6th Annual TELCO CLOUD

THE ONLY EVENT FOR TELCO CLOUD PROVIDERS & THEIR CHANNEL PARTNERS

60+ PIONEERING TELCO SPEAKERS:
Dear Telco Cloud community,

As competition amongst cloud service providers becomes more and more intense, it is becoming increasingly important for Telcos to not only retain existing customers, but attract new ones. In addition to keeping up-to-date with advances in cloud technology and development of new cloud offerings, Telcos across the globe are focusing on creating new services and business models that support customers’ digital transformation. They are looking for new ways and opportunities to help businesses achieve process efficiencies and deliver cost reduction through continued migration to cloud solutions.

The 2015 Telco Cloud Forum will be covering all the crucial and essential topics from all possible angles. We will delve into the deepest details of Business Models and Go-to-Market strategies.

Anna Rys
Senior Conference Producer

Do not miss the only event for Telco Cloud providers & their channel partners!

We look forward to welcoming you to the forum in April in London.

Best Regards,

Anna Rys
Senior Conference Producer

“We are Telefonica. Over one hundred thousand people in 24 countries. We are the partner in possibility for businesses and organisations big and small, wherever they are. By bringing communications innovation to a digital world, we offer our customers countless opportunities to be more efficient, productive and competitive every day. By empowering our customers to succeed through world-leading digital innovation, their own customers and employees can do more and be more, unlocking the infinite possibilities of technology for all. Consider us for your fixed, mobile and IT solutions from Beijing to London, Miami to Madrid or Rio de Janeiro to Paris.”

— Juan Manuel Moreno, Global Cloud Director, Telefonica

4 CONTENT STREAMS

40+ CONTENT LED SESSIONS

Panel Discussions
Master-classes
Round Tables
Case Studies

Operator/OTT/Enterprises

Countries across the world represented

75%
New speaker faculty

75 Attendees

400+

“Thank you to the team for making the event our best ever! The 2014 TCWF was one of the best events that AppDirect has ever participated in. It was extremely focused, great speakers, attendees and content. It really has become an annual place to meet and talk all things Telco and Cloud!”

Richard Dutty, Vice President, Global Sales and Partnerships, AppDirect

www.cloudworldseries.com/telco
**UNRIVALLED NETWORKING OPPORTUNITIES**

**Meetings Organised On-Site**
- 20 Senior Decision Makers
- 20 face to face meetings over 2 days
- = 40 GUARANTEED MEETINGS for your team with decision makers

**Attendees**
- 400+ Attendees
- 53% C-level and Directors
- 63% Operators & enterprise attendees in 2014

**This was the Most Popular Feature at the 2014 Telco Cloud Forum!**

**GUARANTEED**
FACE TO FACE OPERATOR & ENTERPRISE INTRODUCTIONS FOR YOUR COMPANY

Put the list of companies/people that you want to meet and get in touch with our dedicated Head of VIP Relations.

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**OVUM ANALYST INSIGHT**
**TELCOS’ ACQUISITIONS FOCUS ON SPACE AND ICT SKILLS**

Camille Mendler
Lead Analyst, Enterprise Services | Ovum

Telcos have spent $37.5bn on cloud-related assets since 2010, with datacenters the most common type of acquisition. There is also a distinct trend of targeted smaller purchases to build competence in a specific area, such as video collaboration, security, or system integration skills.

**Telco cloud investments by region, 2010–14 ($m)**

<table>
<thead>
<tr>
<th>Region</th>
<th>Amount ($m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia Pacific</td>
<td>19,933</td>
</tr>
<tr>
<td>North America</td>
<td>10,535</td>
</tr>
<tr>
<td>Africa</td>
<td>4,368</td>
</tr>
<tr>
<td>Western Europe</td>
<td>1,707</td>
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<tr>
<td>Eastern Europe &amp; CIS</td>
<td>493</td>
</tr>
<tr>
<td>Middle East</td>
<td>320</td>
</tr>
<tr>
<td>Latin America</td>
<td>289</td>
</tr>
</tbody>
</table>

**Note:** Investments are allocated to the investor’s headquarters region 1H for 2014. Source: Ovum.

This article has been taken from Ovum’s Telecoms Cloud Monitor, available to clients in the Knowledge Centre and also accessible as a standalone intelligence tool. For more information please visit www.ovum.com/knowledge-center and www.ovum.com. © Ovum 2014. All rights reserved. For more information, visit www.ovum.com.

