

DEPLOYING GPRS SERVICES

Business and Technical Strategies for Successful GPRS Implementation

2nd – 3rd November 1999, Cavalieri Hilton, Rome

Featuring **14** operator presentations and key presentations from all the industry experts essential to launching a successful GPRS Service. Hear from the following on their views about:

Application Development:

- Vodafone • Airtouch • Motorola • Omega Partners
- Nokia • Lucent • Ericsson • Alcatel

Content Provision:

- Omnitel Pronto Italia • Sonera
- GIN • Nortel Networks • PSINet

Business Case and Implementation Strategies:

- One 2 One • Omnitel • Strategy Analytics
- Telfort • T-Mobil • France Télécom Mobiles
- SmarTone • Lucent • Siemens • Nokia
- Nortel Networks • BT Cellnet

Technical Strategies:

- Ericsson • Symmetry Communications
- Tektronix

Terminal Requirements:

- Alcatel • Condat • Arc

Pricing and Billing Strategies:

- Logica • Kingston SCL • EHPT • EBA
- SEMA Group Telecoms • Kenan Systems

A route map through the 7 challenges of successfully implementing GPRS:

1. What is the business case for GPRS?
2. What applications will GPRS provide?
3. Who will provide the Content?
4. How to implement GPRS
5. Meeting the technical challenges
6. When will the terminals be ready?
7. Pricing and billing for GPRS services

Plus: 6 interactive panel debates

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GPRS Technical Workshop

Or

GPRS Fundamentals for Non-Engineers

4th – 5th November 1999

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data will not survive!" (BN, Northstream)

11.20 How should GPRS be Deployed?

- The challenges of GPRS deployment
- Utilising the results from commercial trials
- Identifying the marketplace
- Is flexible deployment the answer?

Panellists: **Bernd Jaensch**, *GPRS Project Manager, T-Mobil, Germany*

Jim Donahue, *GPRS Networks Programme Manager,*

BT Cellnet, UK

Chris Briglin, *UK Head of Marketing, GPRS,*

Nokia Telecommunications, UK

Seshu Madhavapetty, *Director, GSM Data PLM,*

Nortel Networks, UK

Session 2: Meeting the Technical Challenges

11.50 Integrating Speech and GPRS in the Radio Network

- GPRS hardware utilisation in the radio network
- GPRS impact on existing speech services
- Capacity and a mixed GPRS/GSM radio network

Speaker: **Fredric Kronstedt**, *System Engineer Wireless Data,*

Ericsson Radio Systems, Sweden

12.15 Architecture Considerations for GPRS Infrastructure Marketing Issues

- Technical Considerations
- Standards Convergence and Migration to 3G
- Distributed vs. Centralized Models

Speaker: A Representative of **Symmetry Communication Systems, USA**

12.40 Ensuring Interoperability of GPRS with Existing Mobile Networks

- Testing for GPRS Interoperability
- Simulation, emulation, data generation and analysis of multiple interfaces and protocol stacks
- Interworking of circuit switched and packet network components
- Prospects for future system improvements and required tests

Speaker: **Martin Bublitz**, *Product Manager for CTE development, Tektronix*

13.05 Lunch

Session 3: Terminal Requirements

14.20 How Can GPRS Handsets Follow the Customers' Demand and the Operators Expectation?

- How will the end users perceive GPRS?
- Is GPRS a market brand?
- How operators will be able to increase the air time with GPRS
- Is there an unique GPRS handset?
- Will other technologies improve the importance of GPRS?
- Handset vision of GPRS

Speaker: **Remi Provendier**, *Advanced Products Manager, Alcatel, France*

14.45 Test Systems for Deploying GPRS Services

- History repeating: the problem for GPRS network roll out the same as for GSM in the early '90s
- A handset protocol stack designed for testability
- A Mobile test probe for tracing, monitoring and controlling the Um Interface in networks supporting GPRS

Speaker: **Roberto Casini**, *Marketing Director - Wireless Communication Solution, Condat, Germany*

15.10 Is Mobile Data Changing the Face of the Handset?

Moderator: **Eric Cariou**, *Managing Consultant, ARC group, UK*

- When will the handsets be ready, will they be ready in time for the networks?
- Will they cope with the speed?
- Ease of use to input data or access services
- Handset subsidisation and how much will handsets be?
- Smartphones
- Health Issues

Speakers: **Francesco Iarlori**, *Project Manager - Business Development*

Manager, Omnitel Pronto Italia, Italy

Roberto Casini, *Marketing Director - Wireless Communication Solution, Condat, Germany*

Greg Ellard, *Director, Wireless, Lucent Technologies - Microelectronics Group, UK*

15.50 Afternoon Tea

Session 4: GPRS Pricing and Billing

16.25 Billing for GPRS Services

- How do you get the accounting records?
- How will the service be packaged?
- What are the tariffing principles
- What does the customer want and how will the bill be presented?

Speaker: **Iain McCready**, *Operations Director, Kingston SCL, UK*

16.50 Making a success of GPRS - Mediation and Billing Solutions

- What is your GPRS business model - where are you in the supply chain?
- What are you selling - is it communications, content or commerce?
- Collecting and analysing usage details - the essential baseline information
- What are you going to bill - data services, interconnect and settlement, content provision?
- Keep it simple - smaller scale, interim, full-feature data services, billing systems that integrate into the existing infrastructure
- One bill - voice & data
- Handling pre-pay for data

Speaker: **Rick Allen**, *Account Director and GPRS Business Development Manager, Logica, UK*

17.15 The Challenge of GPRS Pricing and Billing

Moderator: **Alex Leslie**, *Executive Director, European Billing Association, UK*

- Simplify to prevent market confusion
- Qualify customer needs: market segmentation
- Advertising as a payment method
- Flexible billing to cope with more dimensions: per byte, data rates, all inclusive, on service quality, pricing of content
- GPRS billing specifications

Speakers: **Roger Landin**, *Product Manager, EHPT, Sweden*

Salim. A. Mawji, *Director, Business Development, SEMA Group Telecoms, UK*

Anders Rofman, *Business Development Manager,*

Kenan Systems, UK

17.45 End of Conference