

*"Don't underestimate the size of the project and the time it takes to implement MNP. Go to Number Portability conferences and learn from the experiences of other countries."*  
Jorgen Nilsson, Programme Manager MNP, Cell C

# IIR's 11th annual Number Portability 2006

**Achieving Cost-Effective Fixed and Mobile Number Portability, and  
Assessing the Role of Number Portability in Converged and VoIP Networks**

**25 - 28 September 2006 • SANA Malhoa Hotel, Lisbon, Portugal**

#### **Expert Speakers Include:**

- Walter Maurer, **Mobilkom Austria**
- Jorgen Nilsson, **Cell C**
- Marek Svoboda, **Eurotel Praha**
- Santiago Moreno, **Vodafone Spain**
- Mark Weisleder, **Bell Mobility**
- Alenka Zalar, **Si.mobil-Vodafone**
- Werner de Rouck, **Mobistar**
- Dory Chayko, **Cellcom Israel**
- Alessandra Fratini, **O'Connor & Company**
- Harrish Kaseepursad, **ICASA**
- Dieter Staudacher, **RTR (Austrian NRA)**
- Haim Eyal, **NP Operators' Forum, Israel**
- Carin Johanssen, **BoCa Consulting**
- Gita Sorensen, **GOS Consulting**
- Maggie Lee, **Verisign**
- Harald Hauser, **Telcordia Technologies**
- Tomi Gacnik, **Teletech**

- Learn from the fixed and mobile NP implementation experiences and mistakes of operators and regulators from Western and Eastern Europe, Canada, the Middle East and South Africa
- Hear how to make NP an opportunity, not a threat, for your company and use it to improve customer acquisition and retention
- Find out how converged next generation networks, VoIP and Fixed-Mobile Convergence will impact NP, and how you can move NP forward into this new telecoms environment

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**Plus – Pre-Conference Workshop  
on Monday 25th September**

## **Achieving Cost-Effective Number Portability**

Led by: **GOS Consulting**

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## Achieving Cost-Effective Number Portability

Assessing And Allocating Costs, Making NP Profitable And Using It As A Marketing Tool To Boost Both Customer Acquisition And Retention

Led by **GOS Consulting**

Registration will begin at 9.30 and the workshop will run from 10.00 until 16.00, with breaks for lunch and refreshments

### AGENDA

#### NP as a regulatory tool

- Encouraging competition
- Barriers to entry
- NP versus other regulatory remedies

#### Achieving cost-effective NP

- Cost-benefit analysis of NP
- Evaluating different options for NP
- Staged NP functionality

#### Evaluating the benefits of NP

- Benefits to operators
- Benefits to customers
- Benefits to the economy

#### Assessing and allocating NP costs

- Defining the cost elements of NP
- Options for cost allocation
- Sharing of up-front and ongoing NP costs
- Making NP profitable

#### Using NP as a marketing tool

- Who benefits from NP?
- When is NP most effective in the market?
- Can NP be a USP?

#### About Your Workshop Leader

**GOS Consulting** is an international consultancy firm, specialising in telecommunications. Areas of speciality include: Interconnection, Number Portability, Local Loop Unbundling, Cost Modelling, Business Planning, Regulatory and Commercial Strategy Development, Cost Benefit Analyses, Policy Development, Regulatory Lobbying, Licensing (fixed and mobile) Competition Investigations, Dispute Resolution and Commercial Negotiations.

GOS Consulting was formed in 2001 and has since provided consultancy services for Operators, Service Providers, Regulators and Governments in Europe (EU + non-EU), Asia, Africa, Middle East, Caribbean and the USA.

GOS Consulting offers specialist advice based on in-depth knowledge and experience of the telecommunications sector and the detailed subject-matter of each project. Only senior and experienced consultants are used and knowledge transfer is a standard component of GOS Consulting project delivery.

### Tuesday 26 September – Conference Day One

9.00 Coffee and Registration

#### 9.30 Opening Remarks from the Chair

#### 9.40 Overview Of The Status And Development Of Number Portability Worldwide

- Using global examples to identify the success factors of number portability:
  - subscriber awareness
  - subscriber perception
  - accessibility
  - porting fee/cost to subscribers
  - ease of process
- Examining target porting periods in different countries, and determining whether these targets are being met
- What success has been achieved with centralised databases vs distributed?
- 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 meeting the challenge of achieving cooperation between competing operators, suppliers and regulators

#### **Carin Johanssen**

*MD and Senior Regulatory Expert*

#### **BoCa Consulting**

#### 10.20 Developing Strategies To Ensure That Number Portability Benefits And Fulfils The Requirements Of Operators, Regulators And Consumers

