



# 7TH ANNUAL Prepaid Mobile Summit 2012

Main Conference: **17th January & 18th January 2012**  
Pre-conference Workshops: **16th January 2012**  
Venue: **Prince Hotel & Residence Kuala Lumpur, Malaysia**  
**[www.prepaidmobilesummit.com](http://www.prepaidmobilesummit.com)**

Book before  
**03 November  
2011**  
and save up to  
**USD 800!**

*\*see booking form for details*

**Developing business models and services to enhance bottom-line profit and reduce churn in the prepaid mobile market**

Featuring international operators from:



RELIANCE



Researched and Developed by:



# More valuable insights for 2012!

Don't miss a stellar line up of international speakers from:



**Andreas West**  
Senior Vice President Customer  
Management  
**Celcom Axiata Berhad**



**Umi Haina Abdul Rahman**  
Vice President of product  
marketing  
**Celcom Axiata Berhad**



**Arild Kaale**  
Chief Marketing Officer  
**Grameenphone**



**Asher Yaqub Khan**  
Chief Commercial Officer  
**Banglalink**



**Sanjeev Goel**  
Vice President & Head - Mass  
Distribution  
**Reliance Communications**



**Sunzay Passari**  
Executive Vice President,  
Telecom, VAS & Devices  
**Loop Telecom**



**Awais Malik**  
Chief Commercial Officer  
**Vimpelcom**



**Amjad Khan Pathan**  
Senior Manager, Loyalty-  
Retention  
**Telecom Development  
Company Afghanistan Ltd**



**Sheikh Taimur Nawaz**  
Head Mobile Number Portability  
**Telenor Pakistan**



**Shirley Tan**  
Head of Prepaid  
**StarHub**



**Usman Javaid**  
Director Marketing  
**Telenor Pakistan**



**Ahmed Saady Yaamin**  
General Manager - Technology  
**Robi Axiata Group**



**Ashok Israni**  
Vice President Marketing -  
Consumer Segments  
**Du**



**Tharinda Premasiri**  
Manager – CRM & Business  
Intelligence  
**Vodafone Fiji Limited**



**Vishal Dubey**  
Head - Mobile Data : 3G/ 2G data/  
Devices  
**Idea Cellular Ltd**



**Hassan Shahid**  
Mobile DATA, Mobile Advertising,  
Content & Products Head  
**Mobilink GSM**



**Salman Wassay**  
Director, Marketing  
**Zong Pakistan**



7TH ANNUAL  
**Prepaid Mobile  
Summit 2012**

Dear Colleague,

We would like to thank you for supporting the Prepaid Mobile Summit series and helping us become the leading event in the Asian prepaid mobile industry today.

Taking into consideration your feedback from the past summits, we have put together an agenda that you can't afford to miss for 2012!

Focusing on Asian prepaid mobile operators' top concerns, key issues that will be addressed include:

- ▶ Developing prepaid customer acquisition and retention strategies in emerging markets
- ▶ Shifting towards micro-segmentation to increase your revenue share by effectively attracting multi-SIM customers to access your network
- ▶ Developing an effective analytics program to drive up ARPU for your prepaid mobile business
- ▶ Leveraging on the web and mobile internet to create a strong brand to reduce subscriber churn

New interactive sessions for 2012 include:

- ▶ Mini Project Session: Join your peers in our interactive Mini Project Session that will feature mobile operators discussing the latest strategies and methodologies in the market to grow the prepaid mobile business
- ▶ Technology Marketplace: Evaluate the most advanced technologies that will benefit your business
- ▶ Market Events Roundtable: Exchange insights with industry experts on current market events such as Google's acquisition of Motorola Mobility and their impact on your business

Join us in Kuala Lumpur in January to review how you can develop best practices and prepaid mobile strategies to prepare yourself for a profitable 2012.

