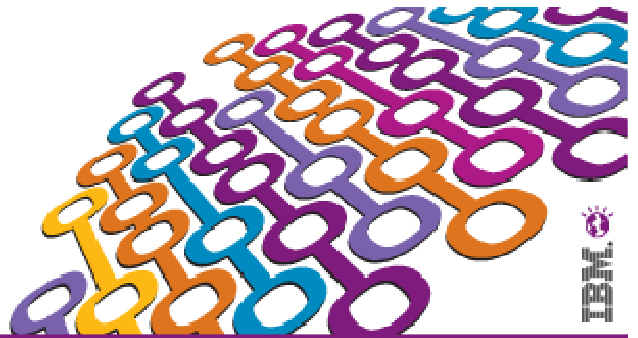IBM Software

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Telecommunications

The telecommunications industry faces a unique set of challenges that stems from technology trends and customer demands. The convergence of applications, advent of next generation wireless technology and the demand for end-to-end services puts immense pressure on communication service providers (CSPs). In addition, CSPs have to address profit margins, falling ARPUs, high customer churn and fierce competition. Faced with these challenges, CSPs are leveraging efficient IT systems to cut costs, especially in their complex infrastructures, and deliver profitable services to market quickly. IT helps them integrate their business and IT processes, enabling quicker decision-making with regards to customer needs, technology issues and market opportunities.

At IBM, we can help our Telecommunication clients to innovate, transform and grow their organizations. The Impact 2012 Global Conference (April 29-May 4) brings together IT and business and provides an opportunity for our clients to learn how aligning their technology and business strategy can help them change the game and accelerate their success.

Forbes Business Leadership Forum
The Forbes Business Leadership Forum offers more than 40 sessions that provide leadership skill development to help businesses achieve success through smarter decisions and agile processes. Within the Business Forum there will be dedicated Industry sessions that provide business clients with practical insights about industry-specific solutions to help them manage dynamic business processes and complex technology environments.

Technology Program
An extensive Technology Program offers over 500 technical education sessions, including industry-specific implementation success stories, technical education, lectures, workshops, hands–on labs and networking opportunities.

Impact 2012 offers sessions for executives from Telecommunications in the Technology Program. Listed below are some of the session highlights.
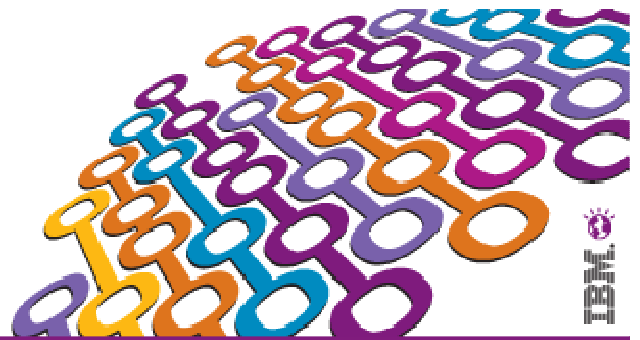
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Session: 1429	**Title:** Case Study (Hunan Mobile): PaaS BPM on Enterprise Private Cloud for Hunan Mobile MSS System	
Track: Technology - BPM and Decision Management	**Date:** Monday, April 30, 2012 **Time:** 2:00 PM – 3:15 PM	**Location:** Lando 4305
	Role: Infrastructure and System Managers	
	Speaker: Wei Xin Xu, IBM; Zhiguo Zhang, China Mobile Hunan Corporation; Hui Zhou, IBM	
	Abstract: This session presents BPM Cloud in Hunan Mobile MSS. We used to have 10 BPM engines used in different projects. Hunan Mobile worked with IBM to build a BPM PaaS solution on a private cloud to consolidate the10 BPM engines. The technical challenge was, how to provide the shared workflow and service while maintaining the data isolation of human staff, business rules for each tenant. With the multi-tenant mechanism, each application can query its own tenant work item and process instance. This BPM cloud is currently deployed and live in production, serving the end users.	

