

19TH TELECOMMUNICATIONS & DIGITAL EXPERIENCE CONFERENCE

Düsseldorf, Germany
15 - 17 May 2017 | Hilton Hotel



<p>Network Fraud & SIM Box Detection</p> <p>Gain detailed insights into network fraud and the financial impacts. You will learn about findings, the best approaches to detect network fraud, minimize fraud & bypass as well as how to secure networks for future fraudulent activities. High level experience from over 100 mobile networks will underline the effectiveness of the technology and the methods being used.</p> <p>13:00 - 14:30 Room: Platon 2</p> <p>Host: Emmy Léger</p>	<p>Quality of Service & Quality of Experience</p> <p>SITE – the SIGOS Integrated Test Environment. How to benefit the most from active end-to-end test system which is operated as an integrated testing facility at network operators, or, with SITE in Cloud as a SaaS solution. Periodic and on-demand QoS and QoE testing is the most obvious use case but it does not stop there. Get the full picture with experts sharing their experience.</p> <p>13:00 - 14:30 Room: Sokrates</p> <p>Host: Bassem Youssef</p>
<p>Worldwide Roaming & Implementation</p> <p>In-depth insights into LTE rollout strategies, technology challenges and solutions enabling roaming worldwide. Experience and findings from test campaigns and data collected during mega events will be presented to conclude winning strategies to improve quality and faster LTE rollouts. Understand more of using GlobalRoamer and IRTA services.</p> <p>15:00 - 16:30 Room: Platon 2</p> <p>Host: Ann Heyse</p>	<p>Telco Revenue Assurance</p> <p>PWC estimated 8-15% of MNOs revenues are lost due to problems in tariff, rating and billing. In most cases such errors are never detected. Master the complexity of tariff and rating RA and get insights into the problems and errors detected worldwide. Focus on national revenue assurance & international roaming traffic tariff and rating errors.</p> <p>15:00 - 16:30 Room: Sokrates</p> <p>Host: Mathias Stangl</p>
<p>App Experience: Testing and Monitoring Mobile Apps</p> <p>Apps on tablets or smartphones are becoming more and more important for our professional and private life. The availability and quality of the services provided via the App's are in the focus of the entire industry, telco as well as enterprise. Testing and Monitoring of App-Quality is the new big request of the market players.</p> <p>SIGOS App Experience makes it possible to test and monitor any mobile or hybrid app in different stages of its existence. It can be tested during its development and in QA phase and finally can be monitored for performance after app/play store release. SIGOS App Experience is available with flexible deployment options in cloud or on premise.</p> <p>17:00 - 18:00 Room: Aristoteles 1 - 3</p> <p>Hosts: Danish Naeem & Rick Einsiedl</p>	

Pre-Conference Program

13:00 to 18:00



Coffee & Tea
Networking
Available During Sessions

Fraud Detection

QoS & QoE

Roaming

Revenue Assurance

App Experience

From 19:00
Hilton Lobby



Networking Reception & Early Registration at Hilton Hotel Düsseldorf

Network with your peers at the welcome reception in a relaxed atmosphere just before the start of the conference. Food and wine take you around the world just as „SIGOS Selas“ does, the annual photography competition of SIGOS employees.

Take advantage of the Early Registration (untill 21:00 hrs) to avoid morning queues. The networking receptions is closing around 22:00 hrs.



