

The World's Premier
Number Portability Event!
In 2007 80% Of Delegates
Represented Regulators And Operators

Number Portability 2008

Successfully Implementing And Evolving Fixed And Mobile Number Portability And Assessing The Future Of Number Portability In Next Generation, Converged And VoIP Networks

15th - 18th September 2008 • Radisson SAS, Budapest, Hungary

Expert Speakers Include:

- **Open Reach, BT**
Mick Wadham, Chair, NP Process Group
- **Orange**
Didier Durand, Director of Projects
- **Telenor Pakistan**
Nauman Arshad, Project Manager
- **Cellcom**
Hillel Geiger, Head of Marketing
- **Cell C**
Wellington Sibande, Services and Architecture Planner
- **AVEA İletişim Hizmetleri A.Ş.**
Atanur Aytakin, Networks Core Planner/
Network Core Delivery Programme
- **Magyar Telekom**
Dr. Gabriella Bárány Sülle, Senior Expert,
Mobile Regulations Department
- **The Carphone Warehouse Group PLC**
Rickard Granberg, Head of Telecoms Regulation
- **Hot**
Ariel Cohen, Marketing Manager
- **National Regulatory Authority for Communications, Romania**
Senior Representative
- **Nigerian Communications Commission**
Martha Onyeajuwa, Director
- **ARCEP**
Isabelle Gallaga, Project Manager FNP
- **Turkish Telecommunications Authority**
Müminhan Bilgin, Director
- **UK Porting**
Peter Black, Director

Pre-Conference Workshop
Monday 15th September

**Assessing The
Feasibility Of Using
ENUM To Provide
A Solution To
Number Portability**

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Assessing The Feasibility Of Using ENUM To Provide A Solution To Number Portability (NP)

Registration and coffee will be at 9.30am and the workshop will run from 10.00am to 4.00pm with appropriate breaks for lunch and refreshments.

Workshop Agenda

Session 1: Introduction and overview of the technical challenges of using ENUM to facilitate NP

This session will help you identify the significant technical challenges involved in using ENUM to facilitate NP. It will then examine the progress that has been made and the challenges that have arisen. The workshop leaders will introduce a framework to optimise your understanding of ENUM and its relations to NP and will highlight the major issues that should be part of your strategic technical planning.

Session 2: Outlining the key concerns of operators and regulators

From the perspectives of both operators and regulators two key concerns have arisen:

- The financial costs of implementing ENUM
- The issue of privacy

The leaders will evaluate the extent to which they pose a challenge and assess the solutions to these challenges.

Session 3: Evaluating the extent to which infrastructure ENUM improves PSTN and IP based NP administration in terms of reducing cost complexity

The session will take an in-depth look at the issues of cost complexity and provide the opportunity to greatly reduce the costs of NP administration.

Session 4: Determining advantages and disadvantages of using SS7 switching as an alternative to ENUM

With the key challenges identified, this session deals with choosing the appropriate solution. We will compare the benefits and weaknesses of the two main approaches helping you to select the right one.

Session 5: Conclusion and Application

The final workshop session will review the learning from the day's sessions and examine real-world applications.

For updates on the leaders of the workshop please see the website www.iir-conferences.com/np

Conference Day One: Tuesday 16th September 2008

09.00 Registration and Coffee

09.25 Welcome Address

James Cardy,
Conference Producer,
IIR Telecoms

09.30 Opening Remarks From The Chair

09.40 Examining The Current Trends In Number Portability Implementations Around The World

- Comparing the different methods of implementation that have been used around the world during the last year.
- Analysing the costs and benefits of an onward routing system as opposed to All Call Query (ACQ).
- Understanding the rationale behind central reference databases.
- Examining the current status of planned NP implementations.
- Understanding how different countries are meeting the challenges of achieving co-operation between competing operators, suppliers and regulators.
- Assessing how countries that have already implemented NP are responding to the challenges of technological advances and technological convergence.

Carin Johansson,
Managing Director and Senior Corporate Developer Consultant,
BoCa Consulting

10.20 Learning From The Experiences Of Implementing MNP In Nigeria: A Regulator's Perspective

- Evaluating the importance of user education in ensuring a successful NP solution.
- Understanding how the lack of co-operation between operators and the regulator led to delays and establishing what was done to overcome this.
- Developing effective cost allocation and recovery models in Nigeria.
- Understanding the importance of tariff transparency for NP.
- Understanding why and how the National Numbering Plan was upgraded to ensure successful routing of calls.
- Scrutinising the benefits of employing NP to improve Quality of Service.
- Assessing the opportunities and challenges that NP offers for customer acquisition and subscriber growth.