- Considering whether NP is a threat or an opportunity for operators: what measures can be taken to make sure it benefits operators without hindering competition?
- Examining what factors drive the success or failure of NP measured against the original intention
- Determining to what extent NP is truly an enabler of competition
- Managing the consumer perception of NP

#### **Harald Hauser**

*Senior Product Manager,*

*Numbering & Services Management Solutions*

#### **Telcordia Technologies**

11.00 Morning Refreshments

#### 11.30 Vodafone Spain MNP Case Study

- Overview of the Spanish technical approach to NP: design, fees, porting time and system design (centralised versus distributed solution)
- Examining the competitive environment in Spain and MNP figures: how successful was MNP for Vodafone Spain?
- Examining the latest developments in NP in Spain and determining the next steps

#### **Santiago Moreno,**

*Director of Institutional Relations Department,*

#### **Vodafone Spain**

#### **Matias Gonzalez,**

*Manager of Regulatory Affairs,*

#### **Vodafone Spain**

#### 12.10 Achieving Cost-Effective NP and Examining Cost Allocation

- Evaluating the set-up costs of NP and who bears them:
  - operators
  - regulator
  - 3rd party database management company
- Determining the costs to be paid by both donor and recipient operator
- Deciding whether to and how much to charge porting customers: who charges the customer – recipient or donor operator?
- Avoiding NP-prompted price wars between operators to minimise churn, and avoid increased costs and decreasing ARPU

*For speaker updates, please visit [www.iir-conferences.com/np](http://www.iir-conferences.com/np)*

12.50 Lunch

#### 14.00 Case Study: Developing Fixed And Mobile NP In Slovenia

- Examining the NP solution in Slovenia:
  - what lead to the decision to opt for a central database?
- Overcoming the particular legal and regulatory challenges of NP in Slovenia
- Examining Teletech's role in co-ordinating discussions and negotiations between competing operators in Slovenia

- Latest developments: introducing fixed NP with premium services

**Tomi Gacnik**  
Senior Consultant  
Teletech

## 14.40 Case Study – Examining How Si.mobil-Vodafone Has Benefited From The Introduction Of MNP

- Overview of the Slovene telecommunication market before the introduction of MNP:
  - competitive overview
  - legal framework of NP
  - tough timelines and requirements imposed by regulator as a result of increased pressure from EU
- Assessing how the market has changed since the introduction of MNP on 1 January 2006, and to what extent Si.mobil-Vodafone have benefited
- Identifying the key areas considered vital by Si.mobil-Vodafone for achieving the most out of MNP
  - definition of external MNP process architecture and interoperator messaging, and maintaining clearly defined position during the interoperator negotiation process
  - definition of internal business processes for MNP and smart integration of MNP processes into the existing activation procedures
- Examining the post-porting difficulties experienced by customers in Slovenia, and the impact on consumer perceptions of MNP and/or donor/recipient service provider

**Alenka Zalar**  
Manager Special Projects, Marketing & Sales  
Si.mobil-Vodafone

15.20 Afternoon Refreshments

## 15.40 Mobilkom Austria Case Study: Learning From The Austrian Mobile Number Portability Experience

- Outlining the major difficulties encountered and overcome during the process of implementing MNP in Austria
- Identifying the business case for MNP and determining what the benefits have been so far for Mobilkom Austria and Austrian operators generally
- Lessons learned during MNP implementation

**Walter Maurer**  
Senior Solution Manager  
Mobilkom Austria

## 16.20 Case Study: Number Portability In Israel

- Overview of the Israeli telecoms market
  - background and figures
  - the role and responsibilities of the regulator in terms of NP
- Examining how an operators' forum has been established in Israel
  - cooperation with the regulator
  - internal dynamics, activities and achievements of the group
  - examining problems faced and their solutions
  - NP status in Israel today

**Haim Eyal**  
Number Portability Programme Manager,  
Member of NP Operators' Forum, Israel

## 17.00 Panel Discussion: Is NP A Threat Or An Opportunity For Operators?

Speakers from the day will assess the benefits and disadvantages of NP and MNP to operators and discuss ways in which they can make sure it is an opportunity rather than a threat.

Panellists include:  
**Walter Maurer**,  
Senior Solution Manager,  
Mobilkom Austria

**Gita Sorensen**,  
Managing Director,  
GOS Consulting

## 17.30 Closing Remarks from the Chair

17.40 End of Conference Day One

### Drinks Reception

Join speakers and delegates to discuss the issues of the day in a relaxed environment



## Wednesday 27 September – Conference Day Two

9.00 Coffee and Registration

### 9.30 Opening Remarks from the Chair

### 9.40 The Road To MNP Implementation In South Africa

- Examining the regulatory process in South Africa leading up to "going live" summer/autumn 2006
- Allocating costs and responsibilities:
  - who pays and what do they pay? (donor and recipient operators, regulators, government, porting customers)
- Assessing whether to implement a centralised database, and determining the business model for financing, running, managing it
- Overview of the MNP process in South Africa
  - what can other countries learn from it?

