



## TMIA Annual Conference 2009 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 messaging industry.

2009 will be a challenging year for us all but we will recover. Despite the current economic conditions, change continues at broadband speed and we must continue to connect as an industry. Innovation has not declined, end users and their needs have not declined. You can be sure that messaging via voice, video or data will be an integral piece of future communication solutions.

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

### Travel and Welcome Reception Monday March 2nd

Please plan your travel to have a first opportunity to meet and network with your peers in the industry at the Welcome Reception from **7:30PM to 10:00PM Monday March 2nd**. Our room rate will be honored from Friday February 27th to Sunday March 8th subject to availability so please do come early or stay over to see historic Savannah.

### Tuesday

#### 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 2008.

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## **Hosted Unified Communications: What it Is, Where it's Going, and Why it Matters – Rebecca Swensen, IDC**

TMIA is very pleased to welcome Rebecca Swensen of IDC. Rebecca has recently taken a close look and forecast of hosted UC. This presentation will start with a definition of hosted unified communications and the confusion in the market around UC. She will then discuss what role mobility plays in a hosted UC solution, how such a solution closes the gap of competitive advantage between small businesses and larger enterprises, and what carriers and vendors need to keep in mind in order to stay competitive

## **Unified Communications: A Customer View - Jeff Cushing, Paul Miller- McKesson**

As our vendors, integrators and service providers prepare UC offerings whether managed, hosted or premise based, it is important to understand the end user needs. Jeff and Paul are part of the team working on McKesson's UC strategy and solutions. McKesson is 18<sup>th</sup> on the Fortune 500 with annual revenues of over \$100B in 2008. They are the leading company in the healthcare sector. They have over 32,000 employees spread over multiple businesses and locations worldwide. Jeff and Paul will provide both vendors and service providers insight on what the customer needs. They will talk about features, benefits and user experience expected along with telephony and network infrastructure

## **Its Easy Being Green: Case Study- Migration to IP Based UM/UC Platform – Rob Pettiford, Frontier**

Over the last couple of years both our vendors and service providers have incorporated strategies to reduce the carbon footprint in all areas of their business. "Green Technology" considerations are now common in the business decision process. Frontier serves about 3M subscribers over 24 states. When they planned their migration to a next generation messaging solution, they knew they wanted to align with Frontier's commitment to environmental responsibility. Rob will present Frontier's case study and provide some detail on energy saving and other cost cutting tips along with benefits of environmental responsibility for service providers and their customers.

## **FIOS Digital Voice- Christine Johnson, Verizon**

As we all know Verizon has been building an extensive fiber-optic network and introducing their FiOS TV product for some time. They are now beginning to introduce FiOS Digital Voice, a premier VOIP product, as part of the offering to their FiOS customers. Christine will provide us with an overview of FiOS Digital voice touching on the development process, features, customer tools and interaction with messaging.

## **Panel One: Managed and Hosted Service Provider Opportunities in the Current Economy- Alain Decartes, Moderator**

In the current economy, analysts indicate enterprises are expected to adopt a cautionary approach to capital investment in the next 24 months. However, they will focus on technologies like those under the UC umbrella that can help reduce costs and optimize resources. Preference for OPEX (operating expense) over upfront capital costs will provide a window of opportunity for service providers in a "hosted" business model. This may include professional services encompassing consulting, integration & implementation; and managed or hosted services. This interactive panel will explore where opportunity for wireline and wireless service providers might be and to which enterprise markets they may provide which services.

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## **Networking Theme Dinner**

With many thanks to our sponsors' Alcatel Lucent & uReach Technologies, attendees will have a wonderful opportunity to renew old and make new acquaintances at our traditional evening event. We will get to see some of the highlights of historic Georgia on a short trolley tour followed by a great dinner on the top floor of the Hilton overlooking historic downtown Savannah.

## **Wednesday**

### **Improved Usability for Better Service Introduction – Ana Bravo, Telefonica**

In different presentations throughout the conference we will hear the terms “ease of use” or “usability” often. Telefonica has done a great amount of work on improving the end user experience. We are very pleased to have Ana Bravo join us and share some of their knowledge in the work Telefonica has done to define and integrate the end user experience into the development process. Ana will share the methodology that they have developed to ensure the best user experience for their customers when they interact with their services, applications and devices. Through providing additional information from the user experience point of view and working closely with the different business units they are able to better define the final product for the benefit of the customer.

### **Case Study: Messaging Evolution at TMN Portugal- Paulo Simões, TMN**

With many thanks to the folks at Comverse we are very pleased to have Paulo Simões come from TMN to provide us a case study on TMN's messaging area. TMN and Portugal are considered to be frontrunners and trend setters in messaging and attendees will learn what might be in store for them. How have their messaging services evolved? How has this affected revenue? What is their vision for the future? Areas Paulo will talk about include: how TMN achieved increase in messaging ARPU with free tariffs, how to avoid messaging infrastructure becoming a cost factor instead of source of ARPU, messaging as a call completion tool to name a few.

## **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 proposition for the vendors & service providers. 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 incited via our passport program to visit each and every exhibit. The smallest to the largest vendor have equal exposure. Many successful partnerships have been born in TMIA's exhibit area. This visit will be the first of four visits for 1.5 hours

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### **Case History: Migration to Webmail 2.0- Daryl Wells, Bell Aliant**

Daryl will provide the audience some insight to Bell Aliant's migration to their new email messaging platform. Daryl will describe their journey from a basic webmail portal with few features, no html and limited capacity to next generation capability resolving these deficiencies and providing a realm of possibilities to offer their customers.

