Navigating the Digital Storm

A digital storm is ripping through the industry, but new opportunities abound. Now is the time to think differently. Come to Management World to find the answers you need to succeed.
Navigating the Digital Storm

The digital storm is ripping through the industry, slashing profit margins and putting new pressures on available capital. New opportunities abound but to take advantage of them, you must rapidly change the way you run your business. Whether you’re focused on capturing your slice of the growing cloud and M2M markets through business and IT agility, innovation and partnering, expanding your market share through exploiting data analytics and delivering a great customer experience; or continuously improving your operational effectiveness, now is the time to think differently.

To help you and your company navigate the storm, we’re bringing together more than 3,500 professionals with an appetite for real change. Eight conference Forums combine essential case studies and inspiring insights from more than 200 speakers, including 50 C-Level executives – paired with unique, industry-led, collaborative projects featured in the Hub, that you won’t want to miss.

New for 2013

- Re-imagined, highly interactive conference formats – brainstorm, debate, share and learn
- Eight conference Forums covering Agile IT, Big Data Analytics, Cable, Customer Experience Management, Enabling Enterprise Cloud, M2M & Digital Services, Revenue Management, Security and Privacy
- Unique Master Classes tied into Forum topics
- One-of-a-kind networking opportunities
- The Hub, featuring the Catalysts: TM Forum’s Rapid Technology Innovation projects and your place to meet TM Forum experts
- Exciting Expo, featuring 100+ cutting-edge suppliers

“Incredibly high quality discussions here… I don’t think any other event has this concentration of bright minds.”
Chris King, Oracle

“Management World… should be a must on anyone’s calendar who wants to understand, influence and drive change in the industry.”
Justin van der Lande, Analysys Mason

Register by April 1 with eVoucher PN62GU to Save 10% on a Gold Pass!*
The Conference

Management World 2013 delivers cutting-edge thinking from the biggest names in communications and beyond, as well as TM Forum thought-leadership, through an exciting series of “How To” sessions, case studies, crystal ball presentations, expert panel discussions, interviews and roundtable discussions on the most important topics facing our industry, including:

- Using data analytics to improve customer experience
- Delivering business agility: getting new services to market fast
- Improving margins through cost and risk reduction
- Capturing your slice of the enterprise digital services market

Don’t miss:

- Four days of thought-leadership and practical advice
  - Case study driven conference agenda
  - 100+ interactive sessions
  - Visionary Keynotes
- 200+ world-class speakers
  - Leading service providers
  - TM Forum experts
  - Enhanced networking opportunities
  - 50+ C-level speakers

NEW! TM Forum Training Presents:

Master Classes

Be among the first to participate in these new, interactive, thought-provoking sessions at Management World. Come and share your experiences while networking with others to find solutions to today’s biggest challenges. You will come away with the ideas, inspiration and connections you need to create a strategy for a successful future. Space is limited so confirm your attendance early to avoid disappointment! Each session will be led by industry gurus who will encourage interaction and discussion.

Join us in Nice on Monday, May 13 from 9am - 3pm for your choice of the following:

- Solving End-to-End Digital Service Management Challenges
  Led by John Wilmes, Distinguished Fellow, TM Forum
- Using Data Analytics to Deliver 1-to-1 Customer Engagement Management
  Led by Peter Crayfourn, Managing Partner, Gifa Solutions

Platinum Program for Qualifying Senior Executives
- Exclusive “Mapping the Future” Executive Sessions
- Personalized Service

Executive Appointment Service matching service providers facing specific issues with qualified suppliers

Official TM Forum Training and Certification

Expo showcasing 100+ key suppliers from around the globe

www.tmforum.org/mw13
Cloud services are the enabling fabric of the digital world, dramatically reducing the barriers to entry for new players, and transforming the cost base, agility and mobility of established businesses. Yet realizing the full potential of enterprise cloud services and removing the roadblocks to enabling IT-as-a-Service means overcoming the challenges of security, quality of experience and governance.

