



Latin
America

BARG LA MEETING

SANTIAGO DE CHILE • 28 - 29 MAR 2016

Hosted by



BARG AGENDA

Monday 28 March (Venue: Sheraton Santiago Hotel & Convention Center)

8.30 – 9.30	Registration
9.30 – 10.00	Opening Overview on GSMA activities and welcome speech <i>Mr. Sebastian Cabello – Head of Latin America, GSMA</i> Welcome and remarks <i>Mr. Pedro Huichalaf Roa - Subsecretario de Telecomunicaciones de Chile</i> Welcome words by hosts companies representatives: <i>Mr. Manuel Araya – Gerente de Regulación y Asuntos Corporativos, Entel</i> <i>Mr. Fernando Saiz – Director de Planificación Estratégica y Regulación, Telefonica Chile</i>
10.00 – 10.30	Networking Break sponsored by Infobip
10.30 – 10.45	Introductions with all participants Claudio Reyes Antel Uruguay, Chair BARG LA Agustín Barría Telefonica Chile, Deputy Chair BARG LA
10.45 – 10.55	Update on WAS Event #3 (Brussels) Marjolein Medendorp, Telefonica, GSMA RCPG/WSOLU Chair
10.55 – 11.20	VoLTE Sessions VoLTE Roaming Standards Interconnection with two architectures Marjolein Medendorp, International Roaming Expert TELEFONICA
11.20 – 11.40	VoLTE - Interoperability & Interconnection: global examples - Cases in other regions - Expectations for Latam Fabio Moraes, Strategic Engagement Manager GSMA

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11.40 – 12.10	Implementation of VoLTE Interconnect Routing – Example from Canada - How to enable VoLTE interconnect routing using a simple and reliable local ENUM Registry solution - Sharing an example for such implementation among the Canadian operators Mahmoud Khafagy, Sr. Product Manager TRANSACTION NETWORK SERVICE INC.
12.10 – 12.35	“A Balanced Approach for VoLTE Roaming”: Trials done with KPN and other operators - VoLTE Roaming trial results for GSMA roaming models (S8HR and LBO) - Models and implications on network deployment and roaming business - How to balance the pros and cons of each model with new approach Vanessa Matamoros, Senior Manager Innovation programs iBASIS
12.35 – 13.00	New Model to Enhance Data Roaming & Cloud VoLTE solution Network readiness to supply Voice over LTE calling Robert Bedrossian, Customer Solutions Manager TATA Communications
13.00 – 14.30	Networking Lunch sponsored by Syniverse
14.30 – 15.00	EU implementation - sharing the European market experience, challenges and opportunities for operators - Experience of roam like at home practices in European countries driven by regulation and by market competition - Faire use policies and the risks of permanent roaming - Measuring the QoS performance of LTE roaming partners Claudia Saavedra Valenzuela, Head of Mobile Services Partnerships ORANGE IC
15.00 – 15.30	“Maximizing revenues: taking care of fraud in real time and inbound traffic optimization”: - Market research: most of fraud in MNOs is IRSF (International Revenue Share Fraud) - Do you have the right strategy and tools to fight against IRSF? - Hybrid technology (Voice in GSM, DATA in LTE) increases QoS issues: How can networks increase LTE market share while ensuring the best QoS? Sergio Flores, Regional Manager, Pre-Sales Americas STARHOME MACH
15.30 – 16.00	Networking Break
16.00 – 16.30	Global Roaming Quality (GRQ) Pilot Project - Quality of LTE roaming across all services - LTE GRQ KPIs and determining a good quality Renato Neiva, Senior LA KAM SIGOS

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16.30 – 17.00	"360 Retail Marketing Strategy": • How increase Data Roamers Penetration • Intelligence Segmentation and Commercial Offers • Mobile Engagement Claudio Diaz, Roaming Manager TIGO PARAGUAY Agustín Hierro, Sales Director Latin America SYNIVERSE
17.00	Close of first day

Tuesday 29 March

8.30 – 9.30	Registration
9.30 – 10.00	Innovations in self-management to control data roaming – with real time info • Innovative strategy to manage data roaming • Reducing bill shock risks • Catching customers willing to be always connected Osvaldo Torres, CEO - Principal Consultant TI Gestión
10.00 – 10.30	Implementation in Latam – Challenge for the regional ecosystem • Market forces as a key driver • Dynamics of market, regulation and technology Leandro Musciano, Regional Product and Services Director TELEFONICA
10.30 – 11.00	Networking Break
11.00 – 12.15	Industry Panel on Wholesale Services: Present & Future International traffic • Current status worldwide • Best practices • Horizons for the business <u>Moderator:</u> Claudio Reyes, Antel Uruguay <u>Panellists:</u> Alfredo Fernandez, Head of International Services International Wholesale TELEFONICA Alan Ward, Head of Wholesale Services ENTEL CHILE Chris Bannister, CEO WOM