Martha Onyeajuwa,
Director,
Nigerian Communications Commission

11.00 Morning Refreshments

11.30 Understanding How To Optimise Co-Operation Between Operators And Regulators And Between The Different Operators To Ensure The Effective Implementation Of Number Portability

- Evaluating the importance of effective co-operation between regulators and operators.
- Examining the potential problems caused by a lack of co-operation between operators:
 - Exploring the specific challenges in developing countries where the incumbent is the state owned operator and has a monopoly.
 - Identifying and managing the potential conflicts between the incumbent and new entrants.
- Achieving a balance between enabling an effective discussion within the market and cost.
- Evaluating the different approaches that can provide solutions to a lack of co-operation during NP implementation:
 - Involvement from all market players in the design of the NP solution.
 - Having a strong regulator led implementation.
 - Using an independent arbiter in cases of disputes between the operators and regulator.

Peter Black,
Director,
UK Porting

12.10 Optimising The Relationship Between Operators And Regulators To Minimise The Duration Of NP Implementation

- Optimising co-operation between government regulators and mobile operators during the discussions for NP.
- Minimising the duration of the implementation process.
- Establishing how to use pilot studies to ensure an effective NP implementation.
- Understanding the role of the regulator in defining the NP process.

IIR Invites Delegates And Speakers To A Networking Drinks Reception



- Assessing the extent to which operators comply with regulatory decisions.
Ariel Cohen,
Marketing Manager,
Hot
- 12.50 Lunch
- 14.00 **Determining Who Should Have Responsibility For The Implementation And Management Of A Centralised Number Database**
 - Allocating the responsibilities and costs associated with deploying a centralised database in terms of the:
 - Development
 - Implementation
 - Day-to-day operation
 - Maintenance
 - Data quality
 - Innovation drivers
 - Examining the role of the regulator.
 - Comparing the pros and cons of an operator managed versus a third party managed centralised database system:
 - What are the drivers behind the adoption of a third party managed system?
 - What are the cost implications?
 - Understanding how to optimise the control, cost-effectiveness and efficiency of the centralised database.
 - Developing a price model for sharing costs.
Patty de Haan,
Project Manager,
Porting XS
- 14.40 **Developing An Effective NP Solution Whilst Avoiding A Price War**
 - Understanding the level of co-operation between the market players during the Israeli implementation of NP.
 - Determining to what extent trust is an integral part of optimising the process.
 - Establishing what was done to prevent a price war and why it was not effective.
 - Assessing what can be done to prevent churn whilst reducing cost complexity.
Hillel Geiger,
Head of Marketing,
CellCom
- 15.20 Afternoon Refreshments
- 15.50 **Understanding The Strategy Behind Mobile Number Portability (MNP) Implementation In Egypt And The Lessons To Be Learnt**
 - Overview of the Egyptian telecoms market.
 - Examining how MNP was implemented and deployed in Egypt:
 - Regulation, technical solution and business rules.
 - Process, porting time and win-back procedure implemented.
 - Cost allocation (who pays what and to whom).
 - The central solution deployed and the inter operator challenges.
 - Evaluating the lessons learnt – the challenges faced and the mistakes made.
Jorgen Nilsson,
Head of Mobile Number Portability Implementation,
Reforcia Consulting
- 16.30 **Panel Discussion: Understanding Whether To Use Direct Or Indirect Routing As Part Of Your NP Implementation**
This session gives the opportunity to join together with some of the industry's leading experts from both the technical and regulatory spheres. These 5 topics will be debated:
 - Discussing the pros and cons of direct cost implications and ROI.
 - Examining the benefits of using direct routing:
 - All Call Query
 - Call time
 - Signal Relay Function
 - Identifying and overcoming the challenges resulting from the administrative differences of using direct or indirect routing.
 - Evaluating the importance of availability and compromised liability to the routing debate.
 - Determining whether direct routing is the solution to future implementations of NP.
- 17.10 **Closing Remarks From The Chair**
- 17.20 End of Conference Day One

