

NUMBER PORTABILITY '09

Learn how to successfully develop, implement or re-design sustainable and efficient Fixed and Mobile Number Portability systems

- ✓ Examine the current status of NP implementation around the world
- ✓ Optimise the sustainability of your NP solution
- ✓ Determine the role of the regulator and operators when implementing or re-designing your NP solution
- ✓ Learn how to effectively implement an NP solution in an NGN environment
- ✓ Understand how to develop an effective Fixed Number Portability solution

Pre-Conference Workshop
Monday 21st September

Optimising the Implementation of Mobile Number Portability

A hands-on practical checklist and interactive workshop on establishing and executing a Mobile Number Portability project within a mobile operator

Led by: *Reforcia Consulting*

The expert speaker panel will include:

Mick Wadham, Chair, NP Process Group, **Open Reach, BT**

Walter Maurer, Head of Network Services Platform, **mobikom austria**

Carsten Hviid, Product Manager, **TDC**

Tomas Prokopik, Manager Business Planning and Performance, ICT Strategy and Services, **Telefonica O₂ Czech Republic**

Chris Marx, Manager – Technical Product Development and Support, **Telkom SA**

Adrian Dodd, Chief Engineer, **GSMA**

Slavica Nasteska, Head of Telecommunications Department, **Agency for Electronic Communications of the Republic of Macedonia**

Isabelle Gallaga, Project Manager FNP, **ARCEP**

Yolanda Romero, Technical Expert, **Comisión del Mercado de las Telecomunicaciones**

Dr. Vassiliki Gogou, Telecommunications' Monitoring and Supervision Division, **EETT**

Michael Byrne, Director of Regulation, **Office of Utility Regulation – Guernsey**

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NUMBER PORTABILITY '09



Pre-Conference Workshop
21 September 2009

Registration and welcome coffee will begin at 09:30 and the workshop will run from 10:00 to 16:00 with appropriate breaks for lunch and refreshments

Optimising the implementation of Mobile Number Portability

A hands-on practical checklist and interactive workshop on establishing and executing a Mobile Number Portability project within a mobile operator

Workshop leader: **Jorgen Nilsson**

Head of Mobile Number Portability Implementation, **Reforcia Consulting**

Workshop Agenda

1 An introduction to MNP

- This session will give delegates an understanding of what MNP means for both the operator and the subscriber. It will help them to identify the challenges associated with meeting the regulatory requirements and the corresponding inter-operator porting processes. Delegates will also be able to discuss what they believe to be the pros and cons associated with implementing a Central Reference Database.

2 Establishing and executing an MNP programme within a mobile operator

- This session will be split into two sections:
 - Initiating and planning an MNP programme
 - Executing and monitoring an MNP programme
- Delegates will have the opportunity to discuss the challenges that they are facing during the development and execution of their MNP programmes and brainstorm with each other to come up with effective solutions to these problems.

3 Analysing the impact of MNP

- This session will take an in-depth look at the traditional/typical impact of MNP and allow delegates to discuss the challenges that they have experienced since the implementation of MNP. Delegates will also be provided with an insight into which business areas will be most affected by the implementation of MNP.

4 An international outlook – Country case study

- Having identified how to initiate, plan, execute and monitor an MNP programme, this session will provide delegates with the opportunity to hear a country specific case study, giving them an insight into the challenges that others have faced and how they have overcome them.

5 Lessons learnt

- The final workshop session will give delegates the chance to combine the learnings from the day with the conclusions drawn from the country specific case study. Delegates will then have the chance to put any unanswered questions to the floor.

About your workshop leader: *Jorgen Nilsson is an international independent consultant on Number Portability and has been working on NP projects since 1998. He has extensive Mobile Number Portability project management and implementation experience from both incumbent and new entrant operators in Sweden, Spain, Belgium, South Africa, Egypt and Thailand. Jorgen has also assisted a European Regulator on Number Portability processes and played a leading role in the implementation of the Number Portability Central Reference Database solution in Sweden.*



Conference Day One
22 September 2009

08:30 **Registration and Morning Coffee**

09:00 **Opening Remarks From The Chair**

09:10 **Examining and benchmarking the different strategies that have been used to implement Number Portability in different countries: learning from the successes and the mistakes**

- Using global examples to identify the measurements of success for NP
 - Subscriber awareness
 - Subscriber perception
 - Accessibility
 - Porting fee/cost to subscribers
 - Ease of process
 - Number of ports
 - Porting time
 - Increased competition
- Examining to what extent centralised versus distributed databases contribute to the success of NP
- Examining target porting periods in different countries and determining whether these targets are being met
- Comparing the costs and benefits of an onward routing system as opposed to all call query and examining which countries are using which system
- Examining how different countries are overcoming the challenge of achieving cooperation between competing operators, different suppliers and the regulator