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**PRE-CONFERENCE MASTERCLASSES**
**MONDAY 27TH APRIL**

**Building Successful Strategies for Cloud Service Commerce**

12:00 - 15:00

Presented by AppDirect

This three-hour masterclass, hosted by Cloud Service Commerce, industry leader AppDirect, will deliver valuable insights to help you plan, launch, and optimize a cloud service platform.

Led by AppDirect co-CEO Daniel Saks, the workshop will explore:
- Partnering with software vendors
- Customer segmentation
- Curating a relevant application catalog
- Technical and sales best practices
- Differentiating your Cloud Service offering

Learn about these topics and more from the AppDirect team that has successfully launched marketplaces with Telstra, Samsung, Deutsche Telekom, ADP, and other leading providers.

Daniel Saks, co-CEO, AppDirect

**Insights Into New Approaches to Running Cloud Services**

12:00 - 15:00

Presented by Intel

This half day masterclass led by top industry experts from Intel will provide you with insights into new approaches to running Cloud services.

This subject specific masterclass will give you a unique opportunity to drill down into the details of cloud service provision.

Experts from Intel will share their recent experience, knowledge and insights.

For more details, please visit the website: www.cloudworldseries.com/telco

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**“Very well attended by operators, broad content coverage and some good networking opportunities”**

Tom Platt, Commercial Director, BCSG

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**www.cloudworldseries.com/telco**
10:45 Morning Refreshments Break and Speed Networking

11:45 Panel: Building a Cloud Future for Telcos: Identifying the Landscape and Exploring Opportunities
- Continuing Business Transformation: What is stopping us and how can this be overcome?
- Do we fully understand the cloud and its implementations for Telcos’ business?
- Rethinking Telcos’ legacy systems and sales models
- Further cloud transformation and creating Next generation IT (DevOps, Self-Service, etc)
Juan Manuel Moreno, Head Global Cloud Director, Telefonica
Mark Wighton, VP Cloud Services, Orange Group
Rawindran Mahalingam, Vice President, EMEA Region, Hutchison Global Communications

12:25 OTT Keynote from Google: Strategic Roadmap for Further Development
- Discovering a new platform for business innovation
- Improving operational efficiency
- Potential synergies with Telcos
Jack Weikel, Head of Service Provider Marketing, Google

12:50 Is there such a Thing as Assurance of Cloud Security or is it just Metaphysics?
- Evaluating the possible legal conflicts caused by cloud sourcing
- Navigating through the jungle of assurance reports and certifications needed when choosing a cloud
solution
- Security assurance shortcomings and recommendations on how to read assurance reports
- Recommendations on what to bring into the contract from a security angle
Jacqueline Johnson, Group Head of IT Security, Nordea Bank

13:15 Lunch and Networking

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**Model Cloud – What To Sell**

Which Cloud Services to Choose and Where is the Biggest ROI?

14:30 Chair Opening Remarks
Stream Chair: Camille Mendler, Lead Analyst, Ovum

14:35 Oxford Style Debates: What do Telcos Sell Best?
- Trends and market roadmaps of Telco Cloud Services and products
- Consolidating a portfolio of cloud products
- Examining the interoperability of different services
- Looking at centralisation vs decentralisation of cloud services
- Looking at the professional services which require specific expertise, not widely available
Luigi Gambardella, Vice President, Relations with International Institutions and Organizations, Telecom Italia
Colum Horgan, CEO, InvenCloud
Orcur Ozalp, Head of Emerging Business / Strategic Marketing, Turkcell
Axel Haentjens, VP Cloud Computing, Orange Business Services

15:15 Broadband4Europe Perspective: Future Strategies and the Impact Cloud Computing has on the Telco Industry
- Main challenges
  - Single market perspective
  - Changes we should anticipate
Luigi Gambardella, Vice President, Relations with International Institutions and Organizations, Telecom Italia

15:35 Big Data and Analytics: Maximizing your Data in the Cloud
- Realising business value and growth opportunities
- Practical lessons and pain points of Big Data implementation
Tom Kershaw, Director of PM, Google

16:00 Hybrid Models: Delivering Best-in-class High-performance and High-availability
- Examining different Cloud Models – which one is winning so far?
- Service management and service delivery
- The role of security and networking in Hybrid Cloud strategies
- Redefining price and performance characteristics
William Rable, Cloud Business Director, EMEA, CenturyLink