08:30 - 09:00 Conference Lobby		Coffee & Tea Networking	
09:00 - 09:15 Rheinlandsaal	Future Topics	SIGOS ▪ Adil Kaya CEO Opening 19th SIGOS Telecommunications & Digital Experience Conference	SIGOS
09:15 - 09:35		ETSI ▪ Luis Jorge Romero Director General Network Evolution: Setting Standards for a Connected Society	
09:35 - 09:55		SIGOS ▪ Gerald Wittmann Head of R&D „Always Something New“ – SIGOS Portfolio Innovations	SIGOS
09:55 - 10:10		KPN, The Netherlands ▪ Ferry van Duijn Manager Mobile Performance Operator Case Study: SITE in Cloud for QoS/QoE Testing at KPN	
10:10 - 10:25	QoE & QoS	Claro, Argentina ▪ Sergio Cina Switching and Intelligent Network Support Chief Claro, Argentina ▪ Pablo Pisana Head of OSS Group Claro Argentina, Uruguay & Paraguay Operator Case Study: Challenges of Implementing VoWiFi	
10:25 - 11:15 Conference Lobby		Coffee & Tea Networking	
11:15 - 11:30	QoE & QoS App Experience	Deutsche Telekom, Germany ▪ Jens Pollnik Head of ESOC Service Assurance Operator Case Study: Adding Smartphones to a Comprehensive Active Testing Strategy	
11:30 - 11:45		Ooredoo, Oman ▪ Mahmoud Taleb Head of Service Monitoring Operator Case Study: Local Monitoring, International Quality and App Experience Testing using SITE	

Experts' Corner
Demos
Information
Help
Questions



Help & Info-Point

If you have any questions, queries or need assistance, the Conference Help & Information Team is here to help. You will find the team at the Conference Lobby.



Experts' Corner

Talk to the SIGOS experts during the conference days to learn about the full range of SIGOS solutions. Including system and hardware showcase.

11:45 - 12:25
Rheinlandsaal

Panel Discussion
IoT – Huge Potential or Business Risk?

Panel Discussion

IoT – Huge Potential or Business Risk?

Chairman:

Adil Kaya
CEO SIGOS

VIP Guests:

John Van Siclen
CEO
Dynatrace, USA

Luis Jorge Romero

Director-General
ETSI, France

Jacky Droushoudt

Service Excellence Executive, Belgium
PCCW Global

Ahmed Hafez

CEO & Senior Adviser at Tech4purpose, Germany
Former Head of Strategy & Planning – Group Technology, Vodafone Group Services

SIGOS

dynatrace

ETSI
World Class Standards

PCCW Global

TP

12:25 - 12:30



Introduction to Afternoon Workshop Program

12:30 - 14:00
Conf. Lobby
Aristoteles
Restaurant



Lunch Break
Networking



14:00 - 16:20
First Floor
Mezzanine



Parallel Workshop Sessions

Please refer to 'workshop program'
including Digital Experience Track

**During the
conference
days**



Experts' Corner

Talk to the SIGOS experts during the conference days to learn about the full range of SIGOS solutions. Including system and hardware showcase. Your questions will be answered by SIGOS Experts.

SITE

GlobalRoamer

Revenue Assurance

Fraud Detection

Professional Services

App Experience

From 18:15
Hilton Lobby



Group Photo Session and Departure to Networking Event

Please be on time to be on the group photo! Directly afterwards we are taking a short ride by bus to the banks of River Rhine where we embark on our private ship. On board enjoy a networking dinner with tastes from around the world. Try your luck at the casino. You can also just sit back and enjoy the cruise which takes us to the most scenic part of Düsseldorf.

By 22:00 hrs we will be landing again. You can either take one of the shuttles back to the hotel or stay on board, shaking a leg on the dancefloor.



