

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