



TMIA Fall Conference 2008 Agenda Overview

Our TMIA Fall Conference agenda is designed to interest and educate representatives from our wireline and wireless service providers and their supporting vendors. The sessions and materials are guaranteed to educate our group and provoke new thinking as we continue to witness significant change throughout the Messaging 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 not dial-up. We are seeing active migrations to next generation platforms, introduction of UC services, convergence of wireline, wireless and entertainment markets, and a significant movement towards content vs. delivery focused strategies.

In the following overview you will see a couple of items of note. While we have a focused exhibition at our annual spring conference where our service providers get to see the latest applications from our vendor members, changes are happening so quickly, TMIA's board has set aside two hours so the audience can hear about the latest innovations from some of our vendor member companies. Secondly based on attendee feedback we are for the first time making our conference end at 5PM on Wednesday. This will allow for networking on Wednesday evening and the full day for travel on Thursday.

Monday, September 22nd

Please plan your travel to have the opportunity to meet and network with your peers in the industry at the **Welcome Reception in the Aurora Room 7:30PM to 10:00PM**. With many thanks to our sponsor Comverse we will have some great food and beverage. Please join the board and your fellow attendees.

Tuesday, September 23rd

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 of SPEECH DESIGN and Jackie Jackson of AT&T, will spend the first hour making sure that both returning and new representatives are made to feel welcome and part of the group. Also eager to meet you all in Toronto is the rest of our board: Christine Johnson- Secretary, Verizon; Tisha Rattos- Bell Canada, Treasurer; and Directors Selena Castellanos- uReach Technologies; Marianne Gedeon - AT&T and Carla Russell- Embarq.

Keynote: What is Messaging in the Next Generation World? – Kan Inaba, Bell Canada

We are very pleased to have Kan Inaba of Bell Canada open our conference with some thoughts on Messaging in the next generation world. The age of single purpose devices are over. A PC can be a voice endpoint, an IP phone can deliver data and wireless devices can do it all, from any location. The many messaging applications & media will continue to be an important part of the IP world. The dilemma we in messaging face is the plethora of possibilities in how next generation messaging may evolve. A common thread that will always remain is the provider and the customer. Kan will jump start our thinking with his comments on how messaging may evolve in this new world.

Case Study: Next Generation Architecture- Dr. Steffen Weichselbaum & Guido Düntzer, Vodafone

Our members always learn from the activities of carriers around the world. We are pleased to have Steffen and Guido join us from Vodafone to talk about their transition to next generation messaging architecture. In the legacy world, services were for the most part designed in silos; a single solution for a single service. By moving to a horizontal IT-like open architecture rather than a vertical Telco-like structure, Vodafone will be able to introduce new services to their full customer base faster and more economically.

Keynote: Unified Communications Today: The Key Basics – Blair Pleasant, COMMfusion

In the last year or so we have seen a resurgence of the term Unified Communications but have also seen it defined in many different ways. Blair Pleasant has done a significant amount of work in UC and in my opinion has brought some clarity to what Unified Communications is and is not, what components make up UC, what the value proposition is and how the market will develop. She also very recently produced a 5 year market study and forecast on Unified Communications. We are very pleased to have Blair join us and share her thoughts.

Blair is President & Principal Analyst of COMMfusion LLC, and a co-founder of UCStrategies.com, an industry resource on the growing UC arena. She provides consulting and market research analysis on voice/data convergence markets, applications, and technologies, aimed at helping end-user and vendor clients both strategically and tactically.



Panel: Unified Communications. What are the Opportunities for Wireline and Wireless Carriers?

I recently had the opportunity to participate on a Unified Communications panel at NXTcomm with many thanks to TMIA's Neal Shact of Communtech Services. In my preparation for the panel I was somewhat surprised to see the amount of activity by the CPE vendors in the SMB and large enterprise markets vs. the activity I have seen by the service provider community. Blair Pleasant will have set a foundation with her definition and value proposition for UC today and market forecast out a few years. Our discussion will focus on the UC opportunity for wireline and wireless service providers. Will the service provider be only a reseller of CPE products? This is a valid business model but somewhat reinforces the perception of the service provider as a supplier of bandwidth only. There is ample opportunity for the service provider to develop a competitive network based UC strategy. Which areas of UC favor a network based solution? Where might these strengths be leveraged to the benefit of the wireline and wireless service provider? Who might they partner with to provide UC solutions? And yes there is Microsoft.

