

# tmforum Live! Asia

December 5-7, 2017 • Singapore

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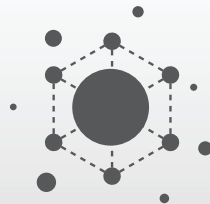
## Accelerating CSP Digital Transformation in Asia

[tmforumliveasia.org](http://tmforumliveasia.org) #TMFLive

Tracks:



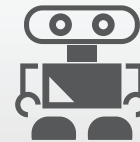
Transformation  
& Agility



NFV & SDN



Customer  
Centricity &  
Analytics



AI



IoE Monetization  
& Management

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# Addressing complex business & technical issues within Telecoms in Asia



**TM Forum Live! Asia** enables Communications Service Providers (CSPs) and technology suppliers to effectively transform their business operations, IT systems and ecosystems to capitalize on the opportunities now here in a rapidly evolving digital world.

Join a unique community of **500 CSPs and suppliers** for 3 days of collaboration and networking, with a focus on the Asian market. Walk away with the inspiration, ideas and confidence to accelerate digital transformation in your organization.

[View agenda at a glance](#)

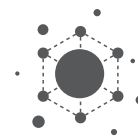
You will hear from 90+ market- and thought-leaders from across the APAC region and beyond as they share their expert insight and outline practical next steps for your transformation journey.

## The 5 Event Tracks:



### Transformation & Agility

Facilitating the Complex Digital Transformation Journey with the Right Solutions and Partners



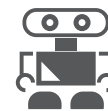
### NFV & SDN

Optimizing your NFV & SDN deployments through effective operationalization, integration, service assurance and automation



### Customer Centricity & Analytics

Empowering and engaging the digital customer by leveraging data, analytics and AI technologies



### AI

Explore the transformative power of AI and discover how your company can adopt and benefit from AI technologies



### IoE Monetization & Management

The Role of 5G in IoE Market Enablement and Development



▶ [View Track Sessions](#)

# TRANSFORMATION & AGILITY LIVE!

## Facilitating the Complex Digital Transformation Journey with the Right Solutions and Partners

Communications Service Providers everywhere are stepping up to the challenge of seamless digitalization. OSS/BSS continues to play its role, and now the emergence of microservices and AI have the potential to disrupt multiple industries.

Transformation & Agility Live! continues to address the challenges of this digitalization. It also delves into the crucial role platform development plays in the creation of smart cities, IoE services, and the the digital economy of the future.

## KEY CHALLENGES THAT WILL BE ADDRESSED:

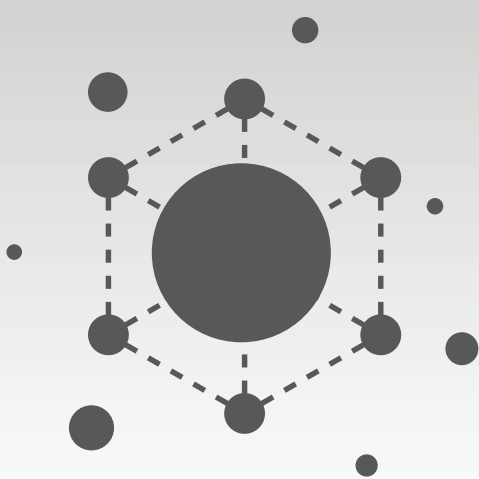
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- ▶ How can CSPs capitalise on the rise of the platform economy?
- ▶ How does adopting a micro-service approach enhance network virtualization and agility?
- ▶ What are the main challenges faced by CSPs when it comes to digital transformation?
- ▶ How are cloud, dev ops and other developments impacting internal organization?
- ▶ How have OSS & BSS requirements changed and how are needs evolving with the pervasion of digital services?
- ▶ What lessons and experiences can be shared across industries to remain competitive against digital natives and the platform-based marketplace?
- ▶ How to efficiently manage your current assets and ensure business as usual throughout digitalization of systems?

