



WASL WG MEETING

Latin
America

PANAMA CITY • 25 - 26 APR 2017

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WASL AGENDA

Tuesday 25 April

Venue: Las Américas Golden Tower Hotel

8.30 – 9.30	Registration
9.30 – 10.00	Introductions with all participants
10.00 – 10.30	<p>Mobile Connect – Addressing Identity Services</p> <ul style="list-style-type: none"> • Details of this GSMA initiatives • Global scope for the services <p>Alexis Arancibia, Strategic Engagement Director GSMA</p>
10.30 – 11.00	<p>The Next Billing Evolution</p> <ul style="list-style-type: none"> • IDS Billing solutions • Fundamentals and considerations <p>Randall Peterson, Software and Roaming Standards Architect UNION WIRELESS</p>
11.00 – 11.30	Networking Break sponsored by SAP
11.30 – 12.15	<p>Next generation data roaming</p> <ul style="list-style-type: none"> • Using analytics to segment roamers and identify upsell opportunities • Leveraging LTE roaming • LTE and Wi fi – using the best of both for lower cost and higher revenue <p>Rajneesh Kapur, SVP Growth Markets MOBILEUM</p>
12.15 – 13.00	<p>The secret to bringing your customers home - Case study analysis Belize Telemedia Case</p> <ul style="list-style-type: none"> • Does your roaming policy bar pre-pay subscribers from Roaming generally? • How much potential revenue might be recognised if they were allowed to roam? • Benefits associated with keeping your subscribers on the home network and controlling access by pre-pay subscribers <p>Nigel Dodd, Regional Sales Director EVOLVED INTELLIGENCE Darlene Coye, Belize telemedia</p>
13.00 – 14.30	Networking Lunch sponsored by TATA Communications
14.30 – 15.00	<p>LTE roaming experience to customers</p> <ul style="list-style-type: none"> • Interconnect agreements • Operator case implementation <p>Michael Van Veen, Global Sales Director IPX SAP</p>
15.00 – 15.30	<p>IMS Cloud Solution Implementation – TELCEL Case</p> <ul style="list-style-type: none"> • Cloud-based model advantages • Enhanced Customer experience <p>Carlo Santo, Sr. Director Sales – SYNIVERSE</p>



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15.30 – 16.00		Networking Break sponsored by Syniverse
16.00 – 16.30	<p>eSIM Card and Remote Subscription Management – Status & Opportunities for the mobile industry</p> <ul style="list-style-type: none"> • Current status of the GSMA Initiative • The consumer eSIM/SM model explained • A use case: local connectivity for traveller devices <p>Carlos Romero, MKT Business Dev & Innovation Americas GEMALTO</p>	
16.30 – 17.00	<p>Wholesale roaming billing verification – European Operators Case Study</p> <ul style="list-style-type: none"> • Data roaming: maximizing incomes and avoiding losses • Voice: Roaming still an important revenue generator despite changes and regulation pressures <p>Fidel Aponte, VP Business Development Latam, Araxxe</p>	
17.00		Close of first day

Wednesday 26 April

8.30 – 9.30		Registration
9.30 – 10.30	<p>Operators Business Cases</p> <p>VIVO Travel : Unique tariff for all services in roaming – VIVO Brasil case</p> <ul style="list-style-type: none"> • Commercial and technical implementation • Particularities of the Syniverse solution <p>Mariana Nunes, Roaming Manager TELEFONICA VIVO Brasil Pablo Mlikota, President - AMERICAS REGION, SYNIVERSE Technologies</p> <p>+ Other operators and vendors to present real cases</p>	
10.30 – 11.00		Networking Break
11.00 – 12.00	<p>Business Cases on roaming - – Part 2</p> <ul style="list-style-type: none"> • New services • New scenarios and opportunities <p>Operators and vendors to present real cases</p>	
12.00 – 12.30	<p>New IoT Revenue Opportunities for MNOs - Real case implementation studies</p> <ul style="list-style-type: none"> • Mobile rate plans from multiple IoT devices • New types of global connectivity requirements • Different deployment scenarios and new demand of “network services” <p>Vanesa Matamoros, Sr. Manager, Innovation Programs, Mobile Sales iBASIS</p>	