**Jorgen Nilsson**  
Programme Manager MNP  
Cell C

### 10.20 MNP In South Africa – The Regulator's Perspective

- Developing MNP policy in South Africa
- Understanding ICASA's objectives and identifying their role in the MNP process
- Examining ICASA's international processes
- Identifying the particular complexities of MNP in South Africa, and examining the technical solutions selected
- Examining the consultation process and developing regulations

**Harrish Kasseepursad**  
Manager, Numbering and Administration  
ICASA (South African NRA)

11.00 Morning Refreshments

### 11.30 Optimising Loyalty & Retention Schemes To Minimise The Potential Negative Impact Of NP

- Understanding the crucial importance of retention when NP is introduced
- Integrating NP with loyalty programmes and retention schemes
- Developing strategies for improving your customer care to minimise churn
- Developing innovative services to keep high-value customers

**Mark Weisleder**  
General Manager, Customer Experience  
Bell Mobility

### 12.10 Using Number Portability As A Marketing Tool

- Assessing the impact of NP on subscriber growth and customer churn
- Examining the implications of using aggressive number portability marketing to increase market share and attract high-value customers
- Developing strategies for late entrants to the market to use NP to increase market share and attract high-end postpaid customers
- How can established operators and incumbents ensure that they don't lose out when NP is implemented?

**Marta Mendez-Villamil**  
Senior Analyst, Consumer Practice  
Ovum

12.50 Lunch

### 14.00 Case Study: Implementing Mobile Number Portability In The Czech Republic – Latest Experiences And Developments

- Introducing the Czech fixed and mobile market:
  - regulation, law
  - FNP and MNP
  - negotiations, bodies, cooperation between competing operators, suppliers and regulators
- Designing and implementing the solution:
  - process: design, fees (charge porting customers? who pays and what do they pay?), win-back approach, porting time
  - system: design (centralised/distributed/hybrid), MVNOs ready?, implementation, set-up costs of MNP
  - pricing transparency - porters and those calling ported numbers, operator approach - regulation or self-regulation?
- Examining the key facts, figures and measures:
  - implementation phase factsheet
  - production figures

- Lessons learned:
  - launch procedures
  - process oriented LL
  - system oriented LL
  - pricing transparency related LL
- Future steps:
  - wishlist for upgrades of the system and the reference database
  - cross fixed/mobile portability in Europe and the Czech Republic

**Marek Svoboda**

*Project Coordination Department Supervisor, IS  
Eurotel Praha*

14.40 **Number Portability And MVNOs**

- Understanding the opportunities afforded by MNP to MVNOs
  - what does this mean for established operators?
- Examining the impact of MVNOs capitalising on MNP on the relationship between major carriers and their existing customers

**Werner de Rouck**

*Head of Customer Operations Business Engineering  
Mobistar*

15.20 Afternoon Refreshments

15.40 **Identifying The Roles And Responsibilities Of The Regulator**

- Setting guidelines for administrative and technical costs between operators – to what extent is this the responsibility of the regulator?
- Determining how calls should be routed:
  - onward routing
  - all call query
  - hybrid solution
- Deciding on a database solution
  - centralised solution
  - distributed solution
  - hybrid solution
- Identifying and considering the administrative procedures which must be decided on by the regulator:
  - authenticating porting requests
  - deciding who can handle porting requests
  - defining the reasons for which donors can refuse porting requests
  - porting time
  - deciding whether donor operators are allowed to do win-back
  - tariff transparency

**Dory Chayko,**

*Manager of Regulatory Affairs,  
Cellcom Israel  
Formerly Head of Technology Branch,  
Economics & Budget Division,  
Israeli Ministry of Communication*

16.20 **Panel Discussion: To What Extent Is NP An Enabler Of Competition?**

This panel will discuss the benefits and drawbacks of NP in terms of competition, considering the viewpoints of both large established operators and new entrants. It will consider the extent to which NP has enabled competition in different countries, and what the impact on consumers has been, both actual and perceived.

