

## Telecoms Strategy Masterclass

# Future of Voice

A custom, interactive, expert-led learning and networking event. We help you grow your business beyond 'peak telephony' by challenging received wisdom.

What are the true sources of value in voice and telephony?  
How can telcos use voice to compete with Microsoft/Skype, Google and Apple?  
How best to deploy voice on all-IP networks to reflect this new reality?

Tackling the most important questions the industry faces, this Masterclass provides you with the best available map across the new 'mobile, social, cloud' communications landscape. It proposes an alternative to dumb pipes and decline: *happy pipes and helpful phones*.

Learn about emerging business models and technologies with Dean Bubleby and Martin Geddes, two of the most influential telecoms thought leaders. We will help you to:

- Develop an awareness of new voice services and their revenue models
- Increase your ability to engage with the challenges presented by 'peak telephony'
- Explore how to overcome practical marketing, technology and organization issues

We are inviting a select group (of no more than 20) **senior forward-thinking executives** responsible for voice products and services who are

- **concerned about** positioning their business for future success
- **drawn from** marketing, strategy, finance, product and technology roles
- **working in** network operators, equipment vendors, device OEMs, cloud services, search and social media, systems integrators, CRM and contact center vendors.

Join us for a for a day of

- radical provocative ideas based on our deep experience as analysts and consultants
- stimulating conversations with like-minded professionals from across the industry
- practical & robust answers to questions about the future of your business

*Dean and Martin have consistently been ahead of the curve with market insight when it comes to the telecom world. Their ability to describe what comes next puts them in a league of their own.*

– Andy Abramson, CEO of Communicano, author VoIP Watch

*When I run eComm conferences on emerging technology, Dean and Martin are two of the anchor speakers. It's hard to find people to beat their depth of knowledge on the future of voice.*

– Lee Dryburgh, Founder of Emerging Communications Research & Events, LLC

*I hired Dean and Martin as the 'best in class' industry experts to support Intel's internal education campaign on telecoms. The feedback from one attendee – "Intel's best-ever webcast" – speaks for itself.*

– John Woodget, Global Director Telco Sector Worldwide, Intel Corporation

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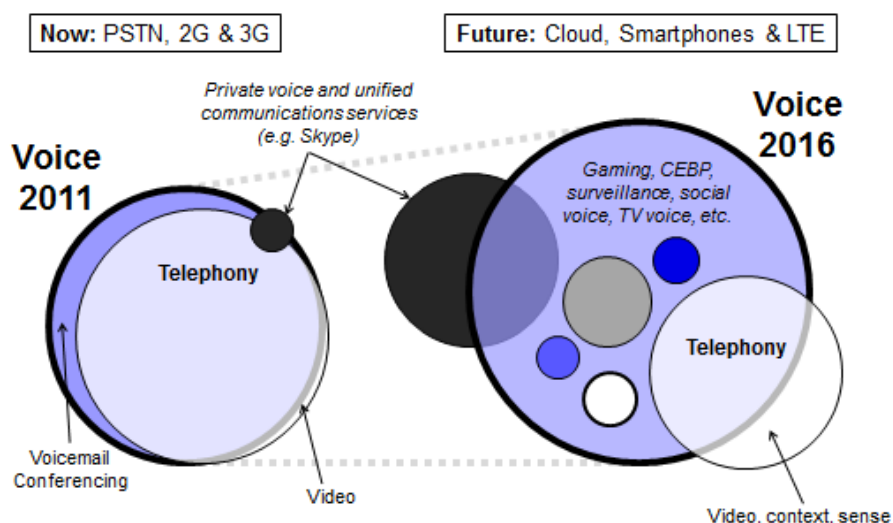


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## Masterclass topics

Voice is the core of human social activity and communication. Voice has many more uses and opportunities than you might imagine. How can telcos and their suppliers use voice to out-compete rival mobile, cloud and social technologies?



This Masterclass will help you to:

### Develop an understanding of 'voice as a service'

- What is really happening to the voice market in the world of Facebook, Skype, Google, Apple and Twitter?
- What are the true sources of value and competitive differentiation in voice?
- What are the different requirements for voice in each new market?
- How do voice, video and messaging best work together in these different contexts?
- What tools will consumers use to talk to each other, and how will they choose which to use?
- What is the difference between 'unified communications' and 'relevant communications' – and why are many telcos and vendors getting this wrong?