## BENEFITS OF ATTENDING:

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- ▶ Gain insights into the collaborative work carried out by TM Forum and its members in the IoE space – achievements to date and future ambitions
- ▶ Learn how to successfully design, implement, operate and monetize digital services with partners in a complex value fabric
- ▶ Network with senior IoE specialists from leading operators
- ▶ Build an IoE platform to cater to all stakeholders: customers, suppliers, partners, developers...
- ▶ Explore new business models defined by deeper collaboration between operators and vendors, and how to maintain control in such environments



▶ [View Track Sessions](#)

## NFV/SDN LIVE!

### Optimizing your NFV & SDN deployments through effective operationalization, integration, service assurance and automation

With commercial deployments now widespread, the value of NFV & SDN cannot be disputed. Both virtualization technologies create the opportunity for operators to adopt new business models and deliver the speed and agility required to compete in markets such as IoT and Cloud services. However, in order to unlock their full potential, operators still have to transform the systems and processes that support their NFV and SDN deployments.

Through case studies and interactive panel sessions, the NFV & SDN track will explore potential approaches and solutions to operationalization, orchestration and integration as well as end-to-end service performance supported by automation, analytics and APIs. In addition, delegates will learn about the latest progress in Open Source and standards development.

### KEY CHALLENGES THAT WILL BE ADDRESSED:

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- ▶ How can the service assurance challenges of NFV adoption be addressed?
- ▶ How are operators preparing their business for virtualization?
- ▶ What are the role of catalogs, APIs and standards?
- ▶ How can operators best manage integration and hybrid networks?
- ▶ How can ONAP (Open Network Automation Platform) be leveraged to automate NFV/SDN?
- ▶ How can data science be used to optimize network operations?

### BENEFITS OF ATTENDING:

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- ▶ Hear the results and lessons learnt from proof-of-concept projects developed collaboratively by TM Forum members to create innovative solutions to common challenges
- ▶ Find practical solutions to complex NFV & SDN challenges by joining and collaborating with a community of like-minded companies and individuals from across the digital ecosystem
- ▶ Hear how leading operators and vendors are maintaining the momentum behind NFV
- ▶ Network with virtualization professionals and find new partners who can support your NFV transformation journey
- ▶ Understand the latest updates on Open Source and standards development efforts to seep up NFV adoption



▶ [View Track Sessions](#)

# CUSTOMER CENTRICITY & ANALYTICS LIVE!

## Empowering and engaging the digital customer by leveraging data, analytics and AI technologies

Good is not good enough when it comes to Customer Experience and Centricity. Meeting and exceeding the demands of today's digital customer requires that operators across Asia excel at engaging their customers and delivering superior experiences. The wealth of data as well as customers' trust in their operators' ability to protect customer data, provides operators with a unique opportunity to leverage analytics and AI technologies to develop a frictionless customer experience.

The Customer Centricity & Analytics track allows delegates to explore the challenges around empowering the customer, personalizing the customer journey and optimizing the omni-channel experience whilst also allowing delegates to delve further into AI, including machine learning, and data analytics to support their efforts to better understand and engage their customers.

## KEY CHALLENGES THAT WILL BE ADDRESSED:

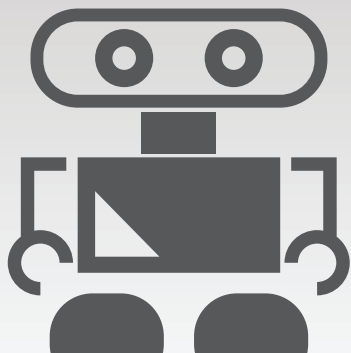
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- ▶ How are operators engaging the Digital Customer?
- ▶ How are operators implementing self-service across all channels?
- ▶ How can operators effectively leverage their data to improve customer centricity, customer engagement and the customer experience?
- ▶ How do you boost customer engagement through social media channels?
- ▶ How do you tune into the Voice of the Customer?
- ▶ How can chat bots be used to deliver 24/7 personalized, context-sensitive and real-time customer service?