08:30 - 09:00 Conference Lobby		Coffee & Tea Networking	
09:00 - 09:30 Rheinlandsaal	What's New: Roadmap	Roadmap Talk – Interview Session Florian Leeder ▪ Business Unit Manager Roaming Goce Talaganov ▪ Senior Product Manager Kenneth Mouton ▪ Business Unit Manager Fraud Detection Steffen Öftring ▪ Revenue Assurance Director Rick Einsiedl ▪ Business Unit Manager App Experience Moderated by: Joachim Bamberger Executive Vice President Sales	
09:30 - 09:45		MobiFone, Vietnam ▪ Truong Minh Hieu Manager of Technical Operations Department Operator Case Study: Stopping Interconnect Fraud with SIGOS' Fraud Terminator	
09:45 - 10:00	Fraud Detection	INWI, Morocco ▪ Mohamed Temsamani Director Prevention Fraud & Technical Control Operator Case Study: Fighting SIM Boxes at INWI Morocco	
10:00 - 10:15		Telekom Srbija, Serbia ▪ Aleksandar Lončar Fraud Manager for Mobile Network Operator Case Study: SMS, OTT and Fraud Detection	
10:15 - 11:00 Conference Lobby		Coffee & Tea Networking	
11:00 - 11:15	Revenue Assurance	MTN, South Africa ▪ Earl Bond Revenue Assurance Testing Manager Operator Case Study: MTN's Group-Wide Active Revenue Assurance Strategy	
11:15 - 11:30		NCA, Ghana ▪ George Amofah Head of Billing & Tariffs Regulator Case Study: Monitoring National Markets – How NCA Ensures Correct Billing and Charging	
11:30 - 11:45		Risk and Assurance Group ▪ Eric Priezkalns Founder of Commsrisk and RAG Steering Committee Member Risk and Assurance Group: Benefits of Active Revenue Assurance	

WiFi




Free WiFi








Enjoy free WiFi access. Turn on WiFi function on your device, set SSID to Hilton. Open internet browser and enter **sigos2017** at login page.





Experts' Corner







Talk to the SIGOS experts during the conference days to learn about the full range of SIGOS solutions. Including system and hardware showcase.

11:45 - 12:00 Rheinlandsaal	Roaming	Globe Telecom, Philippines ■ Carol Salviejo Director for Service Management for Roaming Enterprise, and SME Clients Operator Case Study: Ensuring LTE Roaming Quality	
12:00 - 12:15		Safaricom, Kenya ■ Juliet Ongoro Principal Engineer - VAS Support Safaricom, Kenya ■ Allan Kipsang Senior Manager - VAS Support Operator Case Study: The Importance of Carrier QoS	
12:15 - 12:30		Telenet, Belgium ■ Peter Goiris Core Network Operations Manager Operator Case Study: Consolidating MNO/MVNO Networks – What About Roaming?	

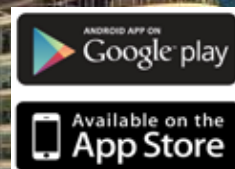
12:30 - 12:45		Introduction to Afternoon Workshop Program	
12:45 - 14:00 Conf. Lobby Aristoteles Restaurant		Lunch Break Networking	    






































14:00 - 15:30 First Floor Mezzanine		Parallel Workshop Sessions Please refer to 'workshop program'	
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During the conference days Conference Lobby		Experts' Corner Talk to the SIGOS experts during the conference days to learn about the full range of SIGOS solutions. Including system and hardware showcase. Your questions will be answered by SIGOS Experts.	SITE GlobalRoamer Revenue Assurance Fraud Detection Professional Services App Experience
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From 18:30 „Goldener Ring“ at the heart of Düsseldorf		Evening Event After the conference explore Düsseldorf on your own, do your souvenir shopping or simply relax. In any case, meet your peers for a farewell party at very centrally located historic place „Goldener Ring“ at the banks of river Rhine, conveniently located at the scenic and cosy old town of Düsseldorf. Please check the App for information on how to make your own way to the city center for spending the afternoon in Düsseldorf. Limited shuttle service provided for those staying at the hotel.	    
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Download the SIGOS Conference App



