

International Telecom Forum

Seeking profitable opportunities in the economic downturn

1-2 October, Noordwijk, The Netherlands



Day 1

Time	Title	Speaker
09.15	Introduction from Chairman	David Groom Managing Director, EMEA, Experian
09.30	General View of the Global Economy, Impacts on the Telco Industry	William Thomson Director of Economics, Experian
10.00	Telco Consumers' Behaviour & Expectations	Thomas Boothe Strategic Marketing Manager, Ericsson AB
10.30	State of the Art of Non Traditional Data Sharing	Tony Lythgoe Head, Financial Infrastructure-Global Credit Bureau Program, International Finance Corporation
11.00	Sailing on Stormy Seas: Analytics For the Downturn	Paul Russell Director Analytical Solutions, Experian
11.30	<i>Coffee Break & Innovation Centre</i>	
12.00	Panel Discussion: "Bringing Banking into the Mobile World"	Chairman: Kaisu Karvala, Chairman, GSM Europe Participants: <ul style="list-style-type: none"> - Gavin Krugel, Director, GSM Association, Belgium - Sébastien Duquet, Managing Director, PlaNet Finance (Micro Credit Solution Agency), France - Frank Meerts, General Manager, Rabo Mobiel, Netherlands - Michael Boevink, Director, Telecoi BV, Netherlands - Phil Watson, Principal Consultant GCT, Experian, UK

13.15 – 14.30 Lunch & Innovation centre

14.30 Parallel session 1st round

15.30 Parallel session 2nd round

COLLECTION	FRAUD	OPTIMIZATION	MANAGING RISK WITHIN THE SME SEGMENT
Use of pre-delinquency and collections actions to gain pole position	Cooperative approaches to Combating Fraud - Setting up Data Sharing for Fraud Prevention in your Country	Optimisation - Extracting the value from your business	Preventing delinquencies & reducing risk in the SME segment.
Victoria Jones & Dan Scholey, Experian	Nick Mothershaw & Liam Rawsthorne, Experian	Phil Watson, Experian	Wim Jansen, Experian Credit Services

16.45 Innovation Centre

All attendees have the possibility to visit the information points showcasing Experian solutions and meeting with consultants for demo and product clinics.

6 pods with software & solutions demo:

- Origination
- Customer Management,
- Optimization
- Collection
- Fraud
- Managing Risk within the SME segment

+ One-to-one meetings with customers

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Day 2

Time	Draft title	Speaker
09.10	Opening Remarks	David Groom Managing Director, EMEA, Experian
09.20	European Regulatory Framework and Next Generation Access Networks	Michael Bartholomew Director, ETNO (European Telecommunications Network Operators' Association)
09.50	Challenges Facing Telephony in the Evolution and Future of a Mobile World	Michael Boevink Director/Owner, Telecoi BV (The Netherlands)
10.20	Case Study-Investigating Fraud in the Mobile Industry	Dave Wilson, Fraud Investigator, Hutchison 3G (UK)
10.50	Case study - Centralised Credit Management at KPN	Armin Hoekstra Credit Risk Manager, KPN (The Netherlands)
11.20	<i>Coffee Break & Innovation Centre</i>	
11.50	Customer Management in the Whole Client Life Cycle: Vodafone Italy and Experian – history and recent project	Nadia Pesce Credit Verification Project Manager, Vodafone (Italy)
12.20	Case study- Transactional Fraud Management using Scoring, Strategy Management and Workflow Components	Gerhard Partl Head of Credit Management, Telekom (Austria)
12.50	Keynote speech: How the Collection Department Uses Customer Scoring Information to Reduce Bad Debt	Javier Méndez Castellero Collections Director, Yoigo –TeliaSonera (Spain)
13.20	Case study-Oi Telecom's Strategy on Credit Concession: Using Transact SM to Implement Successful Credit Strategies and Tools	Carlos Brandão Business Financial Planning Manager, Oi Telecom (Brazil)
13.50	Conclusion & Wrap-up	
14.00	<i>Lunch & Innovation Centre</i>	
	Demo Sessions & One-To-One Meetings with Customers	
16.00	<i>End of the day</i>	

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BREAK OUT SESSIONS

Collection Session

Use of pre-delinquency and collections actions to gain pole position

The economic downturn has forced the post-pay Telco teams to focus their collections effort on reducing revenue leakage and maintaining subscriber volumes. Now, as the industry positions itself for an upturn, the focus will shift back to volume growth. During the interactive workgroup we will collectively explore the strategies you are using in the transition phase between market contraction and market upturn. Your focus will be on subscriber retention and rehabilitation. To prevent problems occurring requires the accurate, efficient and timely identification of subscribers that pose a risk of turning delinquent and implementing appropriate actions. This pre-delinquency approach prevents the erosion of EBITDA whilst increasing subscriber retention. Those companies that will meet the upturn in the strongest position are those that will combine this pre-delinquency approach with efficient and effective collections and recoveries processes.

Fraud Session

Cooperative approaches to Combating Fraud - Setting up Data Sharing for Fraud Prevention in your Country

Data Sharing has been proven to deliver significant reward to participating Networks, in this interactive session we will show you how to implement data sharing fraud detection solutions within your country, with focus on:

- Engaging the Network participants
- Developing the Consensus
- Overcoming Barriers
- Developing the Business Case
- Scheme Management
- Evolution Strategy
- How Experian can help

Optimization Session

Optimisation - Extracting the value from your business

The Telco industry is facing many economic and regulatory challenges. Managing subscribers in this complex environment is key to the ongoing success of any Telco business. The art and (delete yellow) science of customer decisioning has become similarly challenging and ever more sophisticated. In this session we examine the significant benefits that advanced mathematical optimisation can bring. We will discuss the requirements for using optimisation at different decision points and look at case studies from customer acquisition, through cross/ up sell to collections. Join us to discover the power of optimisation."

Managing Risk within the SME Segment Session

Preventing delinquencies & reducing risk in the SME segment.

The SME segment is an important and attractive business segment. For example, 50% of all companies in the Netherlands employ up to 10 people. However, changing legislation and the economic downturn require a more focussed approach to risk, with two trends playing an important role; Bankruptcies are increasing, with small companies contributing considerably to these numbers; and new companies, especially small ones such as sole proprietorships, are being established at a faster pace. Hence there is a need to quickly establish a focussed approach. In this interactive session, we would like to share with you our approach to preventing delinquencies and reducing the risk in this growing and attractive segment.