



Billing & Roaming Working Group Sessions **AGENDA**

Tuesday 6 October

8.30 – 9.30	Registration
9.30 – 9.45	<p>Opening and Introductions with all participants</p> <p>Claudio Reyes Antel Uruguay, Chair BARG LA</p> <p>Agustin Barria Telefonica Chile, Deputy Chair BARG LA</p>
9.45 – 10.05	<p>Impact to roamers - regional database handsets theft</p> <ul style="list-style-type: none"> • White paper developed by operators • Ways to proceed <p>Gilberto Jiménez, International Roaming Coordinator AMERICA MOVIL</p>
10.05 – 10.30	<p>Social Impact of International Frauds in Telecommunications (IFT)</p> <ul style="list-style-type: none"> • Types of IFT with major impact in the industry • Differences between impact for operators and social impact • Analysis of cases (handsets theft, grey routes and IRSF). <p>Oswaldo Torres, CEO - Principal Consultant TI Gestión</p>
10.30 – 11.00	Networking Break
11.00 – 11.40	<p>SMS Monetization & Grey route control</p> <ul style="list-style-type: none"> • Approach to industry's challenges & concerns • Impact to the business <p>Eduardo Jerez Núñez, Subdirector de ITCX, Roaming y LDI CAM, TELEFONICA Panama</p>
11.40 – 12.20	<p>A2P SMS Managed Services : BAAS</p> <ul style="list-style-type: none"> • Outsource (fully or partially) the a2p SMS business • Filtering tools <p>Massimo Cristini, Vice President Business Operations INFOBIP</p>
12.20 – 13.00	<p>SMS Firewall: real impact of unsolicited messages</p> <ul style="list-style-type: none"> • Growth of messaging fraud techniques • Customer experience and operators' margins reductions concerns <p>María Fernanda Quintana, Senior Presales Executive SAP</p>

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13.00 – 14.30	Networking Lunch sponsored by BICS
14.30 – 15.00	<p>A World with Borderless Mobility to Enhance the Customers' LTE Roaming Experience</p> <ul style="list-style-type: none"> • Next generation roaming service dynamics & customer responses • Roaming quality monitoring and policy management • Examination at both the wholesale and retail roaming level <p>Mauricio Senna, Account Manager Global Carrier Solutions TATA Communications</p>
15.00 – 15.30	<p>CLARO's Regional Postpay Plans - Blurring boundaries between Central Americans</p> <ul style="list-style-type: none"> • Roaming & Long Distance • Competitive advantages • Products & campaign <p>Ana Beatriz Godínez, CMO Central America, América Móvil</p>
15.30 – 16.00	Networking Break
16.00 – 16.30	<p>Enhancing Roaming QoS from a User Perspective and Enabling Real-Time Fraud Prevention: use-case/learnings with operators</p> <ul style="list-style-type: none"> • Reinventing active testing to achieve unmatched coverage and quality of roaming service • Plugging revenue leakage effectively with real-time fraud prevention <p>Christian Devia, Client Solution Architect Latam MOBILEUM</p>
16.30 – 17.00	<p>Periodic QoS & QoE Testing on roaming – Use Cases</p> <ul style="list-style-type: none"> • LTE / GRQ and QoS testing: Ensuring continuous QoS in the network • SIGOS automated end-to-end testing solutions <p>Carlos Sanz, Key Account Manager Latam North SIGOS</p>
17.30	Event Official Dinner sponsored by SAP Mobile Services

Wednesday 7 October

8.30 – 9.30	Registration
9.30 – 10.00	<p>Roaming activation use case. – CLARO Peru</p> <ul style="list-style-type: none"> • How to maximize revenues in a regulated environment • Requirement and solution deployment <p>Sergio Flores, Regional Manager Pre-Sales Americas STARHOME MACH</p>
10.00 – 10.30	<p>360 Retail marketing Strategy</p> <ul style="list-style-type: none"> • Intelligence Segmentation and commercial offers • Mobile Engagement <p>Agustin Hierro, Sales Director Latam SYNIVERSE</p>

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BARG LA MEETING
 Latin America
 ANTIGUA GUATEMALA • 6 - 7 OCT 2015

