



## TMIA Annual Conference 2008 Agenda Overview

Our TMIA Annual Conference agenda is designed to interest and educate representatives from our wireline (TDM and VoIP) and wireless service providers along with their supporting vendors. An additional feature of our annual conference is a focused exhibit area where our service provider community may see the latest in technology presented by the premier vendors in the telecom industry.

A number of significant disruptive technologies promise to forever change the way we communicate. These disruptive technologies, such as IP, IMS, WiFi, WiMax and others, are at varying states of development. They will enable a convergence of today's networks and devices, as well as concepts that we have not thought of yet and cannot even imagine.

Regardless of the changes that these technologies will bring, I am certain of a couple of things. Messaging, via voice, video or data, will form an integral piece of future communication solutions. Second, change is moving at broadband speed as you will see and hear in Orlando.

Following is a brief overview of our agenda items to help you understand what to expect in Orlando.

### Friday February 22<sup>nd</sup> through Sunday February 24<sup>th</sup>

Please plan your travel to have the opportunity to meet and network with your peers in the industry at the Welcome Reception poolside from **7:30PM to 10:00PM Sunday February 24<sup>th</sup>**. Our room rate will be honored from Friday February 22<sup>nd</sup> to Sunday March 1 subject to availability so please do come early to enjoy all that Disney has to offer.

## Monday

### Welcome, Agenda Review and Introductions

The Messaging Industry Association (TMIA) works throughout the year furthering our goal of promoting all forms of messaging in all markets. TMIA meets twice per year providing member and guest companies a neutral forum to meet, make new industry contacts and learn the latest in the messaging industry from their peers. Past attendees have remarked that the most valuable aspect of our face-to-face conferences is meeting and learning from fellow attendees that represent hundreds of years of experience in the Messaging Industry.

Our board of directors, led by Co-Chairs Don Katz and Jackie Jackson, will spend the first hour making sure that both returning and new representatives are made to feel welcome and part of the group. They will also provide the board's report for 2007.

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## **Industry Perspective: Consumer and Enterprise Markets- Rebecca Swensen & Will Stofega- IDC**

We are excited to start our agenda with an analyst's perspective of our market from Rebecca Swensen and Will Stofega both of IDC. They will provide a snapshot of the Consumer and Enterprise markets, what's out there, what was introduced in 2007 with what impacts? What's changing? Where might the developments of 2007 take us in the future? To also put us all in a great thinking mode for our three and one half days together they will provide some thoughts on technology and the problem of foresight. How do people buy things? How do we build products around the impossibility to predict user behavior?

## **Find me Follow; Call Transfer- Don Briscoe, Embarq**

One thing we have seen since their creation in 2006, Embarq certainly isn't standing still. There are several ways a company can approach FMC. Embarq has introduced what they call Together Plan Plus which enhances their One Voicemail product with a Find me/follow service and Call Transfer which allows customers to live transfer a call between wireline and wireless as appropriate. Have you ever burned minutes on your wireless plan while sitting I front of your wireline service? Initially introduced at the end of October, Embarq will have introduced in about a half dozen markets by the conference. Don will give us their early learnings.

## **Fixed Mobile Convergence for Business Customers- Dr. Frank Wermeyer, T-Systems**

With many thanks to SPEECH DESIGN, we are pleased to have Dr. Wermeyer from T-Systems in Germany speak to us about their FMC strategy and activities. Facing an increasing number of mobile workers, businesses need to enhance integration between mobile and fixed line networks. T-Systems FMC strategy has been to help businesses improve communications, mobilize business applications, cut duplication of devices and make employees more productive.

## **Verizon Call Assistant- Christine Johnson, Verizon**

As Verizon Call Assistant has not been introduced at printing, but should be by conference time, I cannot provide much detail other than to say think visual voicemail (with some other pc-based services) for the legacy voicemail customer.

## **Panel One: Winning and Retaining the Business Customer**

Those of you who were around in the 1980's will remember when service providers marketed their "hosted" business service called Centrex. We did not call it hosting at the time but offered an alternative to CPE or customer premise equipment. Whether on SMB or larger Enterprise, one could say the service providers were not really successful. As businesses upgrade their communications to the next generation world there is a huge opportunity to host solutions again, whether by incumbent Telcos, Cable Telephony suppliers or pure play IP service providers. The convergence of networks, pace of development, flexibility and other factors make hosting of applications an attractive alternative for businesses to consider. This panel will lead a discussion on experiences to date and what possible directions hosting of individual applications such as UC, FMC or complete hosted communications is headed.

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### **Treasurers Report and Auditor Selection- Mary Valentino, TMIA Treasurer**

As this is also TMIA's annual meeting there are a few business items to address. Mary Valentino will present the financial report for 2007 and proposed budget for 2008.