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12.15 – 12.40	World Cup Brazil 2014 lessons learnt – Telefonica VIVO Case • Launch of new agreements and improvement on quality to support the roamers • Forewarning & measures Mariana Nunes, Roaming Manager TELEFONICA VIVO Brasil
12.40 – 13.00	Holistic approach to maximizing A2P SMS revenue in International Business segment • A2P SMS opportunity today • Challenges in maximizing revenues • Ecosystem control role • Best practices and experience Christian Wilson, Operator Partnership Manager INFOBIP
13.00 – 14.30	Networking Lunch sponsored by BICS
14.30 – 16.00	The future of the SIM Card – Industry panel • Current situation of the SIM Card • Evolving model to embedded-SIM • Pros and Cons <u>Moderator:</u> Fabio Moraes, Strategic Engagement Manager GSMA <u>Panellists:</u> Katja Kuband, Marketing Manager at VODAFONE GROUP SERVICES GMBH Carlos Romero, Business Development and Innovation GEMALTO Juan Cancino, Terminals Product Manager TELEFONICA Chile
16.00– 16.15	Conclusions and Closing

Chairman: Claudio Reyes creyes@antel.com.uy

Deputy Chair: Agustín Barria agustin.barria@telefonica.com

GSMA LA Coordinator: Alexis Arancibia aarancibia@gsma.com

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Speaker BIOS



Marjolein Medendorp, International Roaming Expert TELEFONICA

Marjolein has a long-time experience in the telecom industry obtained by jobs in Chile (3 years), her home-country the Netherlands (3 years) and Spain (14 years). She has been very active in GSMA activities by committing to roles of AGREE Chair (2006-2012), BARG Deputy Chair (2009-now) and RCPG/WSOLU Chair (2012-now) and participating in a long list of GSMA projects and taskforces (e.g. Open Connectivity, Connected Living, ERRI, REVOLVER, IRET). She enjoys managing the launch of new products and services.



Fabio Moraes, Strategic Engagement Manager GSMA

Fabio joined the GSMA in 2013 as Strategic Engagement Manager and is responsible for engaging key ecosystem stakeholders and securing MNO alignment with GSMA programs to promote adoption of globally interoperable capabilities and services with focus mCommerce and Future of Communications. He built his career in Telecoms in Business Development and Sales roles in Siemens, Nokia Siemens Networks and Giesecke & Devrient, with working experiences in Brazil and Germany. Fábio has a degree in Electric Engineering from Fundação Armando Álvares Penteado and MBA from Fundação Getúlio Vargas.



Mahmoud Khafagy, Sr. Product Manager TNSI

Mahmoud is a Senior Product Manager within the Telecom division at Transaction Network Service Inc. (TNSI), managing network transformation products. Mahmoud has global experience in the Telecom industry within both mobile operators and service providers. With 9 years of experience in the telecom industry, Mahmoud has worked with business partners from more than 100 countries and dealt with various levels in many organizations from entry-level employees to C-level executives bringing experience in designing wireless networks in order to create new products for the market.



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.

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Renato Neiva, Senior LA KAM SIGOS

Renato holds a MDA in Telecommunication Management from Fundação Getulio Vargas and a MBA from Ohio University.

With extensive seventeen years' experience in Telecommunications, he has dealt with important customers in the southern of LATAM interacting with C levels. Responsible for acquiring and coordinating new businesses to meet the Company's annual targets, developing Channel Program in the region, sales potential, forecast requirements and monitoring customer's expectations.



Claudia Saavedra Valenzuela, Head of Mobile Services Partnerships ORANGE IC

As Head of Mobile Services Partnerships at Orange International Carriers, Claudia is in charge of Orange peering policy and the development of innovative roaming products for Mobile Operators.

Before, as Project Manager at Orange Wholesale France, Claudia was in charge of business solutions for mobile virtual operators and the implementation and strategic analysis of the European roaming unbundling regulation. She was formerly responsible of economic studies at Orange Regulatory Affairs, With a Ph.D. in Economics from Ecole Polytechnique and a Masters in Game Theory, Claudia has an ongoing interest in research and its use for business, policy guidance and innovation.



