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Billing and OSS/BSS Telecom Forum' 2010 XI International Telecommunications IT Forum

BOSS • 2010 - is the most important and large-scale event of telecommunication field devoted to the issues of implementation and operation of modern billing, OSS systems, customer service technologies, operators' service and network infrastructure management.

During 11 years since 2000 Exosystems Company annually holds the Forum focusing business leaders' attention on strategic and practical issues of operator business efficiency and profitability increase at the cost of implementation and operation of modern IT technologies. About 500 experts from all Russian regions, near abroad and European countries annually take part in the Forum.

Experts from OSS/BSS sector cannot miss this event at least because the Forum provides unique audience with leading Russian and foreign experts of not only vendors, but also communication operators, service providers, integrators and consultants. You can meet your colleagues from other cities, regions and near and far abroad countries. And it is unimportant whether your company has reliable modern billing and developed IT infrastructure or you are just looking for suppliers and integrators to update your IT Park. If your business is concerned with IT and telecommunications, **you should visit this Forum.**

We invite you to Moscow Radisson Slavyanskaya Hotel from November 23 to November 24 to take part in the most important field event. Benefit from communication with you colleagues and obtain experience of the leading field companies.

All efforts of the Organizers are aimed at achieving these goals.

Senior Conference Producer
Dmitry Aristarkhov

WHAT IS NEW IN 2010?

Firstly, NEW for program making we are creating the **Program Committee**, which will include recognized experts, highly qualified specialists and business leaders, who have invaluable practical experience. That is what will make the program most informative and content-rich; reflect current trends in international and Russian practice.

Secondly, NEW within the Exhibition the participants will get intensive business program, where solutions of the leading Russian and international vendors, integrators, consultants and operators will be represented. Within the Exhibition will be held:

- **Demo-room** - Demonstration of Billing, OSS / BSS systems in working conditions and in real time.
- **Open tender** - Presentation of solutions and projects defense from leading vendors according to the requirements specification provided by the customer in advance.
- **Workshops and presentations** - Demonstration of the latest achievements of Russian and foreign developers and providers - industry leaders.

Thirdly, NEW this year admission to the Expo, demo-room, open tender, workshops and presentations is free for all the participants!

Every year, Forum producers' team makes improvements in the format and content of the Forum. With this we intend to create Forum program relevant to the expectations of the participants and thus give a fresh impetus to the development of business, provide even more efficient and comfortable environment for sharing experience, consultations and training. One of the main challenges for us is the creation of the expert platform for interchange of the experience learned from successful projects, as well as for dialogue and cooperation of Forum participants. The conference program is targeted to review reports and best cases of implementation of billing and OSS / BSS-systems of the major players in the market.

WHAT FORUM ACTIVITIES CAN BE VISITED?

Two main complementary events will be held within the program of BOSS 2010, focused on different levels of business development and management levels of companies:

- Exhibition “Billing and Information Systems for Communications Business” (over 400 sq. m., more than 20 exhibitors) where will be demonstrated the latest achievements of Russian and foreign leading developers and suppliers – industry leaders

Demo-room NEW - Demonstration of Billing, OSS / BSS systems in working conditions and in real time.

Open tender NEW - Presentation of solutions and projects defense from leading Vendors according to the requirements specification provided by the customer in advance.

Workshops and presentations NEW - Demonstration of the latest achievements of Russian and foreign developers and providers - industry leaders.

- Conference “Business and Operations Support in Telecommunication Companies”. The program of the Conference provides for many interesting analytical and expert reports, exchange of operator experience and several online panel discussions with the participation of top-managers from leading Russian and foreign communications operators, vendors, integrators and consultants.

Program Committee NEW is responsible for creating content-rich, relevant and informative program.

Including the discussion sessions on the following relevant topics in the program: **Transforming OSS / BSS NEW**, **Why did they turn down Open Source NEW**

Several reasons to be registered now:

- 2 days for Conference and Exhibition;
- more than 200 Conference delegates;
- more than 500 visitors from different countries;
- interesting interactive panel discussions;
- more than 30 presentations by guest experts, telecom operators, consultants and analysts from Russia and other countries;
- unexampled opportunities for business contact and networking;
- more than 20 exhibitors, exhibition space more than 400 sq.m.

WHO AND WHY SHOULD PARTICIPATE?