We will also provide final details for the networking theme evening below.

### **Networking Theme Dinner**

With many thanks to our sponsors' uReach Technologies and UTStarcom, attendees will have a wonderful opportunity to renew old and make new acquaintances at our traditional evening event. We will hold the event on Disney property and take advantage of the wonderful facilities at our doorstep! (read no long bus ride)

## **Tuesday**

### **Industry Perspective: The Impact of The Mobile Internet- John Delaney, Ovum**

To start day two we are pleased to have John Delaney from Ovum in London offer us his thoughts on the mobile Internet and its possible impacts on the messaging business. During the past decade, consumers have enjoyed an increasingly rich and diverse choice of internet services. Internet service providers, though, have had a rockier ride. Access has commoditized, most application services are free, and value has migrated into advertising and transactions. The mobile internet is now starting to take off. Will it evolve in the same direction? What will the big differences be? And what impact will all this have on providers of paid-for, telecoms-based messaging services?

### **Exhibit Area**

One of the features that make TMIA's conference a little different is building a focused exhibition area right into our agenda. It is a win, win, win proposition for the vendors, service providers and TMIA. The service provider attendee is able to see the latest technology from the premiere messaging vendors worldwide. One service provider told me he found this the most valuable part of the conference. "Coming here and viewing in a concentrated environment has saved both myself and the vendor significant time and \$ vs. having each try to book time with us back home". The vendor is able to show their latest solutions to the service provider community who are motivated and incented via our passport program to visit each and every exhibit. The smallest to the largest vendor also have equal exposure. Many successful partnerships have been born in TMIA's exhibit area. TMIA wins with the revenue to help pay for the conference. This visit will be the first of four visits for 1.5 hours

### **Update: Visual Voicemail and the I-Phone- Jackie Jackson, AT&T**

In the first half of 2007, the impending launch of the iPhone created lots of buzz in the marketplace. Most interesting was the weight given to Visual Voicemail as a key application. After 8 months in the market, Jackie will update us on their Visual Voicemail application, learnings and observations.

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### **Vodafone Visual Mailbox- Stefan Tebbe, Vodafone**

With many thanks to SPEECH DESIGN we are pleased to have Stefan Tebbe from Vodafone talk to us about their non- iPhone application of Visual Mailbox. As part of their overall call completion solution, Vodafone has introduced VisualMailbox via MMS. Operators worldwide are assessing the value of Visual Voicemail which may/is becoming the new standard for voicemail retrieval. We are fortunate to learn how Vodafone has approached this.

### **Mobile Marketing Survey Readout- Jay Seaton, Airwide Solutions**

Among the many messaging scenarios in next generation messaging is the marketing message. Jay will discuss results of an independent survey of 50 brand name companies regarding their use of SMS and MMS mobile marketing campaigns. Why is mobile marketing accelerating with certain brands, what are the barriers and what unforeseen benefits are these companies seeing in mobile marketing campaigns.

### **Panel 2: Mobile Messaging 2.0- Can we predict the future?**

We hear the term Internet or Web 2.0 all the time. The capabilities of the web are quickly becoming available and used on the mobile phone hence the term. But what does 2.0 mean to the user and the operator. Mobile devices are becoming more like mini laptops. SMS is “dead” but still growing. Voicemail is “dead” but still growing! Add IM, mobile email, location based capabilities, entertainment etc. etc. and you have a mobile device that can do all that your computer, TV, phone, personal navigator, camera, music player do as separate devices today. Is there a way to predict how all of this will evolve? Are there guiding principles that help the vendors, operators and users make the evolution? This panel along with the audience will help us understand a little better some of the possibilities. See panel 3 as well for a related subject.

### **Exhibit Area and Reception**

Our second visit to the exhibit area will take place 4:15 PM to 5:45 PM where we will have some munchies and beverages along with the exhibit visit. This is also a free night for attendees. We have scheduled our exhibit visit earlier to allow you plenty of time to schedule your evening activities. Please schedule your plans after 5:45PM

## **Wednesday**

### **Introducing Next Gen Applications in the Incumbent Environment- Tisha Rattos, Bell Canada**

Yesterday we had some good discussion on the evolution taking place in the wireless environment. Change is not unique to wireless. Incumbent wireline companies have the challenge of evolving a perfectly good one hundred year old legacy business into a next generation communications business. They must run, walk or be dragged into the next generation world while still operating their legacy business. For those developing and introducing next generation applications there are interesting challenges. Tisha will provide us some of Bell’s experiences.