## BENEFITS OF ATTENDING:

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- ▶ Gain insights into how Asian operators are deploying the latest technology to deliver 24/7 personalized, context-sensitive and real-time service to their customers
- ▶ Find out how Asian operators are embracing analytics and AI to gain actionable insights that create value add and superior experiences for customers
- ▶ Network with senior customer experience and analytics professionals from leading operators
- ▶ Learn more about how TM Forum is supporting operators in their quest to meet and exceed the demands of today's digital customer
- ▶ Learn more about how operators, vendors and enterprises cooperate in TM Forum's Catalyst projects to develop practical solutions to customer experience and analytics related challenges faced by the telecom industry



▶ [View Track Sessions](#)

## AI LIVE!

### Explore the transformative power of AI and discover how your company can adopt and benefit from AI technologies

AI has been applied in telecoms for years, however, with the arrival of IoT and 5G, the deployment of AI becomes critical for operators. The convergence of AI, analytics, IoT and 5G will allow operators to process and analyze massive data sets, leading to new insights, innovative ways to engage with customers and more confident decision making.

AI Live! will explore the transformational power of AI. Through case studies and panel discussions, delegates will be able to learn what it takes to get started with AI, how to make it work and how to create value from AI. Speakers from both the telecoms industry and other industry sectors will provide practical insights on how they are applying AI technologies to different areas of their business, highlighting lesson learned, results and value add achieved.

### KEY CHALLENGES THAT WILL BE ADDRESSED:

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- ▶ What is artificial intelligence and what is its transformative potential for operators?
- ▶ How can AI and machine learning be leveraged to drive digital transformation?
- ▶ How can operators get started with AI?
- ▶ How do you demonstrate value and tangible ROI from your AI investments?
- ▶ How can AI technologies maximize improvements in operations?
- ▶ What is required to implement AI in your organization?
- ▶ In which areas of their business are operators deploying AI technologies?

### BENEFITS OF ATTENDING:

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- ▶ Gain an understanding of how operators and other industry sectors are tapping into the potential of AI technologies
- ▶ Find out how different AI technologies are used in different business areas and departments
- ▶ Discover what is required to successfully apply AI in your business, including the necessary foundational technologies, organization and process innovation as well as employee skills
- ▶ Network with fellow AI, analytics and data professionals from across Asia and beyond
- ▶ Learn how TM Forum is supporting operators in their efforts to implement AI technologies



▶ [View Track Sessions](#)

# IOE MONETIZATION & MANAGEMENT LIVE!

## The Role of 5G in IoE Market Enablement and Development

Communications Service Providers are grappling with the challenge of tapping in to the trillion-dollar IoE market. With short IoE product lifecycles due to rapid innovation and an almost limitless number of different verticals, CSPs will need to cross-sell in totally different industries, and make rapid market decisions to keep up with the pace.

IoE Monetization & Management Live! continues to address the challenges of the design and development of new technologies and business models. It also delves into the crucial role IoE and 5G management plays in the development of smart cities, and the continuing role of the communications services provider as the service integrator.

## KEY CHALLENGES THAT WILL BE ADDRESSED:

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- ▶ Will differing technologies and lack of harmonized standards constitute a barrier to adoption, and how can this be resolved?
- ▶ How can AI and machine learning be leveraged to drive digital transformation?
- ▶ What is missing to deliver the promises of speed, ultra-low latency and super scalability of 5G?
- ▶ The 5G business case – what services will it enable/facilitate?
- ▶ How will 5G and LPWAN be used concurrently to optimize the IoE marketplace?
- ▶ What are the challenges of integrating IoE devices with the cloud?
- ▶ How does the cloud facilitate analytics and AI, and how does this tie into IoE?

## BENEFITS OF ATTENDING:

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- ▶ Gain insights into the collaborative work carried out by TM Forum and its members in the IoE space – achievements to date and future ambitions
- ▶ Network with senior IoE specialists from leading operators
- ▶ Discover how other industry sectors are addressing the challenges
- ▶ Explore new business models defined by deeper collaboration between operators and vendors, and how to maintain control in such environments
- ▶ Learn how to successfully design, implement, operate and monetize digital services with partners in a complex value fabric
- ▶ Build an IoE platform to cater to all stakeholders: customers, suppliers, partners, developers...