Carin Johansson,

Managing Director and Senior Corporate Developer Consultant, BoCa Consulting

10:10 **Understanding the role that the Operator Clearing House (OCH) played in ensuring the success of Denmark's Number Portability solution**

- Examining the steps that were taken in order to build and operate the OCH in Denmark
- Identifying the advantages and disadvantages of implementing and operating an OCH for the Danish operators
- Determining how the Danish operators have overcome the challenges associated with building and managing the OCH
- Analysing the role that the OCH has played in ensuring the effectiveness of the Danish NP solution

Carsten Hviid,

Product Manager, TDC

10:50 **Morning Refreshments**

11:20 **Implementing complete Mobile Number Portability and a Central Reference Database (CRDB) in smaller economic environments**

- Establishing why the implementation of MNP and a CRDB was different in Guernsey
- Identifying the challenges that the Office of Utility Regulation came up against when trying to implement MNP and a CRDB in Guernsey
- Examining the role of the regulator during the implementation of MNP and the CRDB
- Forecasting the success of MNP in Guernsey

Michael Byrne,

Director of Regulation, Office of Utility Regulation - Guernsey

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12:00 **Learning from the Republic of Macedonia's successful experience of implementing Number Portability in a small country**

- Identifying the factors that can make the implementation of NP different in a small state
- Examining the challenges that the National Working Group for NP faced when developing the regulatory base for the solution
- Understanding how the National Working Group overcame the challenges that they faced
- Determining the regulator and operators roles in developing and implementing the NP solution
- Measuring the success of the Republic of Macedonia's NP solution

Slavica Nasteska, M.Sc.,

Head of Telecommunications Department, Agency for Electronic Communications of the Republic of Macedonia

12:40 **Lunch**

14:00 **Developing and Managing an effective strategy for implementing Mobile Number Portability on a larger scale**

- Analysing the particular challenges associated with implementing NP on a large scale
- Overcoming the specific issues associated with geographical numbering
- Identifying the most effective model for managing MNP in large scale countries
 - Operator consortium
 - Regulator lead
 - Employing a third party
- Determining whether or not it is feasible to implement a centralised database in a large scale country
- Understanding how to measure and optimise the success of MNP in a large scale state
- Establishing how to develop large scale marketing campaigns to ensure customer awareness of MNP

For speaker announcements please visit: www.iir-conferences.com/np

14:40 **Examining how EETT is expected to achieve the time-efficient, cost-effective and successful re-design of Number Portability in Greece**

- Establishing the reasons behind the re-design of Greece's NP solution
- Identifying the challenges that EETT faced when trying to ensure the successful re-design of the NP solution
- Examining the role that the operators and regulator played in overcoming these challenges
- Managing the difficulties associated with LLU in order to implement the FNP solution
- Measuring the success of Greece's NP solution

Dr. Vassiliki Gogou,

Telecommunications' Monitoring and Supervision Division, EETT

15:20 **Afternoon Refreshments**

15:40 **Future-proofing Number Portability solutions for Next Generation Networks and convergence**

- Identifying the regulatory challenges when implementing NP in an all-IP network
- Ensuring that your NP solution is future-proof: will it be compatible with a converged, IP-based environment?
- Evaluating the role and importance of ENUM in mapping telephone numbers to IP addresses in an NGN environment
- Identifying the specific technical, administrative & operational challenges of porting geographic to non-geographic numbers

Tom Kershaw,

SVP and GM Interconnection Solutions, Telcordia

16:20 **Determining how to ensure the fair distribution between all the different operators of the costs associated with building or re-designing a Number Portability solution**

- Determining all the costs associated with implementing an effective Number Portability solution
 - CAPEX – set-up costs
 - OPEX – management and porting costs
- Analysing and overcoming the challenges associated with allocating the different costs fairly between all the operators
 - Incumbent
 - New Entrants
 - MVNOs
 - Other operators
- Establishing the role of the regulator in determining the allocation of these costs
 - Ensuring co-operation between all the operators
- Examining best practice for the effective allocation of the cost associated with NP

Tomas Prokopik,

Manager Business Planning and Performance, ICT Strategy and Services, Telefonica O2 Czech Republic

17:00 **UK Case Study: Examining current regulatory challenges that BT Open Reach faces and providing an insight into the future of Number Portability in the UK**

- Analysing the current status of NP in the UK
- Providing an insight into the recent regulatory developments in the UK
- Examining BT Open Reach's current regulatory challenges
- Understanding how BT Open Reach is developing solutions in order to overcome these challenges
- Predicting the future of NP in the UK