Yours sincerely,

**Yang Chuang**  
Conference Producer  
**Telecom IQ – A Division of IQPC Worldwide**

## New ideas you can take back with you from 7th Annual Prepaid Mobile Summit 2012:

- 1** Create cost effective customer lifecycle management strategies for your prepaid mobile business
- 2** Generate revenue from mobile advertising and understand how you can use third-party sponsors to subsidise subscriber costs
- 3** Find out the impact of Microsoft's acquisition of Nokia's handset business to the telecommunication industry
- 4** Explore customer retention strategies under the competitive prepaid market conditions

## Support Asia Pacific's prepaid industry together with us

### Why is the 7th Annual Prepaid Mobile Summit the best value for your marketing spend?

You'll notice that this summit is quite different from the other conferences. We actively maintain a reduced vendor ratio, which facilitates a more conducive environment for networking and knowledge sharing.

### Extensive face-to face interaction opportunities with end-users

Our delegates recognise the value of attending our summit to network with key industry experts – if you have a credible offering that can help them increase ARPU, minimise the ever-increasing churn rate and enhance acquisition and reacquisition, make sure they meet you onsite!

To secure premium opportunities, contact us at +65 6722 9388 or email [sponsorship@iqpc.com.sg](mailto:sponsorship@iqpc.com.sg).

## Networking revolutionised!

- ▶ Speed Networking Session
- ▶ Networking Tea Breaks
- ▶ Networking Lunches
- ▶ Mini Project Session
- ▶ Roundtable Discussion
- ▶ Technology Marketplace



Media Partners:



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# PRE-CONFERENCE WORKSHOPS

MONDAY, 16 JANUARY 2012

## WORKSHOP A

0900-1200 (including networking break & lunch)

### Building More Profitable Relationships by Successfully Using the Techniques of Customer Life-Cycle Management

Customer life-cycle management is hardly new, typically involves segmenting customers by their probable long-term value and constructing distinct marketing approaches for each segment. But prepaid mobile operators hoping to use customer life-cycle management face a vexing challenge: how do you manage a relationship with customers you barely know? This workshop will introduce a systematic approach of customer life-cycle management to help you manage your customer data effectively, hence launching effective marketing campaigns.

- ▶ Gain additional revenue by effectively identifying and eliminating value-destroying promotions
- ▶ Find ways to segment your customers more appropriately, despite data shortfall by exploiting the concealed value of your billing system systematically
- ▶ Build institutional capabilities needed to launch a constant stream of tailored promotions
- ▶ Team building strategies towards a successful customer life-cycle management
- ▶ Case study: Adapt customer life-cycle management to your prepaid mobile business



**Workshop Leader:**  
**Andreas West**  
SVP Customer Management  
**Celcom Axiata Berhad**



**Mini Project Session**

Join your peers in this Interactive Mini Project Session that will feature mobile operators discussing the latest strategies and methodologies in the market to grow the prepaid mobile business.



**Technology Marketplace**

Uncover the latest technology enabler to generate the next 1% of ARPU.

Drive down churn and expand your market share!



**Market Events Roundtable**

Exchange insights with industry experts on current market events such as Google's acquisition of Motorola Mobility and their impact on your business.

## WORKSHOP B

1300-1600 (including networking break)

### Driving Mobile Revenue by Implementing New VAS Products and Leveraging On New Marketing Channels

Today, with the emergence of smartphones and next generation networks, data-centric services will drive the prepaid market into a new phase of growth. This workshop will discuss how operators can keep up to current trends and optimise the benefits from offering services including mobile social media, mobile payments, mobile NFC and from which other mobile applications can generate.