Whatever your role in the cloud – from infrastructure to software – this Forum gives you access to cutting-edge thinking, tools and techniques to achieve your goals, including:

- Trends, drivers and barriers to adoption in the enterprise cloud market
- Meshing apps with the network to ensure consistent latency, service quality and security across a variety of devices and connections
- Advances and experiences of using cloud-based enabling services
- Establishing trading interfaces between partners
- Managing service quality and security across multiple clouds
- Addressing the challenges of enterprise mobility and BYOD

Don’t Miss the Catalysts: TM Forum’s Rapid Technology Innovation Projects in The Hub

- Richer Services, Richer Ecosystems
- Data Center of the Future
- Enabling Cloud Mobility and Workplace as a Service
- Pursuing the Invulnerable Virtual Machine

Featured Speaking Companies include:

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Visit tmforum.org/mw13 and follow @tmforumorg for even more keynote announcements!

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The Conference Forums May 13-16

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**The Enabling Enterprise Cloud Forum**

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**The M2M & Digital Services Forum**

As the digital economy grows, the lines between traditional verticals such as communications, healthcare, financial and energy are quickly blurring. A new wave of opportunity for disruptive services such as eHealth, Smart X, and Connected Home all enabled by M2M and an ‘Internet of Things’– is emerging.

The opportunity for service providers is huge, enabling everything from enterprise cloud through to consumer services. This Forum, including workshops led by experts, examines the management and enablement challenges that complex services bring, including:

- The road map for digital services and the verticals which hold the most potential
- Evaluating enterprise class services – evolving from first generation digital services
- Building the ecosystem – the challenges and opportunities of developing strong partnerships
- Latest trends in connected vehicles, telematics, Smart X, eHealth and wellness
- Understanding the demands of a B2B2x value chain

Catalysts: TM Forum’s Rapid Technology Innovation Projects in The Hub

- Defining the Digital Health Value Chain
- Connecting the Smart Grid to the Digital World
- Catalog Management in Digital Services Mash-Ups

Featured Speaking Companies include:

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#mwnice

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The Agile IT Forum

The time is now for agile IT. As service providers strive harder to automate and reduce costs, new digital services and business models are placing huge stress on IT and operations for service providers and enterprises alike. To compete in the digital world, businesses need greater flexibility, while continuing to run with maximum efficiency. A fundamental rethink is challenging conventional wisdom for portfolio lifecycle, data analytics, security and infrastructure management. This Forum explores how to deliver super-agile operations including:

- Designing and evolving the back office to vastly increase agility without increasing cost
- Virtualization and centralization of operations – the pros and cons for investment – and next generation architectures for virtual, agile operations
- Enabling the rapid assembly and introduction of cradle-to-the-grave portfolio and catalog lifecycle management
- Rapidly scaling from innovation to an industrial-strength service
- Overcoming operational challenges, implementing solutions in a multi-partner environment

Don't Miss the Catalysts: TM Forum's Rapid Technology Innovation Projects

Implementing an Open Wholesale B2B Marketplace

Featured Speaking Companies include:

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The Big Data Analytics Forum

Effective analytics are the key to realizing the true value of data. Whether you’re focused on driving customer loyalty, discovering new opportunities, reducing fraud or monetizing your data, uncovering the information you need isn’t easy. Even when you have it – what do you do with it? This Forum gives you practical tools and techniques to help you navigate the digital storm with effective big data analytics, exploring the business, regulatory, legal, cultural and technical issues, including:

- How to develop and implement data analytics in your business and across partnerships successfully
- Practical applications for big data analytics including customer experience, product development, fraud management, real-time marketing and advertising
- Combining data and policy management to improve customer experience
- Understanding and complying with local data privacy regulation and legislation, and security issues
- How big data can help refine and improve your internal processes
- TM Forum’s Big Data Analytics program and how it can help you

Featured Speaking Companies include:

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The Customer Experience Management Forum

In today’s digital world, customers are more informed and empowered than ever. One bad customer experience can do real damage to your bottom line. So how do you maximize customer loyalty, and proactively deliver brand-building customer experience across your business? How do you manage customer experience of digital services delivered via complex partnerships? This Forum delivers new case studies and strategies from world-leading organizations in customer experience management, exploring how to:

- Embrace customer centricity across your business – what works and what doesn’t?
- Harness data, customer feedback and insights from multiple channels, including social media which drive loyalty and new revenue opportunities
- Decide what to measure and what matters to the customer’s experience using TM Forum’s Customer Experience Management Index
- How to measure and assure customer experience across multiple touch points
- How to deliver self-care and customer loyalty programs that pay for themselves