Session: 1206	**Title:** Driving Profitability with Event-Based Marketing	
Track: Technology - Implementing Industry Solutions for Improved ROI	**Date:** Tuesday, May 1, 2012 **Time:** 10:45 AM – 12:00 PM	**Location:** Murano 3205
	Role: C-Level	
	Speaker: Larry Hargrove, IBM	
	Abstract: Within the Telco Industry, customer loyalty and service are key to growth and competitive differentiation. Communications services providers (CSPs) must mange the customer experience across a huge customer base, direct and indirect. A key challenge for saturated markets is new customer acquisition, especially in markets without total subscriber count change. By utilizing Business Process Management and Unica software for campaign management, this session will cover key initiatives to drive profitability in a saturated subscriber base: 1. Hold on to what you have • Reduce churn with a targeted segment 2. Steal customers from competition • Lucrative offers to target customers of other operators 3. Better wallet share • Cross sell / Up sell • New exciting value added services	

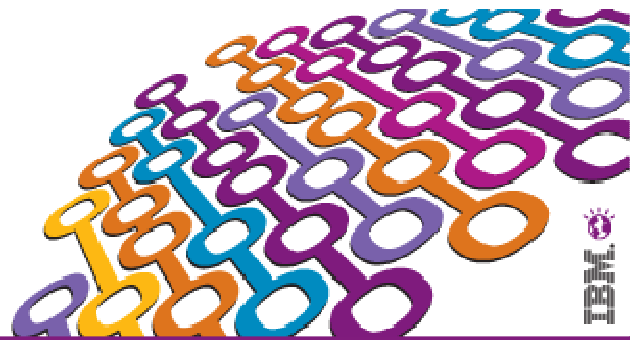Business Sessions   Technology Sessions

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Session: 2282	**Title:** Verizon Wireless Scores a TOUCHDOWN with IBM WebSphere eXtreme Scale	
Track: Technology - Implementing Industry Solutions for Improved ROI	**Date:** Tuesday, May 1, 2012 **Time:** 3:15 PM – 4:30 PM	**Location:** Murano 3205
	Role: Architect	
	Speaker: Adil Belihomji, Verizon Wireless; Sumit Sood, Verizon Wireless; Paul Seifert, IBM	
	Abstract: Verizon Wireless is the official mobile carrier for the National Football League. Come learn how IBM WebSphere eXtreme Scale elastic data grid made it possible for VzW to overcome its DB performance challenges and achieve the high throughput and low latency required to deliver the NFL Mobile application in a cost-effective manner. This session will highlight the collaboration between VzW and IBM and review some best practices and lessons learned which helped VzW "push it over the goal line."	

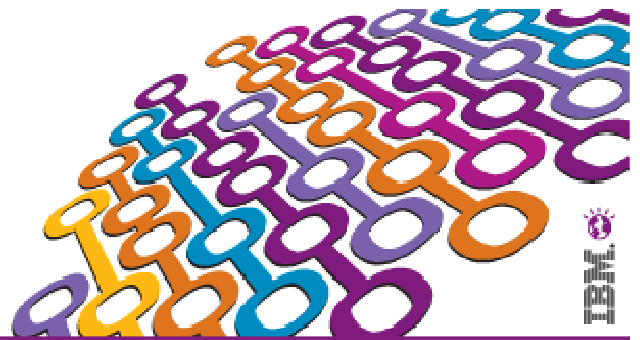| **Session:** 1705	**Title:** Enterprise Mobility and Business Value	
Track: Technology - Implementing Industry Solutions for Improved ROI	**Date:** Wednesday, May 2, 2012 **Time:** 1:30 PM – 2:45 PM	**Location:** Murano 3205
	Role: Architect	
	Speaker: Venkat Gaddam, Verizon Wireless, Customer; Shahid Ahmed, Verizon Wireless	
	Abstract: Due to the rapid adoption of mobile devices for meeting business needs, enterprise mobility evolved from "nice to have" to "must have" for small/medium to large businesses in meeting customer needs. Fragmented Mobile ecosystems with multiple operating systems, form factors and device-specific requirements are huge challenges being faced by enterprises. Verizon's Enterprise Mobility platform evolution addressed several of these challenges to provide business value to the enterprise and helped other enterprises to roll out EMP.	