During 11 years of holding this most important event, the Forum has formed its bedrock audience represented by communications operators from Russia and neighboring countries, leading suppliers of technological solutions, system integrators and consultants. About 500 experts from over 15 countries of the region, the European Union and the USA annually visit the Forum. Visiting the Exhibition and participation in the work of the Conference will give you a unique opportunity in the course of business communication with colleagues to acquire necessary experience, to get acquainted with expertise and the best practice of telecommunication business leaders represented by the leading Russian and foreign companies:

- service providers and communications operators;
- consulting companies;
- system integrators;
- vendors and distributors;
- software and equipment developers and suppliers.

Numerous audience of the forum (in 2009, over 500+ visitors from 14 countries) will be represented by experts responsible for:

- Business development;
- Network operation;
- IT;
- Billing and prepaid;
- Customer service;
- Partner cooperation;
- Introduction of new services;
- Pricing, rates, marketing and sales;
- Network planning, building and development;
- Finances, accounting and auditing;
- Profitability and risk management;
- Business strategy and evolution ideology;
- Consulting and project management;
- Etc...

During 11 years, this forum gives you the best opportunity for a business meeting, intensive communication and cooperation with 500 professionals from Russian regions, near and far abroad! BOSS is a unique ground, which annually unites old friends at the same time and in the same place giving rise to long-term business contacts!

ABOUT THE CONFERENCE

What's new in 2010? **NEW**

The Conference program will be formed by the **Program Committee**, which will include recognized experts, highly qualified specialists and business leaders, who have invaluable practical experience. That is what will make the program most informative and content-rich; reflect current trends in international and Russian practice.

About the Conference

At the modern stage of telecommunications field development, solving of problems concerned with operations profitability provision, cost saving and obtaining of maximum profit from investments in network and service infrastructure is still vital. Increase of competitive activity demands increased efficiency and quality of subscriber service, rating, billing, and timely, quick and stable introduction of new services from communications operators. These factors of telecommunications industry development predetermine great interest and high popularity of OSS/BSS class solutions in the whole world. Information technologies and applied umbrella solutions are meant for increasing telecommunications business efficiency basically at the cost of automation of key business processes connected with logistics, network resources and their management, service-forming infrastructure and customer support. All OSS/BSS class solutions are surely the most important links in the chain of rendering services from the communications operator to the customer.

The Conference will unite leading world experts, consultants, vendors, system integrators and communications operators representing telecommunications industry leaders, who will introduce solutions, practice and expertise covering each of basic technological trends of operational and business support of communications operators.

Meet them in the business atmosphere of the forum and obtain precious experience and practical knowledge.

The Speakers at the Conference are people who have directly participated in real projects on OSS/BSS class solution development and implementation at networks of communications operators; these are high-class experts and business leaders who have obtained precious practical experience. A meeting with them will give you a unique opportunity to ask questions, to get acquainted with their views on development ideology and strategy, market tendencies, possible and existing problems and ways of their overcoming.

- Benefit from live communication with OSS/BSS industry leaders;
- Learn the latest news, acquire a lot of new contacts;
- Exchange hundreds of business cards with your colleagues from regions and other countries, even with those with whom you probably communicated by e-mail or telephone, but whom you never saw;

- Take part in many online panel discussions held by famous moderators with participation of leaders from communications operators, as well as leading system integrators and vendors;
- Meet and communicate with people who have gained rich experience and are ready to share it.

BOSS - 2010 will offer you practical understanding and global practice examples of ways how not to make mistakes during OSS/BSS solution implementation. If you are serious about opportunities provided by modern information technologies, you just should attend this event.

Explosive growth of telecommunication industry demands to solve a lot of tasks, including interactions of market participants, consulting, integration and interchange of successful experience.

THE MOST IMPORTANT ASPECTS ARE BUSINESS COMMUNICATION AND INTERCHANGE OF EXPERIENCE.

THE FOCUS OF THE CONFERENCE PROGRAM

The Program of the Conference is primarily focused on Russian and world practice coverage, as well as on the best solutions and projects in the following basic sectors and trends of OSS/BSS industry:

BSS Sector • Billing and Customer Support

Billing systems

- rating and billing of new services;
- convergent prebilling (mediation)
- post/prepaid convergence;
- interconnect;
- fraud management

Customer support and service

- Help & service desk;
- Self-service;
- Loyalty increase and runoff reduction;
- CRM.

OSS sector • Service support

Order management

- Service order;
- Service activation.