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10.30 – 11.00 Networking Break	
11.00 – 11.40	<p>Monetizing Data Roaming – A real use case</p> <ul style="list-style-type: none"> Review of an implementation of data roaming solution by an operator in Asia Business case / Type of plans / Implementation challenges / Lesson learnt Demo of roaming experience achievable through data roaming solution <p>Jaymy Teh, Head of Mobile IP, BICS</p>
11.40 – 12.20	<p>Roaming Value Add Services for optimising the international roaming environment</p> <ul style="list-style-type: none"> Maximising the potential roaming revenue and minimising costs New scenarios and opportunities <p>Nigel Dodd, Regional Sales Director EVOLVED INTELLIGENCE</p>
12.20 – 13.00	<p>Roaming billing verification</p> <ul style="list-style-type: none"> Detecting billing errors happening when subscribers roam abroad Controlling top roaming countries <p>Fidel Aponte, VP Business Development Latam ARAXXE</p>
13.00 – 14.30 Networking Lunch sponsored by BICS	
14.30 – 15.00	<p>How do we grow CAMEL roaming in CALA</p> <ul style="list-style-type: none"> CAMEL scenario Perspectives <p>Warren Blake, Group Roaming Coordinator DIGICEL GROUP</p>
15.00 – 15.30	<p>Roaming with MVNOs: Threat or Opportunity?</p> <ul style="list-style-type: none"> What is happening around the world - Roaming Evolution Global mobile virtual networks: Hutchison “Hue” and “Project Fi” Google TELNA Multi-IMSI Hub KNOWROAMING / GIG SKY (APPLE SIM) <p>Iván Ramos, Roaming Manager TELECOM North America</p>
15.30 – 16.00	<p>Roaming Regulation in Latam and globally</p> <ul style="list-style-type: none"> Abolition of Roaming in Europe Developments by region <p>Alexis Arancibia, Senior Technology Policy Manager GSMA</p>
16.00 – 16.30	<p>Conclusions and Closing</p>

Chairman: Claudio Reyes creyes@antel.com.uy
Deputy Chair: Agustín Barría agustin.barría@telefonica.com
GSMA LA Coordinator: Alexis Arancibia aarancibia@gsma.com

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SPARKLE **Syniverse** **TATA COMMUNICATIONS** **weDO**
TELECOM ITALIAN GROUP technologies



Speaker BIOS



Ana Beatriz Godinez, Chief Marketing Officer Central America, America Móvil

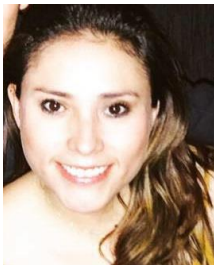
Ana Beatriz has had an extensive experience in marketing and commercial areas of America Móvil.

Her duties has included Tv And Internet Marketing Manager For Central America, Multimedia Business Development, Broadband And Multimedia Applications Manager and currently Head Of Marketing And Advertising for all Central America.



Massimo Cristini, Vice President Business Operations INFOBIP

Massimo's international experience spans telecoms, IT and mobile. An expert in business development and client relations, he held technical and sales positions in companies in Europe , Asia and North America. Currently Vice President of business operations at Infobip, he leads the Operator Partnerships global team, focusing on establishing long-term cooperation with Mobile Operators, A2P SMS monetization models and fraud prevention systems. Starting from 2010, he played key roles in establishing Infobip's global offices in APAC and North America.



Maria Fernanda Quintana, Senior Presales Executive SAP

Fernanda Quintana is responsible for operator services and enterprise services for Mexico, Central America and Caribbean customers and has an extended role covering South America too. Fernanda holds an Engineering degree and has a wealth of experience within the Digital and Mobile space, holding Project Management roles in various companies including her most recent position as Mobile Operations Manager at Televisa, the largest cable operator in Mexico, where she has been instrumental in executing the digital and mobile strategy.



Osvaldo Torres, CEO - Principal Consultant TI Gestión

Osvaldo Torres is CEO and Principal Consultant at Ti-Gestion, has twenty years of experience in Fraud Control, Risk and Security at Telecommunication industry, thirteen years of experience in Management Consulting and over twenty years of parallel experience as Professor and Investigator. Osvaldo Torres is Doctor candidate in Advanced Management, Master in Enterprise Direction and also Master in International Commerce.

Currently Osvaldo also represents Neural Technologies and other Hi-Tec vendors for Risk Management, Fraud and Revenue Assurance to Latin America.

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Nigel Dodd, Regional Sales Director at Evolved Intelligence

Nigel has developed as a successful sales professional for software solutions and expert professional services.

Direct engagements and success with large commercial and government backed organisations including Vodafone, Orange, O2, T-Mobile, Cable & Wireless, KPN and TeliaSonera.

He has also dealt with indirect commercial and technical alliances with Ericsson, Accenture, Alcatel-Lucent, HP, Dimension Data and IBM.



Mauricio Senna, Account Manager Global Carrier Solutions, TATA Communications

Mauricio Senna Dantas brings 2 decades experience working in the telecom industry in the Latin America region.

He focuses on various aspects of wholesale and mobility services. He works with Tata Communications , and concentrates on business and technical consultancy and business development. He has extensive expertise in enterprise mobility services as well as all aspects of MPLS and IPX delivery.