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Session: 2578	**Title:** Case Study (AT&T): The Most Common Lessons Learned on the BPM Road to Success	
Track: Technology - BPM and Decision Management	**Date:** Wednesday, May 2, 2012 **Time:** 1:30 PM – 2:45 PM	**Location:** Lando 4301B
	Role: Business Process Analyst and Designer	
	Speaker: Tim Velten, IBM; Marilza D. Maia, IBM	
	Abstract: This session will talk about AT&T's decision to adapt a Business Process Management solution, its business value, and design pattern and approach. It will also present AT&T BPM design and implementation experiences and the most important lessons learned during their BPM Order Management project life cycle, including business requirements, architecture, development, and deployment. BPM capabilities are so broad and hard to know the key areas important to take into consideration during the design phase. AT&T will share the problems it faced later in the Order Management project lifecycle, and what are the most commonly overlooked basic BPM design functions, including transaction scope, timeout thresholds and exception managing and handling.	

Session: 2161	**Title:** Real-Time Future	
Track: Technology - Implementing Industry Solutions for Improved ROI	**Date:** Wednesday, May 2, 2012 **Time:** 4:45 PM – 6:00 PM	**Location:** Murano 3206
	Role: Architect	
	Speaker: Chris Wendt, Comcast	
	Abstract: In services such as caller-id, TV, messaging, contextual advertising and social media feeds, people crave real-time information. Real-time information is becoming increasingly important in how service providers support and personalize services for their customers. Currently, application services, business support systems and operational support systems are designed in the traditional postpaid model; referencing log data and batch process to see what happened in the past. In today's environment, the ability to customize or adapt services to what the customer needs, cross-service, and in a consistent way, is difficult but necessary. This session looks at how can we flip the model to support real-time updating, notification and alerting of applications and services proactively to the delight of our customers?	

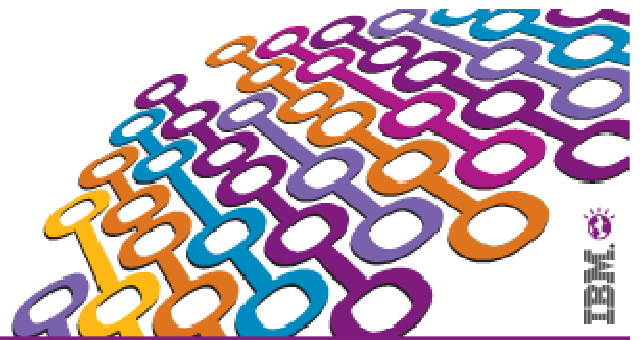Business Sessions   Technology Sessions

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Session: 2282	**Title:** Verizon Wireless Scores a TOUCHDOWN with IBM WebSphere eXtreme Scale	
Track: Technology - Implementing Industry Solutions for Improved ROI	**Date:** Thursday, May 3, 2012 **Time:** 1:30 PM – 2:45 PM	**Location:** Murano 3205
	Role: Architect	
	Speaker: Adil Belihomji, Verizon Wireless; Sumit Sood, Verizon Wireless; Paul Seifert, IBM	
	Abstract: Verizon Wireless is the official mobile carrier for the National Football League. Come learn how IBM WebSphere eXtreme Scale elastic data grid made it possible for VzW to overcome its DB performance challenges and achieve the high throughput and low latency required to deliver the NFL Mobile application in a cost-effective manner. This session will highlight the collaboration between VzW and IBM and review some best practices and lessons learned which helped VzW "push it over the goal line."	

Session: 2161	**Title:** Real-Time Future	
Track: Technology - Implementing Industry Solutions for Improved ROI	**Date:** Thursday, May 3, 2012 **Time:** 4:45 PM – 6:00 PM	**Location:** Lido 3105
	Role: Architect	
	Speaker: Chris Wendt, Comcast	
	Abstract: In services such as caller-id, TV, messaging, contextual advertising and social media feeds, people crave real-time information. Real-time information is becoming increasingly important in how service providers support and personalize services for their customers. Currently, application services, business support systems and operational support systems are designed in the traditional postpaid model; referencing log data and batch process to see what happened in the past. In today's environment, the ability to customize or adapt services to what the customer needs, cross-service, and in a consistent way, is difficult but necessary. This session looks at how can we flip the model to support real-time updating, notification and alerting of applications and services proactively to the delight of our customers?	

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