Workshops					Workshops		
Tuesday, 16 May					Wednesday, 17 May		
Workshop						14:00 - 14:40	14:50 - 15:30
Digital Exper.	Digital Experience App Experience: SIGOS Testing & Monitoring Solutions for Mobile Apps on Real Devices Host: Rick Einsiedl & Danish Naeem, SIGOS	Platon 2 (Ground Floor)					
Digital Exper.	Master Digital Experience Monitoring – Accelerate Your Digital Business 100% User Journey Based Monitoring, End-to-End for Every Channel Host: Alexander Sommer, Dynatrace	Platon 2 (Ground Floor)					
Digital Exper.	Digital Experience Apps that Communicate with Everyone in the World. Voice & Video, Messaging, and More Host: Pankaj Malhotra, Twilio	Platon 2 (Ground Floor)					
APP	Performance Monitoring for Mobile Apps on Real Devices Monitoring Availability and Performance of Mobile Apps to Ensure the Quality of Experience Host: Oguz Bultan, SIGOS	Sokrates (Ground Floor)				Sokrates (Ground Floor)	
APP	Automate Your Build Acceptance Testing for Mobile Apps Build Acceptance Program, Continuous Integration Architecture, Execution and Demo Host: Shadab Siddiqui, SIGOS	Sokrates (Ground Floor)				Sokrates (Ground Floor)	
SITE	IoT Testing with SITE Active Testing for Ensuring the Performance of IoT Services Host: Bilal Ahmad, SIGOS	Hegel 1 (1st Floor)				Hegel 1 (1st Floor)	
SITE	SITE Roadmap 2017 Introduction to the Latest SITE Features and Beyond Host: Goce Talaganov, SIGOS	Hegel 1 (1st Floor)				Hegel 1 (1st Floor)	
SITE	Hybrid Local Unit & App Experience – Testing with Real Devices Test Automation Using Mobile Devices to Measure Quality of Experience Host: Chester Calma, SIGOS	Hegel 1 (1st Floor)					
SITE	SITE 360 Enhancing SITE KPIs with App-Based Measurements Host: Igor Sobolev, SIGOS	Hegel 2 (1st Floor)				Hegel 2 (1st Floor)	
SITE	IMS Testing VoLTE, ViLTE, VoWiFi IMS Services – Testing with SITE for Measuring QoS and QoE Host: Nazim Qureshi, SIGOS	Hegel 2 (1st Floor)				Hegel 2 (1st Floor)	
SITE	Data & Browsing Experience LTE Advanced, Speedtest, Data Capacity, Pico Probe Host: Ion Abancens, SIGOS	Hegel 2 (1st Floor)					
SITE	OTT & HTTP Video Testing A Proactive Assessment of Video Content Quality and Availability Host: Aamir Ishaque, SIGOS	Hegel 3 (1st Floor)					
SITE	New SITE GUI and Reporting Introducing the Features and Design of the SITE Web UI Host: Vlad Bratu, SIGOS	Hegel 3 (1st Floor)				Hegel 3 (1st Floor)	
FRAUD	OTT and SMS Bypass Detection What Can You Do About It? Use Cases and Best Practice Host: Emmy Léger, SIGOS	Hegel 3 (1st Floor)				Hegel 3 (1st Floor)	
GR	Strategic Roaming Indicators for Managers The Key Elements of the Roaming Business Host: Vincenzo Fiorentino, SIGOS	Leibniz 1 (1st Floor)				Leibniz 1 (1st Floor)	
GR	EU Regulation and Its Impact on Roaming The Regulation Impact for Operators and Consumers. Changes in Testing Strategy? Host: Florian Leeder, SIGOS	Leibniz 1 (1st Floor)					
GR	International Carrier Testing International Services Verification Voice, SMS A2P and New GUI Host: Vincenzo Fiorentino, SIGOS	Leibniz 1 (1st Floor)				Leibniz 1 (1st Floor)	
RA	Revenue Assurance – Efficient Leakage Detection on Billing and Roaming Why Active Testing is an Essential Secondary RA Control Host: Paul Lia, SIGOS	Leibniz 2 (1st Floor)				Leibniz 2 (1st Floor)	
RA	Revenue Assurance - Joint Workshop MTN & SIGOS Active Revenue Assurance Controls as/in a Group Shared Service Model Host: MTN & Steffen Öftring, SIGOS	Leibniz 2 (1st Floor)				Leibniz 2 (1st Floor)	
FRAUD	SIGOS' New Traffic Volume Monitoring TrafficMonitor – Vision on Interconnect Revenue Host: Olga Ghincul, SIGOS	Leibniz 2 (1st Floor)				Leibniz 3 (1st Floor)	
FRAUD	Tele2 on EU Refiling Operator Case Study: Fraud Detection at Tele2 Host: Linas Marcinkevičius, Tele2	Leibniz 3 (1st Floor)					
FRAUD	Fraud & CLI Spoofing An Overview of the Tools to Detect and Eradicate Host: Saya Gyselinck, SIGOS	Leibniz 3 (1st Floor)					
FRAUD	Stealth Mode The Ultimate Countermeasure. SIGOS has Changed the SIM Box Game Host: Emmy Léger / Kenneth Mouton, SIGOS	Leibniz 3 (1st Floor)				Leibniz 3 (1st Floor)	
RAG	Reasons for Active Testing on National Regulatory Programs Special Session for Network Regulators Host: Eric Priezkalns, Risk and Assurance Group					Boardroom 1 (1st Floor)	