He holds a Bachelors degree in Electrical Engineering and Computer Sciences, as well as a Masters degree in Business Administration.



Agustín Hierro, Sales Director Latam SYNIVERSE

Agustin Hierro has joined Syniverse in 2010 and is currently developing as Sales Director in Latin America Region, he has been in the Telecommunications Industry since 1998 with more than 15 years of experience on this market. Previously we worked in Telecom Argentina, AT&T Latin America, Movicom Bellsouth and Global Crossing.



Sergio Flores, Regional Manager Pre-Sales Americas Starhome Mach

Sergio Flores is Electronic Engineer with more than 15 years of experience in telecom market. He has been involved with mobile telephony with special focus in value added services for both end users and mobile operators, helping them to launch and monetize both services and applications. From over 10 years Sergio has been working with mobile operators all over Latam. His current position is coordinating and leading pre sales activities in the region as Regional Manager, Pre-sales Manager Americas in Starhome Mach.

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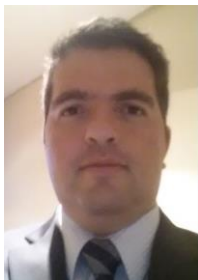


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Jaymy Teh, Head of Mobile IP, BICS

Combining a mix of technical and business expertise, Jaymy is passionate about driving strategic visions and developing innovative solutions focused on achieving measureable business outcomes. Her in-depth and comprehensive industry experience spans across various positions over the last 16 years as Network Planner, Presales Consultant and Business Development Manager for operators, vendors and carriers across Asia and Europe.



Christian Devia, Client Solution Architect Latam MOBILEUM

Christian works with leading mobile operators, across the region, to implement bleeding-edge anti-fraud and data abuse solutions. Prior to joining Mobileum, he worked as the revenue assurance and fraud prevention lead for a major LATAM based mobile operator. In a career spanning 10+ years, Christian has also worked with MNOs on design and network optimization.



Fidel Aponte, VP Business Development Latam ARAXXE

Fidel has been working in the Telecommunications industry for over 17 years. Before joining Araxxe, he worked for Ericsson as Senior Operational Consultant where he was leading Revenue Assurance consulting projects across Latam. He also worked for Cable & Wireless International where he held different roles such as: Revenue Assurance Manager for the Americas & Caribbean Region, Revenue Assurance Manager at C&W-Panama, Interconnection Manager at C&W-Panama and Senior BSS & Mediation Analyst at C&W-Panama.



Carlos Sanz, Key Account Manager Latam North SIGOS

Engineer in electronics and telecommunications graduate of the University of Cauca, Colombia. 18 years of experience in mobile networks, 15 of them in Telefonica SA, initially in Colombia operation running various roles in the fields of optimization, network planning, budget management and project management. The last 3 years was part of the overall corporate team Telefonica (GCTO), In early 2015 Carlos joined SIGOS, entering the world of sales and KAM for Latam North (from Mexico to Peru).

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Warren Blake, Group Roaming Coordinator DIGICEL GROUP

Warren Blake is a Group Roaming coordinator that oversees and supports several markets in the Caribbean such as Guyana, Suriname and Trinidad and most recently the Dutch islands Curacao, Bonaire, Aruba and the French islands .

In his tenure at Digicel has been called upon to conduct roaming training for incoming roaming coordinators.

He has recently completed his Msc in Computer Based Management Information System and he is hoping to branch off in Roaming Fraud as his passion is in Cyber security.



Ivan Ramos, Roaming Manager Telecom North America

Telecommunications Expert with 18 year experience in Customer Care, Credit Control, Finance, Revenue Assurance, Billing Operations, Mediation, VAS, Marketing and Product Development. Ivan has an Engineering and Finance background from Universidad Simon Bolívar in Caracas, Venezuela and Universidad de Panama, Panama.

Currently working with TELNA after 17 years with Cable & Wireless Group. Ivan has also work close with the GSMA Regional group in Latin America since 2005, holding the chairman of the BARG-LA Roaming Group between 2007 and 2010.



Alexis Arancibia – Senior Technology Policy Manager, GSMA Latin America

Alexis joined the GSMA in July 2005 and is responsible for the positions in key matters of the business. He also has been key for delivering the Vision of the Mobile Industry in the region, according to the roadmap of GSMA.

Among his responsibilities are supporting and coordinating the activities of the BARG LA working group. Before joining the GSMA, Alexis built a broad experience in business/projects management and products development in multinational companies such as Ericsson, Agfa and BellSouth, with over 15 years’ experience in the telecoms industry. Alexis has a degree in Electronic Engineering and an MBA from the Universidad de Chile.

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