- ▶ Examine innovations in mobile products and technologies and the impact on your business
- ▶ Enhance revenue from existing subscribers through customised VAS products
- ▶ Explore the revenue potential of mobile money and mobile payments for your prepaid portfolio
- ▶ Reap the benefits of social media as a low cost solution for driving subscriber usage, acquisition and minimising churn



**Workshop Leader:**  
**Sunzay Passari**  
Executive Vice President, Telecom, VAS & Devices  
**Loop Telecom**

08:20 **Conference Registration**

08:50 **Chairman's Opening Remarks**

### Prepaid Mobile Customer Acquisition and Retention

09:00 **Customer Engagement in the Connected World**



- ▶ Which steps are necessary to connect to your prospects/customers to engage them into a relationship of repeated sales?
- ▶ How do you measure customer engagement in the online world?
- ▶ Facebook is the biggest market in the world with 750+ million customer/prospects. Should you use Facebook for your engagement?
- ▶ Good and bad examples of customer engagement in the connected, online world
- ▶ Learn about the secret ingredients to make your CE a success

**Andreas West**, Senior Vice President Customer Management  
**Celcom Axiata Berhad**

09:40 **Creating Cost Effective Customer Lifecycle Management Strategies for Your Prepaid Business**



- ▶ How to acquire high value and high loyalty customers?
- ▶ How to get higher cross/up sell results from your customers?
- ▶ How to minimise the number of unprofitable customers?
- ▶ How to predict the future value of a customer?

**Arild Kaale**, Chief Marketing Officer  
**Grameenphone**

10:20

**SPEED NETWORKING** – Bring loads of business cards! Speed networking will enable you to meet all conference attendees within a short time and ensure an open discussion throughout the conference.

10:40 **Morning Refreshments & Networking Break**

11:00 **Developing Prepaid Acquisition Methodologies in Emerging Markets**

- ▶ Assessing customer acquisition challenges and reasons behind these challenges in emerging markets
- ▶ Reviewing current customer acquisition methodologies in the emerging markets
- ▶ Examining pros and cons of each methodology
- ▶ Choosing methodologies for your prepaid mobile business under different market conditions

**Salman Wassay**, Marketing Director  
**Zong Pakistan**

11:30 **Mini Project Session: Developing Customer Acquisition and Retention Strategies in Asia**

Attendees will be divided into small groups to work on specific customer acquisition and retention case studies. Each group will be tasked to analyse a specific market and

to provide the following information:

- ▶ Country profile of assigned country
- ▶ GSM market profile of the assigned country

Each group will be given 40 minutes to prepare a 4-5 slide presentation on the pros and cons to launch the given products in the pre-allocated market based on the information provided. Group leaders will spend 5-10 minutes to present the evaluation results to the audience. Key focus areas:

- ▶ Pricing strategies
- ▶ Recharging strategies
- ▶ Mobile number portability
- ▶ Product innovations

Moderators:

**Sheikh Taimur Nawaz**  
Head Mobile Number Portability  
**Telenor Pakistan**

**Tharinda Premasiri**

Manager – CRM & Business  
Intelligence  
**Vodafone Fiji Limited**

**Amjad Khan Pathan**  
Senior Manager, Loyalty-Retention  
**Telecom Development Company  
Afghanistan Ltd**

12:30

**Lunch & Networking Break**

13:30

**Shifting Towards Micro-Segmentation to Increase Your Revenue Share by Effectively Attracting Multi-SIM Customers to Access Your Network**

- ▶ Examining the key capabilities and functionalities of SIM allocation to increase your prepaid market penetration
- ▶ Using micro-segmentation to build up details of prepaid base including consumer needs, values, recharge frequency & calling patterns
- ▶ Developing micro-segmentation as a competitive differentiator
- ▶ Efficient targeting of each multiple SIM user segment through below-the-line (BTL) & above-the-line (ATL) marketing activities

**Awais Malik**, Chief Commercial Officer  
**Vimpelcom**

14:10

**Increasing Revenue and Reducing Churn through Effective Pricing and Recharging Strategies**

- ▶ Understanding how you can leverage on value offerings to retain your subscribers
- ▶ Increasing your customer lifetime value through developing customer stickiness bundling plans
- ▶ What is the best approach to ongoing revenue service commission (ORSC)?
- ▶ Examining loyalty programmes through rewarding recharge spend:
  - ▶▶ What effects does this have on the market?
  - ▶▶ Does it increase or drive down revenue?