Don't Miss the Catalysts: TM Forum’s Rapid Technology Innovation Projects

- Measuring the Touch Points of the Customer Lifecycle
- Quantifying Customer Experience Through Performance and Probe Measurement
- Linking Converged Network Operations and Customer Experience

Featured Speaking Companies include:

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The Revenue Management Forum

As service providers battle to protect current revenues, future earnings from complex digital services increase the risks of revenue leakage and fraud. This Forum uncovers the latest thinking on how to deliver closely integrated and optimized systems, processes and procedures, and a revenue management approach that extends beyond silos and the walls of your own business. From revenue distribution in extended value chains, to innovative charging models and new security challenges, topics include:

- Developing revenue management strategies for digital services
- Implementing TM Forum’s Revenue Assurance Maturity Model
- Optimizing real-time convergent charging for new services
- Evolving to an holistic approach to revenue management
- Managing fraud, security and risk in the digital ecosystem

Don't Miss the Catalysts: TM Forum’s Rapid Technology Innovation Projects

- Revenue Assurance Maturity with the Inclusion of Digital Services

Featured Speaking Companies include:
The Hub at Management World


What can I do in The Hub?

- Get one-on-one time with TM Forum experts at the Expert Bar
- Learn about Customer Experience Management
- Learn about Revenue Management
- Learn about Security
- Learn about Enabling Enterprise Cloud
- See what’s new from TM Forum and our members
- Learn about Digital Services
- Find solutions to common challenges through the Catalysts: TM Forum’s Rapid Technology Innovation Projects

Catalysts: TM Forum’s Rapid Technology Innovation Projects

Join 100+ companies as they present Catalysts, where service providers and end users present collaborative efforts with vendor teams to bring innovative ideas and solutions to life, only at Management World.
Networking is HOT at Management World!

- VIP Gala Dinner & TM Forum Excellence Awards
- Management World cocktail receptions in the beautiful city of Nice!
- Show floor ‘Happy Hours’
- Breakfasts & lunches with a topic or regional focus
- Executive Appointment Service

Who will I meet?

**Attendance by Sector**
- Service Providers: 41%
- Software Suppliers: 24%
- Consulting/Other: 14%
- Systems Integrators: 8%
- Analysts/Media: 7%
- Hardware Suppliers: 5%
- Academics: 1%

**Attendance by Region**
- Western Europe: 53%
- North America: 22%
- Asia Pacific: 10%
- Eastern Europe: 9%
- Middle East: 3%
- South America: 1%
- Africa: 1%
- Australia/Ocean: 1%

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Official TM Forum Training & Certification

These courses are tied closely with our conference topics, will enhance your experience, and ensure you return to your office understanding the impact on your business and equipped to bring your newly found knowledge to practical use. The following courses run Sunday or Thursday with off-peak pricing or Monday:

- **Framework Overview**
  - May 12
- **Information Framework (SID) Distilled**
  - May 13 & 16
- **Business Process Framework (eTOM) Distilled**
  - May 13 & 16

- **Framework Procurement Support Workshop**
  - Free for service providers and Conformance Certified Suppliers
  - May 12
- **Revenue Assurance Overview**
  - May 13
- **Customer Experience Management Overview**
  - May 13
- **Cloud Essentials Distilled**
  - May 13

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The Expo

- Explore the latest solutions from leading suppliers
- EAS: Matching service providers with solutions providers who can help solve their business issues
- See and be seen at bustling Happy Hours

Management World 2012 Highlights

- 3000+ attendees
- 60% of attendees were executives and decision makers
- 150+ C-level executives in attendance
- Over 600 companies in attendance from across 78 countries
- 223 service provider companies

Save Big When You Bundle the Conference and Training with a Gold Plus Pass!

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www.tmforum.org/mw13
About TM Forum
TM Forum is a global, non-profit industry association focused on enabling service provider agility and innovation. As an established thought-leader in service creation, management and delivery, the Forum serves as a unifying force across industries, enabling more than 900 member companies to solve critical business issues through access to a wealth of knowledge, intellectual capital and standards. The Forum provides a unique, fair and safe environment for the entire value-chain to collaborate and overcome the barriers to a vibrant, open digital economy, helping member companies of all sizes gain a competitive edge by enabling efficiency and agility in their IT and operations. For more information, visit tmforum.org.

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