SLA management

Service monitoring

- service and content monitoring (end-to-end monitoring)
- voice service quality management

OSS sector • Network support

Inventory

- inventory and resource accounting;
- network planning.

Fault Management

- registration of network malfunctions;
- network malfunction management.

Performance management

- network performance
- IT system performance

Management and network monitoring

- data acquisition
- GPRS monitoring
- SS7 monitoring

INFORMATION FOR DELEGATES

How much is the participation in the Forum?

When and how can I make an application?

When do I need to pay?

How can I pay?

Are there any discounts?

How to refuse to participate and what will happen if I cancel the paid application?

Is it possible to substitute a delegate?

How to book a hotel?

How much is the participation in the Forum?

The earlier you submit your application for participation, the less will be the cost of participation. Also, the price affects the number of delegates registered for one application and population density in the package. Detailed cost of participation and content of the package members are given in Section [Delegate Registration](#).

When and how can I make an application?

3 SIMPLE WAYS OF DELEGATES REGISTRATION

1. <http://www.confex-systems.ru/registration/?id=665>
2. By e-mail: boss10@boss-forum.ru

Please, indicate in the message:

- information on delegates (full name, titles);
- activities chosen for each delegate;
- please, attach bank details to the letter;
- information of the executor.

3. By fax: +7 495 995 80 80 or +7 495 785 22 05

Please, indicate in the message:

- information on delegates (full name, titles);
- activities chosen for each delegate;
- bank details;
- information of the executor.

When do I need to pay?

Payment should be made within the period specified in the invoice. If you have applied later than 10 days prior to the event, you'd better pay immediately, no later than 5 days before the event. Without payment participation in the Forum is not possible.

How can I pay?

We accept payment in RUR or foreign currency as follows:

- Bank transfer;
- a credit card on arrival or at the office (should be agreed): Visa, Mastercard, etc.;
- Another way according to the agreement with the delegate.

Are there any discounts?

When submitting your application early the price for participation will be significantly less than during the application process before the event itself. Take advantage of this offer and save. There are discounts for a group: from 2 to 4 delegates, 5 and more delegates.

More details in Section **Delegate Registration**.

How to refuse to participate and what will happen if I cancel the paid application?

In case of refusal to participate, reducing the number and / or non-presence of the Customer's representatives at the event, within 10 business days upon written request, we will refund money paid for application for withholding the cost of receiving and processing the application in the amount of 9000 rubles + 18% VAT but not more than 65% of the total cost of services.

The Organizers reserve the right to change the program of the Conference without additional personal warning of the delegates, most of the changes in the program may be displayed on the web-site. Alternatively, you can apply the payment for participation in other conference of Exposystems.

Is it possible to substitute a delegate?

Yes, not later than 24 hours prior to the registration of delegates at the event you can replace the delegate by written notice to the Organizer without extra charge.

How to book a hotel?

Reservations and payment for accommodation is made by the delegate on their own and at their own expense. Please apply for reservations in advance; the number of rooms available in hotels in Moscow is limited.

For accommodation in hotels in Moscow, Organizing Committee encourages you to use the services of our partner - the company "IntelService "

Personal Manager:

Olga Pobokina, tel.: +7 495 956-44-22 ext. 130

OPobokina@intelservice.ru

event@intelservice.ru

DELEGATES REGISTRATION

Accreditation includes free access to the selected program activities of the Forum, visiting the exhibition, business lunch in the restaurant, coffee breaks, mineral water during the day. The accreditation is valid during the selected Forum days. The accreditation includes a package of the Conference working materials covering the program, report run-downs and other information materials.

All prices are specified for one delegate.	Application for a group of 5 or more delegates	Application for a group of 2-4 delegates	Individual application
Complete participant package (all activities)	€377	€409	€472
Complete package, excluding evening cocktail on November 23	€345	€377	€424
One day at choice, excluding evening cocktail on November 23	€314	€345	€393
Complete participant package, excluding business lunches and evening cocktail	€282	€310	€371
Visiting the Exhibition	Free	Free	Free

The prices are valid since 15 of June and while published on this page. The prices can be changed without prior notice. The new prices will be published on this page. A price remains in effect during the period of validity of the invoice after filling the application, usually 5 days. If the bill is not paid during the period of its validity, then the application is cancelled unless otherwise agreed with the participant.

How can I make an application?