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12.30 – 13.00	<p>IoT introduction to envisage the opportunity - Cases and examples</p> <ul style="list-style-type: none"> Commercial applications Mobile IoT <p>Miguel Calvo Vervaet, SVP International Markets Jersey Telecom</p>
13.00 – 14.30	Networking Lunch
14.30 – 15.00	<p>Threats on roaming</p> <p>How to Secure Signalling Network From Unauthorised Access and Fraudulent Activities</p> <ul style="list-style-type: none"> The growth in fraud and privacy breaches via SS7 on 2G, 3G & 4G/LTE Addressing the problem to insure networks from potential malicious attacks <p>Nigel Dodd, Regional Sales Director EVOLVED INTELLIGENCE</p>
15.00 – 15.30	<p>DTAG: Real-time Anti-Fraud (RAF) to minimize International Rev. Share Fraud impact</p> <ul style="list-style-type: none"> Real-Time Anti-Fraud in a nut Shell Use cases & Benefits from RAF <p>Sergio Flores, Regional Manager, Pre-Sales Americas STARHOME MACH</p>
15.30 – 16.00	<p>Industry Panel on Fraud & threats for roaming</p> <p><u>Moderator:</u> TBC</p> <p><u>Panellists:</u> A Nigel Dodd, Regional Sales Director EVOLVED INTELLIGENCE Sergio Flores, Regional Manager, Pre-Sales Americas STARHOME MACH Panellist TBC</p>
16.00– 16.15	Conclusions and Closing

Chairman: Mariana Vieira Rangel Nunes mariana.rnunes@telefonica.com

Deputy Chair: Claudio Reyes creyes@antel.com.uy

GSMA LA Coordinator: Alexis Arancibia aarancibia@gsma.com



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Speaker BIOS



Mariana Nunes, Roaming Manager TELEFONICA VIVO Brasil

Mariana is a Telecommunication engineer and has worked at Telefonica Vivo for more than 15 years.

Since 2010 she manages a multidisciplinary team, heading the Roaming area. Responsible for whole chain of the product, interacting with internal areas (Marketing, Customer Department, IT, CRM, Engineering, Financial) and external companies (other mobile carriers and vendors).



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.

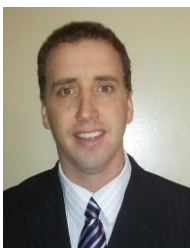
He has also dealt with indirect commercial and technical alliances with Ericsson, Accenture, Alcatel-Lucent, HP, Dimension Data and IBM.



Pablo Mlikota, President - AMERICAS REGION, SYNIVERSE

Pablo has a comprehensive senior management experience in large multinational service operations with full P&L responsibility, specializing in business expansion and new product development in a variety of US-based and international theatres.

Pablo has a Bs in Electronic Engineering of the University of Buenos Aires and a MBA of the University of Miami.



Randall Peterson, Software and Roaming Standards Architect UNION WIRELESS

Randall is a Billing Specialist and recognised Computer Programmer.

He has worked in Union Wireless for 12 years, where he is IT Programmer Analyst and also is in Charge of Special Roaming projects.

He is also Deputy Chair of the GSMA North America BARG/TADIG Group.

His education in systems engineering was held at Brigham Young University during 1999-2003.



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Vanesa Matamoros, Senior Manager Innovation programs iBASIS

Vanesa is responsible for managing worldwide mobile innovation programs, including end-to-end LTE roaming network deployment for Latam. She also coordinates engineering efforts for implementing IP based customized solutions for large MNOs in the region.

She joined iBasis in early 1999 and worked for over 7 years, focusing on voice business development when VoIP services were introduced to the market. Vanesa holds a BS in Computer Science from Universidad Central de Venezuela, and a Masters Degree in Management from Harvard University in Cambridge MA.



Miguel Calvo Vervet, SVP International Markets Jersey Telecom

Miguel is heading international markets expansion for Jersey Telecom Group and has successfully driven international growth for the past 20 years.

Miguel played a key role in the global growth of MACH, Link2One, Henkel and Zespri. Miguel was General Manager of Link2One where he was responsible for driving the launch of the company globally and Regional Vice President at MACH handling global strategic accounts.

Miguel is a seasoned business developer with a sustained track record of innovation and achievement within the telecommunication and FMCG industries. He has focused on the implementation and development of new activities both in established businesses and start-up activities in international environment. Strong sales, marketing and relationship management background with high level



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.



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.



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Alexis Arancibia – Strategic Engagement Director, GSMA

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 WASL 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.



Michael Van Veen, Global Sales Director IPX SAP

Michel has a broad professional experiences managing diverse aspects of the mobile business in the consultancy field and also in important operators such as KPN, Cable&Wireless and AT&T. He is quite knowledgeable in the wireless space and with regulatory laws too. Currently he is in charge of IPX are in SAP.



MKT Business Dev & Innovation Americas GEMALTO

Carlos Romero has been working in the smartcard industry for more than 12 years, in different areas from Manufacturing to Services and Marketing.

Currently in Gemalto is responsible for introduction of new products using SIM technologies for Latam Market, these includes new applications as NFC, M2M, Mobile Payment and LTE networks.