Conference Day Two: Wednesday 17th September 2008

- 09.00 Registration and Coffee
- 09.30 **Opening Remarks From The Chair**
- 09.40 **Learning From Global Best Practice To Improve The Efficiency Of NP**
 - Comparing the performance of leading solutions for NP and identifying the opportunities for improvement.
 - Understanding the lessons from global NP solutions to optimise the role and the involvement of the regulator in the implementation.
 - Determining what operators and consumers want and expect from NP:
 - Achieving acceptable porting times whilst protecting consumers against being withheld or being pressurised into porting.**Dr. Gabriella Bárány Sülle,**
Senior Expert, Mobile Regulations Department,
Magyar Telecom
- 10.20 **Enhancing MNP: Learning From France's Relaunch Of MNP** Late addition
Didier Durand,
Director of Projects,
Orange
- 11.00 Morning Refreshments
- 11.30 **Relaunching NP: Optimising The Transition From An Onward Routing Solution To A Central Reference Database**
 - Effectively managing the transition from an onward routing solution to a central reference database.
 - Optimising public procurement and tendering from a central reference database.
 - Understanding how to categorise and provide solutions to the issues associated with migration.
 - Assessing the challenges of Next Generation Networks for communication providers on NP.
Mick Wadham,
NP Process Group,
Open Reach, BT
- 12.10 **Discussing The Lessons Learnt From The Review Of NP Implementation In The UK**
 - Understanding why NP has been reviewed in the UK.
 - Understanding the UK's move from a decentralised/indirect routing based NP regime to a Next Generation portability solution:
 - The lessons to be learnt from applying a centralised database to support IP based telephony/converged services.
 - Assessing the regulatory role in the initiative to move towards a centralised solution.
 - Debating the advantages and disadvantages of using a porting conveyance charge in the short term with particular consideration to its effect on competition.
 - Establishing the reasons for using soft switches as opposed to ENUM.
Rickard Granberg,
Head of Regulation,
Carphone Warehouse
- 12.50 Lunch
- 14.00 **Identifying And Managing The Barriers To Migrating To A Central Reference Database.**
 - Pinpointing the challenges of migration for a country that has already implemented NP.
 - Evaluating the advantages of using centralized order processing and a central reference database for ported numbers versus bilateral ordering and direct network routing.
 - Understanding how to prevent data manipulation on competition: how to prevent manipulated data passing between operators and skewing competition.
 - Debating whether to use a centralised interface versus operator led subsessions.
 - Determining whether to use a third party managed central database system functionality - what are the operational requirements?
For speaker announcements please visit www.iir-conferences.com/np



14.40 **Exploring The Lessons Learnt From Turkey's Implementation:**

Talk 1: The Operator's Perspective

- Understanding the background for NP in Turkey.
- Evaluating the Turkish Market.
- Reviewing the implementation of the central reference database.
- Identifying and examining the operator's role in:
 - Routing
 - Charging

Atanur Aytek,
Network Delivery / Core Networks Planning,
AVEA İletişim Hizmetleri A.S.

15.20 Afternoon Refreshments

15.50 **Talk 2: Evaluating The Regulator's Role And Perspective**

- Understanding the regulator's responsibilities to the operators and to their subscribers.
- Assessing the operator's rights and obligations.
- Identifying and overcoming the regulatory difficulties that can arise during implementation.
- Understanding how the regulator and operator can work together for mutual benefit.
- Establishing how the TRA can encourage and enhance communication and co-operation between operators in order to optimise implementation.
- Determining what regulators can do to enforce the implementation of NP.

Müminhan Bilgin,
Director,
Telecommunications Authority Turkey

16.30 **Panel Discussion: Quantifying The Impact Of NP On Market Competition**

Join some of the industry's leading regulators and operators in discussing the effectiveness of NP as an enabler of competition.

- Evaluating the level of uptake of NP around the world.
- Understanding how to increase user awareness in order to optimise the uptake of NP.
- Assessing what should be done by regulators to leverage NP to increase competition.
- Understanding the opportunity that NP provides as a tool to enable market competition.

17.10 **Closing Remarks From The Chair**

17.20 End of Conference Day Two

Conference Day Three: Thursday 18th September 2008

09.00 Registration And Coffee

09.30 **Opening Remarks From The Chair**

09.40 **Determining How To Evolve Your NP Solution To Meet The Regulatory And Technical Requirements For Converged Networks**

- Understanding how to achieve NP in converged networks.
- Establishing how NP will work for converged networks in the context of current regulation.
- Understanding the importance of ensuring that NP solutions comply with regulatory policy such as privacy.
- Understanding the technological advances in NP within converged networks.

Harald Hauser,
Interconnection Solutions,
Telcordia Technologies

10.20 **Using Your SDP And SOA Approach To Implement NP**

- Understanding how an SOA framework can be utilised to create a centralised interface to manage your internal system.
- Assessing how to leverage SOA to create efficient porting and an optimal customer experience.
- Determining to what extent an SOA can deliver an efficient and cost effective NP solution.
- Using real time data warehousing to overcome the data modelling challenges for achieving optimal Customer Experience Management (CEM).