**Umi Haina Abdul Rahman**  
Vice President of product marketing  
**Celcom Axiata Berhad**

14:50

**Technology Marketplace: Evaluate With Your Global Peers to Find the Best Solution to Support Your Prepaid Mobile Business For 2012!**

Join the exclusive Telecom IQ technology marketplace with other global operators to benefit from an intense round-robin evaluation session and discover the best solution to match network development requirements. The room will be split into focused stall front booths, each featuring pre-qualified and leading solution providers in the industry as recommended by our telecom network and engineering community.

Participants will each be given objective "game cards" to complete at the marketplace for each solution provider stall front. Categories of solution providers include:

- ▶ Business Intelligent Systems
- ▶ Real Time Charging solutions
- ▶ Policy Management solutions
- ▶ Value Added Services
- ▶ Customer Retention/ Loyalty tracking platforms
- ▶ Revenue Assurance/Revenue leakage management
- ▶ Prepaid Mobile Remittance solutions
- ▶ Mobile Recharge Solutions
- ▶ Prepaid Roaming solutions

For more details on being part of this, email us at [sponsorship@iqpc.com.sg](mailto:sponsorship@iqpc.com.sg) or call +65 6722 9388.

15:30

**Afternoon Refreshments & Networking Break**

16:00

**Developing an Effective Analytics Program to Drive Up ARPU for Your Prepaid Mobile Business**

- ▶ Understanding customers' behaviour - extracting more value and driving down costs
- ▶ Cross-sell and up-sell your customers through effective usage of customer and data analytics
- ▶ Retaining your best value customers and find alternative ways to deal with low margin customers
- ▶ Evaluating strategies for choosing the right business intelligence system

**Ashok Israni**, Vice President Marketing - Consumer Segments  
**Du**

16:40

**Assessing Key Success Factors when Implementing Convergent Charging**

- ▶ Examining the risk factors when implementing an effective convergent charging solution
- ▶ Leveraging on legacy infrastructures and reducing the cost of convergent charging
- ▶ Overcoming challenges when integrating convergent charging with existing billing system
- ▶ Predicting future product trends and their impact on the changing system

**Premuda Srinarula**, Vice President, Head of Marketing & CRM  
**Total Access Communication (DTAC)**

17:20

**Closing Remarks from the Chair**

17:30

**Close of Conference Day One**

# CONFERENCE DAY TWO

WEDNESDAY, 18 JANUARY 2012

08:20 **Conference Registration**

08:50 **Chairman's Opening Remarks**

## Prepaid Mobile Revenue Creation Services

09:00 **Leveraging on the Web and Mobile Internet to Create a Strong Brand to Reduce Subscriber Churn**

- ▶ Understanding the pros and cons for leveraging the use of MVNOs, or satellite brands for your prepaid portfolio
- ▶ Examining the benefits and challenges of creating different brands for your unique prepaid subscriber segments
- ▶ Effective branding to differentiate your products and services to your unique subscriber segments

**Vishal Dubey**

Head - Mobile Data : 3G/ 2G data/ Devices

**Idea Cellular Ltd**

09:40 **Smartphone Developer: A New World of Opportunities to Attract the Next Generation Prepaid User**

- ▶ Smartphone applications and how this could increase ARPU
- ▶ Leveraging on partnerships with smartphone developers to reduce subscriber CHURN
- ▶ Optimum matrix for your handset and data pricing plans
- ▶ Understanding your subscriber behaviour and usage patterns with smartphones

**Shirley Tan**

Head of Prepaid

**StarHub**

10:20 **Morning Refreshments & Networking Break**

10:50 **Mobile Services Aggregation and Distribution**

- ▶ How to evaluate profitable mobile services?
- ▶ How to aggregate contents that users are willing to consume?
- ▶ How to increase by providing free content?
- ▶ How to distribute content to potential consumers?