Leandro Musciano, Regional Product and Services Director TELEFONICA

Experienced Marketing Executive in the cellular market with in depth technical background. In his career has been involved in sales and customer care, entrepreneurship and innovation.

In 1999 he joined the team of Movicom Bellsouth and evolved to Telefonica Argentina and finally Telefonica Group Latin America.



Robert Bedrossian, Customer Solutions Manager TATA Communications

Robert has been involved with the strategic definition and development of borderless mobility solutions and services capabilities at TATA, including regional roaming breakout, branded as Data Roaming Boost. Robert has more than 20 year's product management experience in the telecommunications industry. Prior to joining Tata Communications he worked as strategic product manager at Ericsson. Robert holds a Master of Science Degree in Business Administration from Concordia University in Montreal.

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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.



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.



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.



Claudio Reyes, Global Agreements Manager ANTEL

Claudio has a broad experience in telecommunications, ranging to diverse responsibilities in technical areas to current commercial responsibilities to manage the international agreements of Antel (Uruguay) including wholesale business and roaming.

Claudio has collaborated extensively with the mobile industry in the region through GSMA, leading as Chairman the working groups Technical&Terminals and currently the BARG LA.

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Alfredo Fernandez, Head of International Services International Wholesale TELEFONICA

Management of key accounts within the Telco sector, as DT group, FT group, Lebara, Verizon, and some others, with goals for improving bilateral business with other groups of companies, taking into account the complexity of the profile they have as customers-providers-competitors-partners.

In charge of leading marketing activities for the wholesale market, as well as being responsible for marcoms and events related to that market.



Alan Ward, Head of Wholesale Services ENTEL CHILE

Alan Ward joined Entel Chile in October 1999. With over 15 years of experience in the telecommunications industry, Alan has played multiple tasks within the scope of Wholesale services associated to Voice, Transport Capacity and Roaming. Currently he is the Head of Wholesale Roaming and Value Added Services in the company. Before Entel, he worked in ProChile as Export coordinator and Head of Finance at the Osorno Bank. Alan is Commercial Engineer, with an MBA from the Catholic University of Chile.



Chris Bannister, CEO WOM

Chris Bannister has nearly 30 years of experience in the telecommunications industry, leading different operations in Europe, Asia and Africa. He has been recognized by making grow operators in a very short period of time, such as the successful case of PLAY in Poland. Bannister started his career in 1986 as the UK Sales and Marketing Manager of Motorola, and was in charge of various projects of the Hutchinson group, among others. Today is the CEO of WOM, the new telecommunications company belonging to the international fund Novator Partners LLP, which arrived in Chile in July 2015.



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).

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Christian Wilson, Operator Partnership Manager INFOBIP

Christian has over 10 years of successful international experience in the telecommunications & technology industries including manufacturers, content providers, value-added services and carriers. Hands-on experience on all links of the mobile value chain. Within Infobip he cares for partner relationship, sales management, new business development, consumer needs understanding & segmentation analysis.



Katja Kuband, Marketing Manager at VODAFONE GROUP SERVICES GMBH

With studies in Fachhochschule Dortmund and at ESMI Barcelona, Katja has developed strong experience in Vodafone Group since 2002 in managing innovative services in the markets where the company leads the mobile business. Katja has interest in global scope business development where tend to be focused. She is German native speaker, has full proficiency in English and can command effective Spanish.



Carlos Romero, Business Development and Innovation GEMALTO

Carlos has worked in the smartcard industry for more than 15 years, a career that goes thru different areas, from Manufacturing to Software Services and currently in Marketing and Innovation.

He was responsible for setup and Operation of the first Perso Center in Latin America for EMV banking and Telecom SIM cards.

Currently in Gemalto is working with Banks and Telecom Operators to create value services around new technologies.

He provides thought leadership on emerging technology trends and is a frequent presenter at industry forums and panels.



Juan Cancino, Terminals Product Manager TELEFONICA Chile

Juan is engineer in informatics from the Universidad Central de Chile.

He has over 13 years' experience in the telecommunications industry and mobile market, with skills in managing multidisciplinary teams, assessment, monitoring and control. Juan has managed technology aspects of the business and worked in the launch of new products and value-added services satisfying the expectations of his company.

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