Panel: The Marketing Message: New Revenue with Challenges

Smarter networks and devices provide new revenue opportunities for both wireline and wireless providers beyond traditional subscription and PPU. Whether the mobile, pc or TV screens the carriers have a huge opportunity to be a player (beyond supplying the pipe) for the marketing message. This panel will engage the audience in a discussion of the opportunities, how they continue to evolve and some of the challenges along the way. One particular challenge involves customer privacy. Many will have read or experienced first hand some of the concerns raised by regulators and elected officials concerning NebuAd and the ability to target market by understanding customer behavior. Is this a bump in the road or require a change of course? Given the importance of personalization (get the right message to the right customer at the right time) how might permission restrictions change the evolution of the marketing message? Think about social networking, mobile commerce, geographic messaging. Will importance, acceptance and potential usage be affected by a change of course?

After the formal program on Tuesday, with many thanks to our sponsors SPEECH DESIGN and uReach Technologies we will have an excellent networking opportunity including dinner, the ball game (New York Yankees vs. Toronto) and some fun. Best of all we won't leave our hotel to do all of that!

Wednesday, September 24

Mega-Trends Shaping our Industry- Chris Goswami, Openwave Systems and Anthony Rossetti, uReach Technologies

Chris and Anthony have collaborated to bring you some valuable and useful data on some of the current trends that will shape not only our industry but the world we live in. Here's one datapoint that caught my attention. From a total US Internet audience in May 2008 of 191 million, 68.5 percent or 131 million accessed a social networking site. Beyond a good look at Social Networking, Chris and Anthony will talk about other trends such as Convergence, Mobile Internet and Search, the Value of Voice, customers as individuals etc.



Messaging Innovation Hour- What's New and Cool in Wireline and Wireless Messaging? Facilitated by Ronald Gruia, Frost and Sullivan

We currently have a physical exhibition annually at our spring conference. So that our service provider attendees can see what is new and coming, TMIA's Board of Directors wish to provide an opportunity for our vendor member companies to show/tell us about the latest "cool stuff" they have recently introduced or will bring to the market in the near future. We will set aside about 2 hours during the Fall 2008 Conference to hear about ten new messaging innovations. Our selection process will allow all of our vendor members to submit an innovation for consideration. Registered Service Provider attendees will vote on which submissions they want to see presented during Messaging Innovation hour.

Messaging Evolution- Upinder Saini, Rogers Communications

In this session we will hear from Upinder Saini who will provide some insight into where he and Rogers think the evolution of messaging services are headed.

The eGo Phone- John Webb, Embarq

What is the eGo phone you ask? It is a beginning of the intelligent phone in the home. It is a cordless phone with a color screen. The eGo base plugs into an Ethernet port in the router, providing some Internet functionality without accessing the computer. It is not an IP phone and works on the PSTN and neatly ties dialtone, DSL and voicemail together. Embarq launched the eGo phone in April and it includes features like news, weather and sports, business search, address book and visual voicemail. John will tell us about the eGo phone and features. I am a huge fan of the intelligent "message" center in the home. I had thought we would only see it on a VoIP service and not on the PSTN.

Voicemail to Text Update – Karen Bruce, Cincinnati Bell

Those of you who attended in San Antonio a year ago will recall that Cincinnati Bell was one of the first to launch voicemail and Karen told us about their initial launch. Now, almost 18 months since launch Karen will update us on their learnings and some campaigns they have used to market voicemail to text

Panel: Voice to Text- Growing, Developing, Maturing

It is now 18 months since the initial launch of Voice to Text products. Our member vendors and service providers are gaining much knowledge through the customer experience. This panel will focus on three areas. How has V2T changed end user behavior? Our panelists will share some user research they have collected with you. What is the current status including improved accuracy, new applications etc? What will we see in the next couple of years in the Voice to Text product space?

Wednesday night is a free night for all, where messaging colleagues may make plans to explore Toronto and continue the stimulating discussions from the day. Travel is anytime on Thursday. Take a look and remember to thank our generous sponsors on the next page that made the Toronto Conference possible.



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