Mick Wadham,

Chair, NP Process Group, Open Reach, BT

17:40 **Closing Remarks From The Chair**

17:50 **End Of Conference Day One**



Drinks Reception

IIR would like to invite you to join fellow delegates and the speakers at an informal drinks reception which will enable you to discuss the topics addressed during the day



Conference Day Two
23 September 2009

08:30 **Registration And Morning Coffee**

09:00 **Opening Remarks From The Chair**

09:10 **ENUM: Is it feasible to use a Private/Carrier ENUM to provide a Number Portability solution**

- Understanding the rationale behind using Private/Carrier ENUM to facilitate NP
- Determining the technical and regulatory challenges of using Private/Carrier ENUM as a solution for NP
- Examining the benefits of using Private/Carrier ENUM to enable NP across IP networks globally
- Managing the evolution from your existing NP solution to an ENUM enabled one

Adrian Dodd,

Chief Engineer, GSMA

09:50 **Ensuring the effective implementation and operation of a Number Portability system in a Next Generation and converged network environment**

- Developing a centralised real time database (RTDB) and identifying the source of the number
- Determining how to interconnect Next Generation Networks with IP Peering
- Understanding I-ENUM and what protocols, session border controllers/media-gateway addresses and load balancing is needed to
 - Transform from a legacy to an all IP based network
 - Ensure all the possible combinations of interconnection
 - Develop load balancing, least cost routing and happy hours
- Establishing how to use U- and I- ENUM to deliver different services
- Leveraging presence and ENUM to develop an FMC solution

Tomi Gačnik,
Executive Manager, Teletech d.o.o

10:30 **Identifying and overcoming the challenges associated with implementing and evolving your Fixed Number Portability solution**

- Outlining the key obstacles to the effective implementation and management of FNP
 - Network modifications
 - Costs
 - Incumbent with SMP
- Understanding how to integrate FNP with the existing MNP solution
- Managing the difficulties associated with LLU in order to implement FNP
- Establishing the role of the regulator in ensuring the successful implementation and management of FNP
- Determining how to ensure consistency when implementing FNP in terms of
 - Regulations
 - Porting times and costs

For speaker announcements please visit: www.iir-conferences.com/np

11:10 **Morning Refreshments**

11:30 **Understanding how ARCEP ensured effective cooperation between the operators and the regulator during the successful re-launch of Fixed Number Portability**

- Understanding the reasoning behind the re-launch of FNP in France
- Examining the changes that have been made to the FNP solution
- Identifying the challenges that ARCEP faced when trying to ensure cooperation between the different operators
- Determining who should be running the centralised database and why
- Establishing how ARCEP ensured that all the operators fulfilled their roles during the re-launch of France's FNP solution

Isabelle Gallaga,
Project Manager FNP, ARCEP (awaiting final confirmation)

12:10 **Identifying the role of the regulator in ensuring optimal efficiency during the implementation of Mobile Number Portability in Austria**

- Understanding the role of the regulator in ensuring cooperation between the different operators
- Ensuring that the timescales set by the regulator are reasonable and that deadlines are consistently met
- Determining the role of the regulator when
 - Deciding whether to use a centralised or distributed database
 - Choosing the routing options
- Evaluating the role of the regulator in terms of setting porting times and porting fees
- Establishing how the regulator should work with the operators to

raise customer awareness of NP

Walter Maurer,
Head of Network Service Platforms – Mobile Service Network, mobilkom austria

12:50 **Lunch**

14:00 **Examining how Telkom SA achieved the cost-effective and successful re-design of their Number Portability solution**

- Understanding why Telkom SA decided to re-design their NP solution
- Examining the challenges that Telkom SA faced when trying to ensure the successful re-design of their NP solution
- Outlining the changes that Telkom SA made as a result
- Measuring the success of the re-design of the solution

Chris Marx,
Manager - Technical Product Development and Support, Telkom SA

14:40 **Learning from CMT's experience of moving from a distributed to a Centralised Reference Database**

- Establishing the reasoning behind CMT's decision to progressively implement a CRDB
- Analysing the different stages of the implementation process
- Examining the challenges that the Spanish regulator came across when progressively shifting to a CRDB
- Determining how CMT successfully managed the shift from a distributed to a centralised NP solution
- Measuring the success of the change in NP solution

Yolanda Romero,
Technical Expert, Comisión del Mercado de las Telecomunicaciones

15:20 **Afternoon Refreshments**

15:40 **Determining who should have responsibility for the operation and financial management of a centralised database**

- Identifying the different models for running a centralised database
 - Operator consortium
 - Third party
- Comparing the pros and cons of these two different approaches
- Establishing how to allocate the different costs associated with running a centralised database
- Determining how much of a role the regulator should have in deciding the management of the centralised database
- Understanding how to sustain the effectiveness and cost-efficiency of a centralised database

Clive Fagan,
General Manager, Number Portability Company Ltd

16:20 **PANEL DISCUSSION: Understanding how to leverage Number Portability as a tool to increase customer acquisition whilst protecting your own customers from churning**

A panel of leading experts will discuss how to leverage NP to optimise both customer retention and acquisition. The discussion will then be opened to the floor and delegates will have an opportunity to put forward their own suggestions and ask the panellists further questions.