16:25 Innovation Theatre - Refreshments and Networking break

**Virtual Cloud**

Delivering Flexibility, Reliability and Simplicity through Virtualisation Tools

14:30 Chair’s Opening Remarks
Stream Chair: Laurent Lachal, Cloud Computing Research Lead, Ovum

14:40 The Future of Telco Cloud: Virtualization, Cloud and Connectivity
- Examining the flexibility that virtualization brings to the Telco Cloud industry
- Combining compute and end-to-end connectivity to deliver Hybrid Clouds
- Discussing Telco Cloud business and service innovation
Nicolas Fischbach, Director Strategy, Architecture and Innovation, Colt

15:05 Hands-On Lab: Assessing the Importance of Container Technologies and Cloud Services for Telcos
- Significance of evolving OpenSource projects like Openstack, Docker and Cloud Foundry
- What is the impact of container development?
- Outlining the ability of carriers to address an ICT market with standardised services
- Operating software for end users and orchestrating containerised services across multiple locations
Torsten Boettiger, Head of Technology Strategy and CEO, Swisscom Cloud Labs, Swisscom

15:30 Panel: Creating Opportunities for New Service Revenue with the Right Approach to SDN and NFV
- Which services to put on NFV?
- Achieving more flexibility to test new applications with lower risks
- Examining first applications development
- Analysing further business transformation
- Calculating the value from SDN and NFV
- Enabling the development of new BSS/OSS tools
- Developing interoperability standards
For panellist updates, please visit the website: www.cloudworldseries.com/telco

16:10 Innovation Theatre – Refreshments and Networking break

**Innovations, M2M and Big Data**

17:00 OTT Keynote: Expanding the Horizons of Cloud – Growth Opportunities and Milestones
- Presenting the evolution of OTT services and future expansion plans
- Extended partner network: looking at potential synergies with Telcos
- Examining OTT case studies
- Value add solutions as a way to win a Telco Cloud customer
Ian Massingham, Technical Evangelist, Amazon Web Services

17:25 M2M Opportunities for Telco Cloud
- Examining existing solutions and technologies that enable new cloud offerings for Telcos
- Providing Cloud M2M & 5G solutions
- M2M and Big Data development
- Focusing on vertical specific, Ovum
- Optimising communication between devices
Markus Britzbach, VP Global Sales & Marketing, M2M Competence Center, Deutsche Telekom

17:50 Workshop: Naas and other XaaS: Cloud Worthly Services and Beyond
- The Network Society: Users, Application, Cloud, Transmission
- Fixed-Line, Public-Internet and what’s in between
- Automation - Intra and Inter domain challenges
Shahar Stefl, AVP - New Technologies, PCCW Global

18:20 Close of Day 1 followed by Networking Drinks Reception
Go to Market Cloud – How To Sell Differentiating Products and Value Proposition

08:30 Registration & Refreshments
09:00 Chair’s Opening Remarks
09:05 360 Degree Panel on How to Sell the Cloud
09:45 Best Practice from InverCloud on Selling Cloud Services

The SME as a Number 1 Customer Group that Telcos can Grow their Revenue From

10:10 Having a clear vision on how to market to the SME
10:15 Choosing and developing the right approach
10:20 Security and simplicity as a must have when working with SMEs
10:25 What are the hidden obstacles when working with SMEs?

TeLCO ENTERPRISE

10:30 Treasury, Cloud & Data Centre Business Consulting & Strategy including global expansion
10:35 Conducting company’s cloud & data center business consulting & strategy including global expansion
10:40 Establish a broad 3rd party cloud implementation and support ecosystem
10:45 Work through an efficient production engine that integrates multiple stakeholders

What Telcos must get right to win the SMB cloud opportunity

11:00 High on expectations, low on results: that’s typical for Telco’s attempts to bring cloud offerings to SMBs. SoHos and SMEs are easily overwhelmed by the high speed of innovation and the complexity of getting their IT & Telecommunications needs answered. So far, Telcos have mostly failed at integrating, merging IT and core Teleco offerings in a hassle-free way. Telcos will only succeed in the converging world of IT and communications market if they make their offer easier than is today. On top of selling such an offering requires a much deeper customer understanding than classical fixed and mobile access business. mmt believe:s that along with a truly different customer experience. Telcos must get these things right to win in the SoHo/SME cloud business:

11:05 Pay as you Go, Sales Channels, Cloud Sales Skills and Unified Communications