# Industry Keynotes

How do you thrive as a business in the digital world?  
Inspire and challenge your thinking with exclusive  
new content delivered through our keynotes



**Nik Willetts,**

CEO,  
**TM Forum**

TM Forum Opening Presentation



**Philip Heah,**

Senior Director, Sectorial  
Transformation,  
**IMDA**

Preparing for a global digital  
future



**Rafaai Samsi,**

CTIO & Chief Customer  
Experience,  
**Telecom Malaysia**

Transforming everything is key to  
digital transformation: from  
customer experience to IT and  
Infrastructure



**Harmeen Mehta,**

Global CIO,  
**Bharti Airtel**

Keynote TBC

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# Over 90 industry leading speakers



**Sandra De Zoysa**,  
Group Chief Customer  
Officer,  
**Dialog Axiata**,  
**Sri Lanka**



**May-Ann Lim**,  
Executive Director,  
**Asia Cloud Computing  
Association**,  
**Singapore**



**Sri Safitri**,  
Chief Strategy Officer,  
**Telkom Indonesia**,  
**Indonesia**



**Pankaj Arora**,  
GM IT,  
**Bharti Airtel**, **India**



**Fawad Nazir**,  
Chief Architect  
Digitalization,  
**Telstra**, **Australia**



**Jürgen Hase**,  
CEO of IoT Business,  
**Reliance**, **India**



**Ville Kulmala**,  
Chairman,  
**Mobile Monday  
Thailand**, **Thailand**



**Tomohiro Otani**,  
Executive Director of  
Network Operation  
and Administration  
Division,  
**KDDI R&D Labs**, **Japan**



**Marijn Ten Wolde**,  
Project leader Industry  
4.0 & Global Energy  
Management,  
**Bosch Siemens Home  
Appliances**, **China**



**Mick Higgins**,  
VP Global Mobility  
and IoT,  
**Tata Communications**,  
**Singapore**



**Rob Van Den Dam**,  
Global Telecom  
Industry Leader,  
**IBM Institute For  
Business Value**,  
**Netherlands**



**Ettikan Karuppiah**,  
Director, Developers  
Ecosystem,  
**Nvidia Singapore**,  
**Singapore**



**Harphajan Singh**,  
Chief Data Officer,  
**Axa Insurance**,  
**Malaysia**



**David Low**,  
Chief Data Scientist,  
**pand.ai**, **Singapore**



**Saravanan Velrajan**,  
Delivery Head,  
SDN/NFV Engineering  
& Operations,  
**Verizon India**, **India**



**Daisuke Hara**,  
Senior Research  
Engineer, NTT Network  
Service Systems  
Laboratories,  
**NTT**, **Japan**



**Matt Allcoat**,  
Chief Architect - Asia,  
Middle East and Africa,  
**BT Global Services**,  
**Hong Kong**



**Georgio Migliarina**,  
Industry Lead for  
Communications in  
Asia Pacific,  
**Accenture**, **Singapore**



**Guy Lupo**,  
Head of Orchestration  
& Data 2020,  
**Telstra**, **Australia**



**Eugene Yeo**,  
CIO,  
**My Republic**,  
**Singapore**



**Hasniza Mohamed**,  
General Manager,  
Digital Customer  
Experience,  
**Telekom Malaysia**,  
**Malaysia**



**Angelia Ooi**, Head,  
Digital and Experience,  
**TIME dotcom**,  
**Malaysia**



**Rod Strother**,  
VP Digital Experience,  
**Starhub**, **Singapore**

View full  
speaker  
line-up  
here

# Essential networking

Join 500 senior execs, including CEOs, CTOs, CIOs, VPs of IT, Strategy, Marketing, Products, Architecture and more from leading global Service Providers