3 SIMPLE WAYS OF DELEGATES REGISTRATION

1. <http://www.confex-systems.ru/registration/?id=665>
2. By e-mail: boss10@boss-forum.ru
3. By fax: +7 495 995 80 80 or +7 495 785 22 05

PARTICIPATION OPPORTUNITIES

The cost of participation in the exhibition as an exhibitor includes:

- **Registration fee**
- **Cost of exhibition area rent**
- **Cost of additional equipment and services**

The Registration fee is obligatory for all exhibitors.

Cost of the registration fee is € 590 and includes the following services:

- Accreditation of an exhibitor's representative for working in the Conference (the full package only for companies renting exhibition space of 9 sq. m. or more)
- placement of your information in the Forum Catalogue, besides addressing information of 400 symbols or 50 words;
- company's logo placement in the Forum catalogue (in color);
- Forum information and invitation booklets - 100 copies per 9 sq. m.;
- placement of the company's information onto the web-site not exceeding 100 Kb;
- Placement of the company's information into the electronic catalogue of the Forum not exceeding 1 Mb.

Cost of exhibition area rent

You can rent "**Standard stand**" (9 sq. m.) or rent the exhibition space "**Empty floor**" and build your own stand at the exhibition (6 sq. m.). You can choose cost-effective option - "**Work place**"

Renting of the exhibition area "**Standard stand**"

Square area, sq. m.	Cost includes registration fee
9	€ 3 400
12	€ 4 300
18	€ 6 200

"**Standard stand**" includes:

- 3 walls except corner & peninsular booths;
- Plug 220V (2kW), the bigger one should be paid additionally;
- Name-Border with the company's name (standard type), logo should be paid;
- Light (Spot-bra);
- Furniture (table and chairs).

You can order additional equipment and services at extra charge according to the catalogue we can send you by your written request to boss10@boss-forum.ru

- additional furniture;
- exhibition equipment (showcases, shelves, cases, lockers)
- decorating the walls (tape gluing)
- light
- store room, mini-office
- Internet access (Wi-Fi, dual-up, VPN)
- phone line
- security
- sweep-up etc.

Cost of renting of the exhibition area **“Empty floor”** (for your own or mobile stand)

- Renting price of 1 sq. meters is €282
- Minimal square area is 6 sq. m.
- Electricity providing cost (220V) is €155

There are discounts for 100% prepayment: 20% before 15 of August and 15% - before 15 of September.

Cost of renting of the **“Work place”**

This format is very comfortable and budget and at the same time effective way of participating in the exhibition. It represents a small chair and table Work place is located near the refreshment area (coffee zone) that provides high attendance and as a result - high ROI.

- Renting price is €699
- Non-mandatory registration contribution for this format is €770
- Electricity providing cost (220V) is €290 for each 2 kW

The workplace represents an information table 1m. high, Fascia board over it with the name of the company. The workplace is equipped with a bar stool and an electrical outlet, as well as a spotlight for illumination.

There are discounts for 100% prepayment:

20% before 15th of August and 15% - before 15th of September.

Cost of renting of the **“Work place”** is € 1007

External participation cost €599

If your company is not able to be represented in the exhibition or you do have not enough time to prepare for the exhibition, but your company should be represented at the event, you have a chance of external participation in the exhibition without the rent of exhibition space. This means:

- placement of information in the Forum Catalog (address information + Text 400 characters or 50 words)
- Placing the logo in the Forum catalog (colored)
- Include information about the company into the electronic Catalog of the Forum, no more than 1 Mb
- information about the company on the web-site of the Forum, no more than 100 Kb
- providing desk for brochures and promotional materials for visitors (a separate stand next to registration)

Cost of additional equipment and services

Irrespective of what format of participation in the exhibition you choose, you can order and pay for additional services. Request right now, without delay to the last moment. Services are limited right before the event.

Communication services

- Internet access
- Telephone

Additional equipment and services at extra charge:

- additional furniture;
- exhibition equipment (showcases, shelves, cases, lockers)
- decorating the walls (tape gluing)
- light
- store room, mini-office
- Internet access (Wi-Fi, dual-up, VPN)
- phone line
- security
- sweep-up etc.