Focus Track:

Fraud
SIM Box
OTT Bypass
CLI Spoofing
Revenue Assurance
Big Data Analytics
Roadmap

Leibniz 3	Tele2 on EU Refiling
Leibniz 3	Fraud & CLI Spoofing
Hegel 3	OTT and SMS Bypass Detection
Leibniz 3	SIGOS' New Traffic Volume Monitoring
Leibniz 3	Stealth Mode

OTT & http Video Testing

Hegel 3

SITE Roadmap 2017

Hegel 1

Hybrid Local Unit & App Experience – Testing with Real Devices

Hegel 1

SITE 360

Hegel 2

IoT Testing with SITE

Hegel 1

Focus Track:

QoS & QoE
SITE & Cloud
Smartphone
LTE-A, IMS
Roadmap
APP Testing
Video
Interconnect

Focus Track:

Roaming
LTE Roaming
GSMA GRQ
Roadmap
Revenue Assurance
Best Strategy
IRTA
Carrier Testing

Leibniz 1	Strategic Roaming Indicators for Managers
Leibniz 1	EU Regulation and Its Impact on Roaming
Leibniz 1	International Carrier Testing
Leibniz 2	Revenue Assurance – Efficient Leakage Detection on Billing and Roaming
Leibniz 2	Revenue Assurance Joint Workshop MTN & SIGOS

Revenue Assurance - Efficient Leakage Detection on Billing and Roaming

Leibniz 2

Revenue Assurance Joint Workshop MTN & SIGOS

Leibniz 2

SIGOS' New Traffic Volume Monitoring

Leibniz 2

Reasons for Active Testing on National Regulatory Programs

Boardroom

Performance Monitoring for Mobile Apps on Real Devices

Platon 2

Focus Track:

Revenue Assurance
Trace Analytics
Roaming CDR
LTE RA
Fraud Detection
IREG & Tadir
Roadmap
Data Analytics

Focus Track:

App Experience
Monitoring
Performance
Latest Smartphones
Agile Development
Real Devices
Cloud Testing
App Dev.

Platon 2	Digital Experience – Special Program
Hegel 1	Hybrid Local Unit & App Experience – Testing With Real Devices
Sokrates	Automate Your Build Acceptance Testing for Mobile Apps
Sokrates	Performance Monitoring for Mobile Apps on Real Devices

App Experience Testing & Monitoring User TrainingPre-Registration Required! **Free of charge for conference participants!****10:00 - 15:00**
Aristoteles 3**Trainer:**
Shadab Siddiqui
Oguz Bultan**User Training – App Experience****The 1-day App Experience Testing & Monitoring User Training is intended for all who are interested in learning more about the topic and the SIGOS solution.****Content:**

Mobile app performance is one of the most critical factors that determines whether an app will succeed or fail. Low or even medial performance can cause a ripple effect from negative reviews to declining downloads, adoption rates, and use, all of which ultimately affect revenue. To be successful and help your mobile apps thrive, performance testing and monitoring is key.