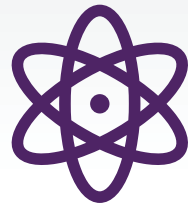
500

Attendees



90+

Speakers



10

Catalyst  
Projects



51%

Senior  
Decision  
Makers



40%

CSPs



60+

CxOs



30

Countries

## SEE WHO'S ALREADY REGISTERED



# Why You Should Attend

Connect with senior execs from across Asia: **500+ attendees**, including **60% senior decision makers**

**A true APAC event:** 80% of attendees in 2016 were from the APAC region, representing 15 individual APAC countries



**Packed out expo** demonstrating the latest technology and digital products

**12 proof-of-concept Catalysts projects**, showcasing truly innovative solutions



**Your priorities covered** with **Five live! events** focused on the challenges faced in Asia, from customer churn to delivering new digital services

**90+ industry leading speakers**, offering you key practical next steps on your digital journey and management of your network & service

**Latest case studies** from leading CSPs and key industries sharing their expert insight and outlining practical next steps



**TM Forum has actually been a very key part in setting these standards for the SDN industry. I think the architecture and learnings from TM Forum was actually influenced our ability to deliver something to our customers."**

Viraj Parekh, Director – SDN, Verizon

**TMF has done really great job in synergizing the whole industry into next era of digital transformation! Ideas, insights and cooperation."**

Jianfei Wang, Hewlett-Packard Enterprise

**I have attended the TM Forum event for almost 10 years. Each year when I come to TM Forum I can see so many technical guys so many business guys the diversity here and we can change our ideas and we can share our ideas. I think this is very helpful for me and I think very helpful for us."**

Wang Ye, Deputy Director, Division of Network Management Support, China Mobile

# Creating Innovation Through Collaboration: Introducing Proof-of-Concept Catalyst Projects

Catalysts are rapid fire, member-driven, proof-of-concept projects which both inform and leverage TM Forum best practices and standards, connecting service providers, technology suppliers, and global enterprises to create innovative solutions to common industry challenges.



We have several Catalysts preparing for TM Forum Live! Asia that are looking for extra participants to add their expertise:

- ▶ Artificial Intelligence makes Smart BPM smarter - **More**
- ▶ Offer Canvas: Dynamic Offer Creation with NFV - **More**
- ▶ Unleash the power of hybrid network orchestration & Automatic – Phase II - **More**
- ▶ Interconnecting Business with Sponsored Data - **More**
- ▶ Partnering Platforms for MEF services - **More**
- ▶ Utilize Artificial Intelligence, Machine Learning and Big Data Analytics for new opportunities in RA/FM - **More**
- ▶ Joint Agile Delivery – Phase III - **More**
- ▶ Unified Digital Infrastructure - **More**
- ▶ OASIS – Open API's for a vibrant IoT Ecosystem - **More**

For more information on joining one of these projects, please contact Tania Fernandes.

**“ We are a real believer that you should get involved in Catalysts, it is how you create innovation through partnerships”**

**CEO of Technology, Services and Operations, BT**

# Register today

## Service Providers

If you work for a Service Provider you may be eligible for a complimentary pass (subject to approval)

[Claim your complimentary Service Provider pass here](#)

## Pricing

Regular Pricing:	\$1,299	Book by 22 November 2017
Late Pricing:	\$1,599	Book by 7 December 2017

## Your pass includes:

- ▶ Conference Tracks over three days
- ▶ Keynote Presentations
- ▶ Expo
- ▶ TM Forum Catalyst demonstrations
- ▶ Attendee lunch
- ▶ AM & PM breaks
- ▶ Expo Happy Hour



## Group Booking Discounts available

Bringing a group of 3 or more? Save on your ticket price!  
**Contact us for more details**

[Register here](#)

# Venue Information

## Marina Mandarin, Singapore

Rooms available on first-come first-served basis at preferential rate. Early booking of deluxe rooms essential.

[To make a reservation please click here](#)



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The TM Forum Live! event app provides you with easy access to all of the key event information you'll need to explore the event agenda including recommended sessions, navigate the venue, see the exhibitor listings, network with attendees and much more.

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