### **On the Way to Triple Play- Dr. Eric Heitzer, HanseNet**

With many thanks to member Basis AudioNet Dr. Eric Heitzer will provide a very interesting case study of the CLEC developing a triple play offering in the incumbent territory. HanseNet is a CLEC in Germany funded by Telecom Italia. Their triple play under the Alice brand for both consumer and business is anchored by their DSL

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offering. They have over 2.5M DSL customers as a current base to not only supply a triple play offering, but are currently introducing IPTV to their base. What is very interesting to me is that they are a facilities based competitor. Can a well funded CLEC build out their own facilities and compete effectively? Eric will tell us!

### **Exhibit Area- 10AM to 11:25 AM**

We will have our morning extended break in the exhibit area with our third of four visits.

### **Speech to Text: Ideal for CRM! - Dr. Guntbert Markefka, T-Mobile**

We certainly have heard much about speech to text for voicemail in the past year, and will hear more today. Dr. Markefka will talk about another possibility for speech to text at the inbound IVR. Think about an option where the customer in natural voice can declare their problem or request to the IVR. A work item is then produced in text. Think about the customer not waiting but able to declare the issue in their own words without having to navigate a number of trees. Think about a work item produced for the service representative without the demand. One of the challenges in speech to text for voicemail is accuracy. In a CRM world demand for perfect will not be the same. As long as the rep understands the question or problem they can resolve. So how accurate does it have to be? These are questions that Dr. Markefka and his team are addressing and will talk about.

### **Update Voice to Text- Wireless- Karen Beckman, Cincinnati Bell**

There certainly was lots of buzz and activity in voicemail to text services in 2007. Cincinnati Bell was the first in North America to introduce on wireless. With almost a year experience at the time of the conference I have asked Karen Beckman to update us on their successes including their holiday promotions.

### **Voice to Text- Wireline - Shawn Machmer, Blair Laforge, SaskTel**

SaskTel was the first to launch Voice to Text in Canada and more interesting is they introduced on both wireless and wireline. Shawn and Blair will tell us about their service implementation, issues, key learnings and the results of a customer survey. Attendees will also be very interested in SaskTel's try and buy introductory offer where they offered one month free of unlimited conversions.

**See also Panel 4 on Thursday morning!**

### **Panel 3- Social Networking and Potential Impacts on Telecom Messaging**

John Delaney will have touched on this in his talk Tuesday. Also the mobile messaging panel will have talked a bit about it. Members had strongly felt that this phenomenon deserved some good discussion on its own. Is this fad & fashion or has it become lasting messaging media? An early entrant Friendster bragged of 20 million users in 2003 but is now down under a million. Conversely I just read an article that said 7 million or 50% of Canadian Internet users are signed up to Facebook. This panel will discuss a little history, current activity and where we may be headed. Most importantly what might be the threats and opportunities for traditional Telecom Messaging suppliers?

### **Exhibit Area and Reception**

Our final session in the exhibit area will take place from 4:15 PM to 5:45PM where we will have some munchies and beverages along with our visit. Service Provider attendees will make sure they have visited every booth and turned in their completed passports. This again is a free networking evening. Attendees are asked again to make their plans after 5:45 PM

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## **Thursday**

### **Exhibit Prizes- All**

All of our service provider attendees will have a passport they will get stamped by all of the exhibitors. Those visiting all of our exhibitors will qualify for at least 15 prizes valued at over \$2500. You want to make sure you attend the proceedings on Thursday to see the fun!

### **Panel 4- Voice to Text Services- Where are we going?**

Along with Visual Voicemail, voice to text transcription has created a tremendous amount of buzz, press and support in the marketplace. Several of our member service providers have rolled out the service for voicemail. We are now seeing transcription for blogs etc. Where do the experts see voice to text applications heading? New applications? Use in SMB and Enterprise markets? Key learnings? Potential opportunities? Along with some of our member vendors who are the experts, we are pleased to have Dr. Guntbert Markefka, a renowned voice recognition expert from T-Mobile in Germany moderate the panel and provide his perspective.

### **Telecom & Messaging Trends 2004 to 2012 – Tom Harper, TMIA**

Using data accumulated from 13 TMIA research projects over the last 6 years, actual benchmarking data and different reports, Tom will provide attendees with some trendlines on wireline, wireless and broadband networks along with different messaging services like voicemail, email, SMS, MMS, IM and video. Based upon data how might the consumer and enterprise markets evolve in the next three to four years? Expect to hear Tom's thoughts on substitution, impact of WiFi/WiMax and other technologies, everything over IP, etc. The multitude of influencing factors will certainly generate some good discussion in predicting the next few years. As Will and Rebecca said in the beginning how possible is it to predict human behavior?

Beyond the formal agenda, there will be plenty of opportunity to meet and network with over 150 individuals possessing more messaging knowledge than any group brought together for a single event.

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