Services for staff (stand staff)

- Lunch + 3 coffee breaks
- Evening Networking with delegates of the Forum (evening cocktail)

ADDITIONAL PARTICIPATION OPPORTUNITIES

- Presentation within the Presentation Section (15 and more min)
- Holding of a seminar (60 and more min)
- Information materials about the company (article, interview) on the pages of the Forum Catalog
- Advertise in the Catalog of the Forum (advertisement module)
- Rent of office (30 sq.m.)
- Holding theme-based coffee breaks, lunches, business dinners, etc.

SPONSORSHIP

- The power and variety of tools for high-productive promotion of your brand;
- The highest concentration of the target audience for holding a larger marketing campaign;
- Your influence on the market of OSS / BSS in Russia and countries of the region;
- Best associability of your brand with success in the industry OSS / BSS.

BILLING and OSS Telecom Forum Russia is much more than a regular seminar or a conference of experts. BOSS – 2009 is an opportunity to occupy a vantage place for an extensive and objective marketing campaign. BOSS - is high-status, strategically important, international event for the leaders of the regional market of OSS / BSS and most successful international companies interested in promoting their solutions in Russia and other countries in the region. BOSS – is a concentration of the first persons of the companies, decision makers and is the opportunity to take an advantageous position for extensive, targeted marketing campaigns. The sooner you make a sponsorship decision, the more profits, benefits and the soonest return on investments you will achieve.

Sponsorship Billing and OSS Telecom Forum – 2010 – universal solution for many of your tasks:

- DISTINGUISH YOURSELF AMONG THE EQUAL
- STRENGTHEN YOUR REPUTATION OF SUCCESS
- FULLY ASSOCIATE YOUR BRAND WITH ACHIEVEMENTS IN OSS/BSS
- GAIN MAXIMUM ATTENTION OF POTENTIAL CLIENTS AND PARTNERS

- If your company is among the leaders, you need to constantly strengthen your position.
- If you have an established position, reliable partners and steady income, you can use our Forum to extend the business opportunities, enter new markets and increase sales.
- If your business grows actively and successfully, BOSS offers you the largest audience to demonstrate the success of your company and its clients.

One successful investment allows you to become the sponsor of Billing and OSS Telecom Forum – 2010

“Knocking on the door” is not enough for making successful sales, as the customers must know about your company. That is why you need a full-scale, highly focused marketing campaign.

Billing and OSS Telecom Forum – 2010 is the best opportunity for you to demonstrate your success, gain new contracts and make sales to mobile operators and ISPs by the end of 2010. Long-term marketing campaign guarantees a large and professional audience of the Forum. The campaign success is ensured by informing all interested market players, including market professionals, specialists and decision-makers, about the event using the client databases of the Forum organizer, who has worked for over 11 years in the IT telecom market in Russia, other countries of the region, Poland, India, Germany and UK.

OUR OPPORTUNITIES FOR YOUR PROMOTION

Forum's Program

Join the **Program Committee NEW** and take an active part in program making. You can also make an analytical report or Case-study at the Conference, make a presentation or a seminar, or prepare Demo-stand **NEW** or a project for the program, Open tender **NEW** at the Exhibition.

Direct Mail

We will use personal verified contacts via vertical customer data bases of ExpoMedia Events Russia Company, as well as external data bases of specially invited partners for information mailings. There will be over 25000 personalities.

Media Resources

In addition to the wide-spread direct mail, the event is supported by a lot of media-sponsors, including both famous thematic Internet resources and editions, and popular business magazines. The total circulation of editions with published information about sponsors is over 100 000 copies.

The Brochure of the Conference

The Program of the Conference and other information on sponsors and the Forum will be reflected in a colored brochure to be distributed with the total circulation of over 10 000 copies via the Exposystems' data base, as well as via several media sponsors of the Forum.

Materials of the Forum

Each participant of the event will receive a package of information materials, including a delegate folder with brochures and a CD-ROM with sponsor information.

Web-site of the Forum

Prior to the beginning of the event, sponsor logos, as well as marketing and other sponsor information materials will be placed on the site of the Forum and will be run there during half-a-year after the end of the event.

E-mails

Over 50 000 carefully aimed e-mails will be sent to potential participants of the forum with an invitation to take part in the Conference and to visit the Exhibition.

Telemarketing

A team of the company's well-prepared experts will make telephone calls to the key persons of this market and will invite them to visit the Forum.

PR

A number of PR activities during preparation, operation and after the event will attract attention of journalists and correspondents of leading professional editions. A lot of journalists annually attend the Press-conference dedicated to the beginning of the Forum. The main participants of the Press conference are representatives of Sponsors.