### **One to Many Messaging: The Obama Impact and Opportunities- Larry Berke**

It was amazing to watch how President Obama and his team used several messaging media and applications in his recent presidential campaign. SMS for alerts and announcements (like announcing Mr. Biden as VP), messaging for fundraising; getting out the vote; social networking; video messaging/You Tube for debates & his messages (his team alone uploaded over 1,000 videos viewed over 50 million times) were all used effectively by he and other candidates. One to many messaging (and Obama made great use of reply) has certainly come of age through the recent election. Larry on behalf of TMIA will talk about how one to many messaging has evolved and how this recent success may impact us in the messaging industry. Think of the possibilities!

### **Video: The Race for Convergence- Patrick Lopez, Vantrix**

We have heard from Larry how President Obama has effectively used video to effectively deliver his message. Patrick will look at the latest trends in multimedia and video services (Mobile TV, WEB TV, Social networks, User Generated Content, Mobile Advertising and their impact for Wireless, TV and broadband networks from a technical and business prospective.

### **Panel 2: Data Messaging Trends on Mobile, Home and Business - Moderator Michael Edgett, Movius**

When MMS was emerging some said SMS was dead but it continues to grow and remain the largest mobile data service used today. Text is even extending to wireline line devices. As the network, devices and content evolve, what about MMS? What about the extension of IM and email to the mobile device? How will all of these applications mesh together as operators continue to grow & refine their messaging services? How will new drivers like social, political and marketing affect messaging services? These are a few of the questions that will no doubt generate discussion and varied opinions within our audience.

### **Exhibit Area and Reception**

Our second visit to the exhibit area will take place at end of day for 1.5 hours where we will have some munchies and beverages as you visit exhibits. This is also a free night for attendees after 5:45 PM

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## **Thursday**

### **Smart Home Phone- Laurie Tappel, Cincinnati Bell**

The home phone continues to become more intelligent even on the PSTN network. Cincinnati Bell launched their Smart Home Phone in November, bringing the convenience of several wireless features to the home. Smart Home Phone ties together the home phone and Cincinnati Bells high speed Internet service with an intelligent cordless handset. Laurie will provide an overview of the introduction of the Smart Home Phone. Attendees will be most interested in hearing about incorporating several messaging capabilities into the service including text messaging (SMS) visual voicemail and voice to text.

### **Embarq Call Screening- Don Briscoe, Embarq**

Since the introduction of voicemail, one of the major roadblocks to have a customer migrate from an answering machine has been the inability of the customer to screen their calls. With an answering machine they could listen to the customer leave a message and break in if they decide to talk. With Embarq's call screening solution they can now do this with voicemail. A couple of neat aspects of the service are simplicity, free, and self activation through the mailbox or online. Don will tell us how it works and some of the feedback since the launch in September.

### **Exhibit Area- 10:30 AM to 12:00 PM**

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

### **Voicemail Evolution to Visualization: End User Research – Ofer Karmi, Comverse**

Beginning with the launch of the I-Phone the voicemail market is experiencing a new renaissance trend around visualization. New visual services are emerging combined with new capable handsets create totally new experiences for the end user.

Ofer will present some major highlights of a recent market study of North America, conducted for Comverse by Synovate, an international market research company. Ofer will provide some insights on how the evolution to visual services will affect next-generation voicemail usage and offerings.

### **Multiple Country Consumer Research: Voice to Text - Nirmalya De, Nuance**

Nuance has just completed a consumer research project in the USA, UK, France and Spain of both users and potential users of voicemail to text. Primary highlights of the survey include enhanced services usage and habits including voicemail, likelihood to use voicemail to text and perceived benefits, elements affecting V2T usage etc. . Nirmalya will provide us some very interesting insights on the potential of the voicemail to text service. Attendees will be especially interested to learn how V2T ranks with SMS, mobile email, Internet and other enhanced services.

### **Panel 3- Visualization of Voicemail: The Service Provider View - Jackie Jackson, AT&T Moderator**

An answering solution (whether voicemail or an answering machine) has long been the most ubiquitous telecom service in North America. Leaving a message has always been convenient in the event of a missed call. Retrieval of

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the message has not been as convenient. Prior to the last few years visualization meant an icon on your wireless phone or MWI light in your home or business and you were required to “go get” the message. Different visual solutions have been introduced by many service providers to make retrieval of voice messages user friendly. Panelists with experience in online retrieval, Visual Voicemail, Voice to Text in both wireline, wireless and online environments will discuss some of these solutions, the impacts on voicemail growth and usage, successes and challenges. Who are the segments using which solutions? What needs to be done?

### **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

## **Friday**

### **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 on Wednesday & Thursday will qualify for at least 15 prizes valued at over \$2500. You want to make sure you attend the proceedings on Friday to see the fun!

### **Roundtable- Service Provider and Vendor Needs in 2009- Are we Aligned?**

To say 2009 will be challenging might be an understatement. We all expect human, capex and opex resources to be limited. In this environment what are the most important areas of focus in 2009 for the wireline and wireless service providers? One question I have already had is “What are operators experiencing on voicemail, VAS in general? Are customers trimming their bills? “What do the supporting vendors think? This roundtable will be an opportunity for everyone to provide some thoughts, ask questions and though at a high level, generate some understanding on what we might expect? In what areas should TMIA focus their resources? How can they assist?

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

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