17:00 **Closing Remarks From The Chair**

17:10 **End of Conference**

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NUMBER PORTABILITY '09

Hotel Barcelona Princess, Barcelona
21st – 23rd September 2009

? Why Should You Attend?

If you are re-launching or re-designing your Number Portability solution, planning and implementing both MNP and FNP, or simply interested in finding out how to overcome the current challenges that you face with regards to your porting solution, IIR's Number Portability 2009 Conference is a must-attend event.

Now in its 14th successful year, this event will provide both operators and regulators from around the world with the perfect opportunity to come together and share knowledge, experiences, success stories and lessons learnt. Delegates will see how to develop, improve and optimise the cost-efficiency of their NP solution, meet the challenges associated with Next Generation Networks and IP interconnection and hear how small and large countries alike have designed and implemented Number Portability.

Commercial Opportunities

For further details on Sponsorship and Exhibition opportunities, please contact **Russell Bacon**, Senior Business Development Manager, IIR Telecoms & Technology on **t +44 (0) 20 7017 7104**
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* Speaking Opportunities

Please contact **Nicola Bowen**, Conference Producer, IIR Telecoms & Technology on **t +44 (0) 20 3377 3416**
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PortingXS is a specialist in the supervised execution of administrative processes in the field of telecommunication numbers, whether involving secure porting of telephone numbers and executing related customer processes, number or database management or complete CRDB solutions. PortingXS has specialised in Number Portability as a managed service and delivers these services to more than 40 operators in a complex environment for over 8 years. The platform that PortingXS has developed allows Operators and Service Providers to choose their own grade of integration with their back offices. Extensive reporting and track-and-tracing tools contribute to achieve the highest service levels during the porting process. PortingXS is a major contributor in advisory projects for Governmental regulators and developments in telecommunication and IT technology. **www.portingxs.com**

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"It was a really good occasion to hear others' experiences on number portability"

Slaven Rozic, HT Mostar @ Number Portability 2008

"Our company did a lot of work in making ourselves ready for MNP, but this would be incomplete without all the tips and shared experiences of the conference attendees. Essential for any company facing MNP"

Vlad Vereshchagin,
Cellcom @ Number Portability 2007

"An excellent way of learning about the latest developments in number portability"

Rickard Granberg, Carphone Warehouse
@ Number Portability 2008

? Who Will You Meet?

Based on the attendance at IIR's Number Portability 2008 event, we expect the following industry types and geographic breakdown:

GEOGRAPHICAL REGIONS

- 17% Western Europe
- 17% Southern Europe
- 25% Eastern Europe
- 10% Scandinavia
- 17% Africa
- 14% Asia



INDUSTRY TYPES

- 58% Operators
- 18% Regulators
- 15% Consultants
- 9% System Manufacturers



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NUMBER PORTABILITY '09

21st – 23rd September 2009 | Hotel Barcelona Princess, Barcelona

CG2544 CW/C

Venue & Accommodation Details:

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Tel: +34 93 3561000 Fax: +34 93 3561022 Email: bcn.reservas@princess-hotels.com

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1 DECIDE WHAT YOU WANT TO ATTEND

✓	Title	Date	Code
<input type="checkbox"/>	Complete Event (Pre-Conference Workshop & 2 Day Conference)	Monday 21st September – Wednesday 23rd September 2009	CG2544CW
<input type="checkbox"/>	2 Day Conference	Tuesday 22nd September – Wednesday 23rd September 2009	CG2544C

2 WORK OUT THE PRICE *Please photocopy this form for multiple bookings.*

	Price available for registrations before 24th July 2009	Price available for registrations <i>between</i> 24th July 2009 and 20th August 2009	Price available for registrations <i>after</i> 21st August
Complete Event (Pre-Conference Workshop and 2 Day Conference)	<input type="checkbox"/> €2495 + VAT @ 16% €2894.20	<input type="checkbox"/> €2695 + VAT @ 16% €3126.20	<input type="checkbox"/> €2895 + VAT @ 16% €3358.20
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