### Identify the role of emerging B2C voice services and their revenue models

- What are the unmet communications needs between enterprises and their customers?
- How can new business-to-consumer services fill these needs?
- What is the evolution path for voicemail, freephone and caller ID?
- How can Communications Enabled Business Processes (CEBP) and Communications as a Service (CaaS) help telcos compete with Google and Facebook?

### Prepare for future all-IP voice networks

- How will voice be delivered over LTE?
- How can 'direct-to-cloud voice' work on fixed networks?
- Does IMS have a role, and if so where?
- How will TVs, tablets, smartphones and landlines deliver voice differently?

### Locate yourself in future voice ecosystems and business models

- Who are the top companies and innovators to watch?
- What is the future for the major established vendors?
- Can industry collaborative projects like VoLTE and RCS succeed?
- What are the real threats and opportunities for 'over-the-top' VoIP to telcos?
- How will wholesale and aggregation business models evolve to support this new world?
- What organisational and partnering changes do telcos need to make in order to succeed?
- How can telcos defend old revenue models as well as grow new ones?

## Masterclass leaders

### Dean Bubley



Dean Bubley is one of the most high-profile and influential analysts in the telecoms industry. He is the founder of Disruptive Analysis, an independent technology industry analyst firm. Dean has 20 years' experience, including roles as a telecom equity analyst, and Chief Analyst & Consulting Director at Datamonitor. He primarily specialises in mobile technology & business models.

Dean has been commenting and advising on the evolution, technology and business models for VoIP since 1997, and writing about wireless VoIP since 2001. He has spoken at over 30 conferences including eComm, ITU Telecom, Telco 2.0 and VON on VoIP, FMC, convergence, telephony, IMS and related topics.

He regularly advises well-known industry players on voice innovation. Recent examples include identifying new target markets for a supplier of acoustic enhancement technology; developing new business models on voice & social networking for a tier-1 European operator; a workshop for a VoIP infrastructure player on innovation in telecoms business models; advising a major IP infrastructure vendor on technologies & business models for minimising enterprises' voice roaming costs; and assisting a leading mobile VoIP specialist 'over the top' player on its MVNO strategy.

Dean has published several reports on this topic area: *Rich Communications Suite: Why IMS RCS will fail as a mass market service – and how to salvage it* (2010); *Evolution of Mobile VoIP: VoIPo3G & Business Models* (2007) and *The evolution of SIP- and IMS-capable mobile handsets* (2006).

Dean holds an BA in Physics from Oxford University.

[www.disruptive-analysis.com](http://www.disruptive-analysis.com)

@disruptivedean

### Martin Geddes



Martin Geddes is a respected thought leader in the telecoms industry. He was named as one of the "Forty under forty people who are most likely to lead the industry over the next decade or two" by readers of *Global Telecoms Business* in July 2009.

Prior to establishing his own consulting business, he was Strategy Director for the network and IT division of BT. He previously was Chief Analyst at Telco 2.0, a well-regarded conference, consulting and research business which he co-founded. He holds nine granted patents from his work at Sprint on a pioneering open platform project.

Martin has been working on the future of voice and personal communications business models since 2001, and blogging and speaking on the subject since 2003. He is a popular conference speaker, having presented on the future of voice at VON, ETel, eComm, INEC, Voice 2.0, ICIN, Telco 2.0, London Business School TechSummit. He has been cited online by *Forbes*, *Business Week*, and *BBC News*.

Martin consults to major industry players. He has previously advised multiple handset vendors on their 'over the top' strategy and how to work with players like Skype; advised the CEO of a VoIP overlay service on business model design; analysed the Web voice market entry strategy for one of the largest PC middleware vendors; advised a global player in audio processing on their mobile voice market entry strategy; devised a voice-centric business model for an emerging market service WiMAX provider; and done many workshops, lectures and masterclasses for leading telcos and suppliers on voice innovation.

Martin was the lead author of the Telco 2.0 report *Voice & Messaging 2.0* (2008).

Martin holds an MA in Mathematics & Computation from Oxford University.

[www.martingeddes.com](http://www.martingeddes.com)

@martingeddes