- Developing the SOA approach whilst implementing new NP releases: FNP and FMC.
- Benefitting from the lessons learnt during NP Implementation.
- Using SOA to optimise porting services/capabilities for connected third parties.

Wellington Sibande,
Services and Architecture Planning,
Cell C

11.00 Morning Refreshments

11.30 **Understanding How FNP Was Effectively Relunched in France**

Late addition

Isabelle Gallaga,
Project Manager FNP,
Arcep

12.10 **Addressing The Challenges Associated With Local Loop Unbundling (LLU) On FNP**

- Exploring the problem of competition and convergence for FNP.
- Understanding the link between FNP and LLU.
- Examining the solutions that COMREG developed to enable FNP.
- Discussing the lessons learnt and implications for future network and services legislation.

Brian Butcher,
Senior Representative ,
COMREG

12.50 Lunch

14.00 **Quantifying The Impact Of Number Portability In Small States**

- Understanding the difficulties of implementing NP in small states and evaluating the importance of scalability.
- Determining how to extend the costs of implementation to a larger customer base.
- Outlining the feasibility of using regional solutions as opposed to a national solution:
 - Political obstacles.
 - Reducing cost and reducing complexity.
- Examining whether the implementation of NP should be used as an enabler of competition in small states.

Gita Sorensen,
Director,
GOS Consulting

14.40 **Learning From The Implementation Of MNP In A New EU Entrant**

- Understanding the Romanian market and the obstacles that NP presents.
- Debating the specific challenges of working with a state operator.
- Evaluating the difficulties of routing in Romania's implementation.
- Assessing the cost of NP in Romania compared with the benefits of implementation: is NP useful to a new entrant?

Senior Representative,
National Regulatory Authority for Communications, Romania

15.20 **Optimising The Benefits Of NP Implementation For Operators**

- Using Pakistan's experience of MNP as a model for implementation.
- Assessing the effectiveness of the regulatory process in Pakistan.
- Improving the porting process at implementation stage.
- Determining the most efficient system for hold and rejection codes.

Nauman Arshad,
MNP Project Manager,
Telenor Pakistan

16.00 **Closing Remarks From The Chair**

16.10 End of Conference.

Due to unforeseen circumstances the conference programme may change and IIR reserves the right to alter the venue and/or speakers.

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Number Portability

2008

15th - 18th September 2008 • Budapest, Hungary

Why Should You Attend?

Led by service provider case studies, this event will show you how to radically improve your Number Portability solution to enable faster and more cost-efficient porting and delivery across both legacy and Next Generation architectures.

If you have an existing Number Portability solution in place, how effective has it been? Will it need to be re-launched, as in the UK and France? How necessary is Local Loop Unbundling to create FNP? How can you migrate to a Central Reference Database? How can you evolve your NP solution to adapt to Converged, VoIP and Next Generation Networks?

If preparing or planning implementation of Number Portability, can you develop a more cost-effective, scalable and efficient NP solution? Is there an alternative to using a Central Reference Database? What are the costs involved and alternative solutions? What lessons can be learnt from previous implementations?

IIR's Number Portability, now in its 13th year, is the only event that brings together the global Number Portability community to share experiences, success stories and invaluable case studies.

"The IIR conferences provide an invaluable forum for both operators and regulators to discuss and consider serious industry issues – they are always timely and focused!"

Regulatory Officer, Jersey Telecom

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

Project Manager: MNP Implementation, Cellcom

Who Will You Meet?

Based on the attendance at IIR's Number Portability 2007 event, we envisage the following industry types and geographic breakdown:

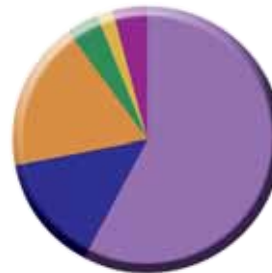
Geographic Regions:

Western Europe	16%
UK	3%
Eastern Europe	22%
Middle East	19%
Africa	26%
South East Asia	11%
USA	3%



Industry Types:

Mobile operators	58%
Fixed operators	14%
Regulators	18%
Vendors	4%
Consultants	2%
Other	4%



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Russell Bacon, Business Development Director, IIR Telecoms

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Number Portability

2008 15th - 18th September 2008 • Budapest, Hungary

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Venue & Accommodation Details

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