What Pay as you Go, Sales Channels, Cloud Sales Skills and Unified Communications mean for sales and marketing

11:20 Build attractive offers that address customer needs for simplicity
11:25 Work through an efficient production engine that integrates multiple stakeholders
11:30 Enable sales channels both direct and indirect to substantially drive SMB cloud
11:35 Establish a broad 3rd party cloud implementation and support ecosystem
11:40 Streamline revenue and cost model for a less integrated value chain

The Future of Telco Cloud and Next Steps Towards Being a CSP Market Leader

12:30 Unified Communications as an Essential Business Reality
12:35 UCaaS: Advances, opportunities and challenges
12:40 Making a better and a smarter use of cloud computing
12:45 UCaaS based on best industry practice
12:50 Enhancing Telcos cloud product portfolio with UC

12:55 Workshop: What are the Skilled sets Required to Successfully Sell Cloud – Learning ABCs Once Again

13:00 Recruitment and staff selection for your Cloud teams when preparing your organisation for the new reality
13:05 What formal training can you put in place to prepare your employees for selling cloud services?
13:10 Will the skillset of Telco Cloud professionals have to radically change in the next 5-10 years?

Lunch and Networking

Secure Cloud

Minimising the Security Risks: Building Up Trust: Regulation and Data Protection; Network Security

09:30 Registration & Refreshments
09:00 Chair’s Opening Remarks
09:05 Evolution of Cloud, Impact of Cloud Security and Future Approaches to Mitigate Risk
09:30 New Frontiers in Telco Cloud Security: Adjusting your Security Strategy with Customers’ Digital Demands

10:20 Managed Services Secured Service Delivery Cloud Platform, Towards Service Oriented Architecture (SOA) for Business Agility
10:25 Best Practice in Provisioning of Legal, Security and Risk Management

10:45 Morning Refreshments Break and Speed Networking

What Telcos must get right to win the SMB cloud opportunity

11:40 Discussing Best Practice in Provision of Legal, Security and Risk Management

11:45 Going beyond the barriers of data governance, privacy and security
11:50 This session looks at building a secure SLA
11:55 Placing Telcos as credible solution providers in areas such as security, performance and SLAs

12:30 Cloudethernet Forum – The Future of Telco Cloud Security as a USP: Facilitating the Cloud Adaptation

12:40 Discussion Panel: Designing New Cloud Products and Developing Sufficient and Reliable IT infrastructure

13:20 Managed Services Secured Service Delivery Cloud Platform, Towards Service Oriented Architecture (SOA) for Business Agility


14:30 Crystal Ball Panel: Looking into the Future of Telco Cloud - Top 5 Predictions

14:35 Round Table: Reducing the Cost through Choosing the Right Partners

14:40 Round Table: SoHo and SME: Marketing Differently to SME and Developing Unique Solutions for their Specific Needs

15:00 Round Table: Designing New Cloud Products and Developing Sufficient and Reliable IT enterprise Architecture

16:10 Close of Telco Cloud 2015
“Thank you to the team for the great support that they provided at the Telco Cloud. They worked tirelessly for us. Especially meeting wise, we were very happy with the outcomes.”

Kostas Kalkandis, Mark C-Level and directors

NEW FOR 2015

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G U ARAN TEED F ACILITATED 1-TO-1 M EETINGS

A total of

1339

one-to-one meetings and introductions were facilitated onsite in 2014

2014 Industry Breakdown

Operators and enterprises 63% Vendors 24% consultants 9% ISPs / VOIP 3% Others 1%

2014 Job Title Breakdown

Director 38% Manager 32% C level & Executive 15% Engineer 8% Associate & Consultant 5% Analyst 2%

FIND ALL THE SOLUTIONS YOU
IN THE EXHIBITION HALL

Lunch L Lunch
1 2 3 4 5 6
19 Twitter Wall
WEBSITE

THEATRE

Lunch

ATTENDEES FROM PREVIOUS YEARS INCLUDED:

Email Impressions to 30K Targeted Contacts
2,100 Monthly visits to the TELCO Website
16,700 Visitors to the Cloud World Series blog in 2014
2,750 Pre-Approved Linkedin Members

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SCENARIO

Cloud service platforms designed for small business success
BCSG is the leader in enabling great brands to connect small business customers to the cloud services they need to thrive and survive.
Our untold combination of market-leading technology plus comprehensive advisory and support services makes it easy for you to grow market share, increase customer lifetime value and improve the satisfaction of your small business customers.
How do we help you achieve this? By delivering a best-in-class, customised cloud service platform, which allows you to deliver a range of cloud services all designed to help small businesses.