Panelists include:

**Gita Sorensen,**  
*Managing Director,  
GOS Consulting*

16.50 **Closing Remarks from the Chair**

17.00 End of Conference Day Two

## Thursday 28 September – Conference Day Three

9.00 Coffee & Registration

9.30 **Opening Remarks from the Chair**

9.40 **Determining The Impact Of Converged, Next Generation Networks On NP**

- Ensuring your NP solution is future-proof: will it be compatible with a converged, IP-based environment?
- Identifying the specific technical, administrative and operational challenges of porting geographic to non-geographic numbers
  - examining interconnection issues
- Determining whether IP convergence and VoIP will eventually make Number Portability obsolete
- Identifying the regulatory challenges surrounding VoIP and NP

**Maggie Lee**

*Senior Technical Solutions Manager  
Verisign*

10.20 **Meeting The Challenges Of Fixed-To-Mobile And Mobile-To-Fixed Porting**

- Assessing current levels of availability of fixed-mobile and mobile-fixed porting
- Meeting the challenges of maintaining tariff transparency in mobile-fixed and fixed-mobile porting
- Identifying the legal and regulatory problems of defining and administering termination and interconnection rates
- Identifying the role of the regulators in introducing fixed-mobile/mobile-fixed porting

**Kevin Werry**

*Director,  
GOS Consulting*

11.00 Morning Refreshments

11.30 **Examining The Specific Challenges Of Implementing Number Portability In A VoIP Environment**

- Examining the issues surrounding VoIP numbering arrangements
- Understanding the legislative and regulatory issues around VoIP, and the implications for NP
- Addressing number assignment, use and responsibilities in VoIP environment
- Numbering resources and nomadicity vs. number portability
- Evaluating the implications for VoIP operators of tariff rules applying to existing allocated geographic and non-geographic numbers
- Assessing the implications of the choice of different numbering schemes for interoperability and interconnection between PSTN and IP networks

**Alessandra Fratini**

*Partner  
O'Connor & Company*

12.10 **Austrian Case Study: The Future Of Number Portability**

- Examining the latest decisions taken in Austria as regards NP
- What lessons have been learned after two years of porting mobile numbers and six years of porting fixed line numbers?
- Examining Austria's experiences of porting in Next Generation Networks
- How is Austria meeting the challenges of porting in a VoIP environment?
- Assessing ENUM as a tool to be used alongside NP, and examining Austrian experiences with ENUM implementation

**Dieter Staudacher**

*Senior Analyst, Legal Department  
RTR (Austrian NRA)*

12.50 Lunch

14.00 **Assessing ENUM As A Solution For NP**

- Evaluating the role and importance of ENUM in numbering and portability for next generation networks
- Determining the drivers for ENUM adoption
- How has ENUM evolved since its inception?
- Identifying the role of the regulator in ENUM implementation and determining to what extent operator buy-in is necessary

**Les Oliver**

*Senior Consultant  
InterConnect Communications*

14.40 **Panel Discussion: Will VoIP Make NP And ENUM Obsolete?**

The panel will discuss whether in the future, email-style user IDs will replace telephone numbers altogether, making NP and ENUM unnecessary.

15.20 **Closing Remarks from the Chair**

15.20 End of Conference

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# Number Portability 2006

25 - 28 September 2006 • Lisbon, Portugal

## Why Attend Number Portability 2006?

This conference gives operators and regulators currently implementing or planning NP implementation the opportunity to hear experiences and best practice (as well as mistakes and pitfalls to avoid) from their peers, with presentations from successful (and not so successful) implementations from around the world.

Presentations will consider the commercial issues and costs, the technical challenges and consumer perceptions of NP, as well as determining to what extent NP is a threat or an opportunity for operators, and how it can be used as a marketing tool to increase both customer acquisition and retention.

The event is also an opportunity for those who have already implemented NP to find out how it is evolving as the telecoms environment converges, and what the impact of VoIP and Fixed-Mobile Convergence will be on portability.

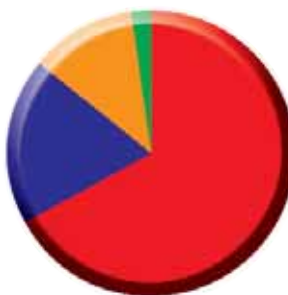
The best way to ensure NP is successful in your country is to learn from the experiences and mistakes of those who have been there – this conference provides you with an unparalleled opportunity to achieve that in just a few days.

## Who Will Attend?

Last year, this conference attracted over 100 attendees from over 30 different countries, and we expect to improve upon that this year. The delegate breakdown last year was as follows:

### Geographical breakdown:

■ Eastern Europe	31%
■ Middle East	24%
■ Africa	15%
■ Western Europe	15%
■ Far East	7%
■ USA	7%
■ UK	1%



### Company Type Breakdown:

■ Mobile and fixed operators	67%
■ Vendors	19%
■ Regulators	12%
■ Consultants	2%

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# Number Portability 2006

CG2314C/M/N/W

25 - 28 September 2006 • SANA Malhoa Hotel, Lisbon, Portugal

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