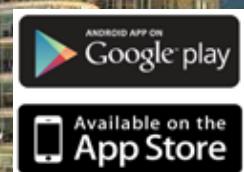
Learn more in a dedicated App Experience User Training and find out how you can gain maximum benefits out of the SIGOS App Experience Testing and Monitoring environment.

SIGOS App Experience streamlines your testing process and helps you deliver great mobile experiences to your users. Create an account and start your free 7 day trial today:

Go to: appexperience.sigos.com/

11:00 - 11:15**Expected Break Times:****Morning Coffee****13:00 - 14:00****Lunch****15:30 - 15:45****Afternoon Coffee**

Download the SIGOS Conference App

**No Evening Program.**

SITE & GlobalRoamer User Training Base

Pre-Registration Required! **Free of charge for conference participants!**

10:00 - 17:00
Aristoteles 1

Trainer:
Véronique
Verhé

User Training – Base Level

The 2-day User Training Base is intended for all who work with the SITE or GlobalRoamer test system (preparation of tests, execution of tests and analyzing of the test results).

Content:

- Components (HW, SW) of the SITE Test System
- Architecture of SITE or GlobalRoamer
- SITE or GlobalRoamer GUI
- SITE or GlobalRoamer data base
- Testing with SITE or GlobalRoamer
- Analysis of the test results
- Explanation of the reporting tool
- Explanation of the Measurement Strategy and KPIs
- Exercises with different reporting methods
- Explanation of the alarming tool
- Exercises with alarming

Outcome:

After the training the attendees shall:

- Understand functionalities & basic concepts
- Understand SITE or GlobalRoamer distributed system
- Know how the SIM Multiplexer is being used
- Basic knowledge of the data base & applications
- Know the GUI concept
- General concept and the resources
- Know test suites and user profiles
- Understand general structure of existing test cases

Furthermore, attendees shall be able to:

- Create test definitions
- Start test runs & operations scheduling
- Realize and analyze errors
- Analyze the tests results
- Export data on various ways
- Use control structures
- Use the reporting tool

11:00 - 11:15



Expected Break Times on Both Days:

Morning Coffee

13:00 - 14:00



Lunch

15:30 - 15:45



Afternoon Coffee

No Evening Program.

SITE & GlobalRoamer User Training Advanced

Pre-Registration Required! **Free of charge for conference participants!**

10:00 - 17:00
Aristoteles 2

Trainer:
Usman Akram

User Training – Advanced Level

The 2-day User Training Advanced is intended for power-users of the SITE or GlobalRoamer test system (optimizing test scenarios, advanced scheduling).

Content:

Test Editor and Test Administration, creating advanced testing scenarios:

- Over different locations
- For different services
- For different technologies
- Explanation and usage of the Resource Filter
- Explanation and usage of the FOREACH structure
- Explanation and usage of the SET structure
- Intelligent scheduling
- IVR test scenarios
- Reporting

Outcome:

After the training the attendees shall be able to:

- Use the test system most efficiently
- Create optimized testing scenarios
- Use the FOREACH and SET structures
- Use the Resource Filter
- Perform intelligent scheduling
- Perform IVR test scenarios
- Use the reporting tool
- Understand and configure SSI reports
- Set up MultiRab and LTE test cases
- Test Steering of Roaming

11:00 - 11:15



Expected Break Times on Both Days:

Morning Coffee

13:00 - 14:00



Lunch

15:30 - 15:45



Afternoon Coffee

No Evening Program.

Monday, 15 May 2017 -
Friday, 19 May 2017

Conference Location Plan