**Sanjeev Goel**

Vice President & Head - Mass Distribution

**Reliance Communications**

11:30 **Mini Project Session: Evaluating Innovative Products that will Drive Customer Consumption in the Given Market**

Attendees will be divided into small groups to work on a specific innovative product evaluation case study. Each group will be tasked to analyse a specific market and to provide the following information:

- ▶ One page product information

- ▶ Country profile of assigned country
- ▶ GSM market profile of the assigned country

Each group will be given 40 minutes to prepare a 4-5 slide presentation and think of the pros and cons to launch the given products in the pre-allocated market based on the information provided. Group leaders will spend 5-10 minutes to present the evaluation results to the audiences. Key Focus Area:

- ▶ SWOT analysis
- ▶ Return of investment
- ▶ Products executable in different project development phases

If you are a solution provider and would like your products to be evaluated by leading operators, contact us now. Get in touch at +65 6722 9388 or email to enquiry@iqpc.com.sg.

Moderators:

**Hassan Shahid**

Mobile DATA, Mobile Advertising, Content & Products Head

**Mobilink GSM**

**Ahmed Saady Yaamin**

General Manager - Technology

**Robi Axiata Group**

12:30 **Lunch & Networking Break**

13:30 **Creating Revenue from Mobile Advertising and Using Third Party Sponsors to Subsidise Subscriber Costs**

- ▶ What are the opportunities for mobile advertising in creating extra revenue streams?
- ▶ Awarding customers to be subjected to frequent ads and using third party sponsors to subsidise the cost
- ▶ To what extent can third party sponsors be used to subsidise subscriber costs, whilst maintaining ARPU and increasing usage?

**Usman Javaid**

Director Marketing

**Telenor Pakistan**

14:10 **International Airtime Transfers - A Natural Complement to Cash Remittances**

- ▶ Understanding opportunities in airtime transfer
- ▶ Increasing usage through innovative service enabling of cost effective cross-border sending of value
- ▶ Case Study! Retaining high value subscribers through POS to phone airtime transfer
- ▶ Case Study! Stimulating top-up frequencies through phone to phone remittance
- ▶ Case Study! Achieving market growth through web to phone top-up enabling

**Asher Yaqub Khan**

Chief Commercial Officer

**Banglalink**

14:50 **Riding the Wave of Mobile Commerce to Increase ARPU and Reduce Churn**

- ▶ Understanding how to identify and develop valuable partnerships for creating a lucrative mobile commerce model
- ▶ Evaluating the commercial benefits of mobile commerce on the prepaid business model
- ▶ Investigating the key challenges and preventive steps to take whilst delivering value added services to your consumers
- ▶ Examining future steps which can lead to the growth of mobile commerce

**Sunzay Passari**

Executive Vice President, Telecom, VAS & Devices

**Loop Telocom**

15:30 **Afternoon Refreshments & Networking Break**

16:00 **Roundtable Discussion: Assessing Current Market Events in the Telecom Industry and the Impact to the Future Prepaid Business**

- ▶ Google's acquisition of Motorola Mobility
- ▶ Microsoft's acquisition of Nokia's Handset Business
- ▶ Huawei's release of the first cloud smartphone
- ▶ The launch of Google Wallet

Roundtable discussions promote interactive and valuable knowledge exchange between the speakers and audience. Participants will be divided into four discussion groups and encouraged to share their views and brainstorm on important issues.

Group leaders will spend 5-10 minutes to present the findings of the group to the audiences.

**Moderated by Conference Chairman**

16:50 **Closing Remarks from the Chair**

17:00 **Close of Conference Day Two**



This is a very good event! I got to know very relevant and right content from across a diversified field - solved most of my marketing problems!

- IDEA Cellular