WINNING APPDIRECT PLATFORM OFFERS ALL OF THE CLOUD SERVICE BROKERAGE FUNCTIONALITY THAT A MARKETPLACE NEEDS TO BE SUCCESSFUL. THESE FEATURES INCLUDE DISCOVER, BUY, AND MANAGE THE BEST SaaS SERVICES, PROVIDING A COMPREHENSIVE LIST OF cloud, software-as-a-service (SaaS), and platform-as-a-service (PaaS) options; the solution can be hosted on site or in the cloud, and can be integrated with existing offerings to allow providers to bundle cloud tools with Internet voice, and other services. Providers can select software from a catalog of leading business apps, or they can work with developers to integrate new apps quickly.

In our vision, the Telco as the Authorization Hub, empowering everything from cloud-to-cloud integration to Internet of Things. We are committed to open Cloud Standards, being the first Cloud Marketplace to enable standards-based cloud provisioning using SCIM. To enable businesses to grow with their Telco, we support full LDAP and Active Directory integration. We deliver all this with open APIs and a modern responsive user experience that transforms the customer experience for business customers.

mM1 is the consultancy for Connected Business.
With currently fifty consultants, mM1 supports large companies in successfully translating the ubiquitous interconnection of people and things into new offers, and efficient processes. mM1 facilitates the development, implementation, and marketing of new products and services that cater to an increasingly digital world: Future of Communications, Mobile Payment, Connected Car and Smart Home illustrate some of the firm’s focus areas. Consulting services offered range from answering strategic questions to ensuring efficient operational implementation, from designing new business models to adapting existing processes and structures. mM1 creates impact for their clients through applying state-of-the-art methods in innovation and transformation initiatives. These include design thinking to ensure consistent user orientation, strategic partnering to set up and foster vibrant ecosystems, agile development to improve new product delivery. Renowned companies from the telecommunications, media, consumer electronics, financial services and automotive industries are among the customers of mM1.

The company was founded in 1997 and is headquartered in Stuttgart. For more information, please visit www.mM1.com.

GenBand is a global leader in smart networking solutions for service providers and enterprises in more than 80 countries. From the Core to the Edge to the Experience™, the company’s technology seamlessly enables IP networks to new levels in scalability, security, profitability and efficiency. GenBand’s market-leading technology facilitates multimedia voice, data and video sessions and ‘anywhere’ and ‘any device’ services that scale on public and private networks. GenBand is headquartered in Frisco, Texas, and has R&D, sales and support resources in more than 50 countries.

AppDirect is the leading cloud service marketplace and management company that enables service providers to distribute web-based services through white-labeled portals and marketplaces.
Headquartered in San Francisco with presence in London, Munich, and Montreal, AppDirect powers the marketplaces of trusted companies around the globe—including Samsung, Comcast, Staples, Deutsche Telekom, Cloud Foundry, Teladoc, and Rackspace—and has helped millions of businesses discover, buy, and manage the best SaaS services, subscription management, service catalog, provisioning, billing, and operations control, via multi-tenant self-service portals for organizations and channel partners, on-boarding and manage business applications, services, and infrastructure and is available in both single- and multi-tenant versions to meet Enterprise and Service Provider requirements.

Our unrivalled combination of market-leading cloud, software-as-a-service (SaaS), and platform-as-a-service (PaaS) offerings and efficient processes. MM1 facilitates the development, implementation, and marketing of new products and services that cater to an increasingly digital world: Future of Communications, Mobile Payment, Connected Car and Smart Home illustrate scenarios, and more. With AppDirect, telecom companies can launch a fully branded, customised application marketplace without the costs associated with developing an in-house solution.

In addition, AppDirect offers flexible deployment options, the solution can be hosted on site or in the cloud, and can be integrated with existing offerings to allow providers to bundle cloud tools with Internet voice, and other services. Providers can select software from a catalog of leading business apps, or they can work with developers to integrate new apps quickly.

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Be there when Telcos are shortlisting their technology and services providers. Present and showcase your new cloud products and solutions to the multiple Telco Cloud Decision makers.
Get in touch with Matt Williamson: Matt@cloudworldseries.com or on +44 20 7017 5450 to find out more about opportunities for solution providers.

And many more. Get in touch if you want to know more about our attendees.
MEET THE TEAM

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