Tuesday 13th November		
8:00	*REGISTRATION, EXHIBITION and NETWORKING (08:00 - 09:00)*	
9:00	**Welcome Address from Alan Quayle: A Pivotal Year in Programmable Telecoms** CPaaS / UCaaS / CCaaS / open source telecom software / CPaaS enablers / Multi-Factor Authentication / Instant Authentication / Telecom APIs / WebRTC / Cloud Communications / CPaaS enabled services / omnichannel / telecom infrastructure as code / dashboards / myriad of UIs making APIs and enablers useable beyond coders - they all fall under the category of Programmable Telecoms. Its gone mainstream! How do we know? The level of misconception has jumped enormously as the marketing echo-chamber repeats the same mis-information. The enterprise telecoms market has much more choice thanks to CPaaS enabled services - new services, new providers, new price points, web/telecoms bundling as voice is no longer scary. As the people who created the first wave of CPaaS providers exit from their acquiring companies we're about to witness a new wave of programmable telecom's innovation. Disrupting the current CPaaS business models and technology. We've been talking about the decentralized web for a couple of years, we're start to see the opening salvos in what will further democratize the telecoms landscape over the coming decade. TADSummit remains the thought-leadership event in Programmable Telecoms, since 2013. The rate of change and convergence of technologies is really fun, this is not a tired old industry waiting for retirement, we're in a state of continuous renewal where surprises happen almost every week! That is definitely true for 2018 and through TADSummit you'll be hearing from some of those newsmakers. Its a great time to be in Programmable Telecoms.	WELCOME
9:10	**The Evolution of CPaaS** *Stacy Stubblefield, Co-Founder and Chief Innovation Officer at TeleSign* As a two-factor authentication pioneer over a decade ago, TeleSign introduced new ways to verify online identities using the mobile phone number. The company grew to partner with the world's largest digital enterprises in providing reliable one-time passcodes through their SMS and Voice APIs to global end-users. Through optimized routing operations, compliance expertise, strategic carrier relationship building and analysis of phone number data, the company became the trusted source for delivery of mission critical messaging. Recognizing the value of the data behind a phone number, sourced through direct carrier connections, TeleSign evolved to offer additional APIs that enhanced the identity verification process by sourcing phone type, contact information, device info, deactivation status and other attributes that customers now use to support instant authentications of news users, further reduce fraud, and enhance their communications. Bolstered by a 2017 acquisition by BICS, a leading international communications enabler, TeleSign now connects and protects companies and their end-users with accelerated and unmatched access to carrier data and reach for SMS, voice and data solutions around the globe. Working consultatively with the product teams at the most prominent technology companies in existence, Stubblefield will discuss how she finds innovative ways bridge the digital and telco worlds to solve complex challenges and open endless possibilities.	

9:30	**Hybrid Authentication in Decentralized Banking** *Marco Lafrentz, Director of CPaaS Business Line, tyntec* As blockchain permeates use cases across industries, we're entering a phase of "blockchain meets the old centralized world". We'll delve into this hybrid world with this keynote. Taking banking as an example, we'll discuss what tyntec is learning from integrating centralized authentication technology into Datarella's distributed banking backbone featuring identity management, financial accounting, cashless payments, settlements and auditing. Demoing tyntec's 2FA smart contract (integrated right into a cryptocurrency wallet on the banking OS), we'll identify problems that on-chain experiences can run into, and how off-chain systems can enable a hybrid solution — bridging the gap between the centralized and decentralized world.	**KEYNOTES**
9:50	**What can you do with Wazo?** *Sylvain Boily, Founder and CTO, Wazo* Typical customer problem: build a business oriented voice application to support my customers and partners, and following specific workflows. BUT the existing legacy solutions are too rigid, too complex, too expensive, too locked, too… Wazo solution: programmable interface; cloud native; native applications; management platform (Nestbox); and connectors / plugins. Real life example: programmable business specific call/support center with more than 15M calls / year, interface everything with their business applications. Plus we will show how we provided an <u>infrastructure as code</u> for the customer so that the infrastructure can scale and evolve easily.	
10:10	**Cequens Keynote: Road to CPaaS enablement in the MEA Region** *Karim Zaki, VP Products, Cequens* The rapidly changing world of communication, the ubiquitous adoption of cloud technology, and the users and customers demand for flexibility and innovation has paved the way for CPaaS emergence. A leading CPaaS provider in the MEA region, Cequens has a wide portfolio of customers - from startups, banks, to large and other global CPaaS providers. It hasn't been easy though. Traversing the road of CPaaS in the region has been a bumpy one - with many hurdles ranging from resistance to change, turbulent events in the Middle East, regulations, and persuading businesses it's safe to go cloud. In his talk, Karim Zaki will tell the story of how a relatively young company has managed to become a serious player in the CPaaS industry, both on a global and regional scale. To date, Cequens has over 1000 customers and reached over 6 billion people through its platform -digitally transforming the region.	
10:30	**VoIP Innovations Keynote: One year older, one year wiser, the Rapid Evolution of CPaaS** *David Walsh, CEO VoIP Innovations* VoIP Innovations offers a business class wholesale VoIP network. Through an extensive network of ITSPs (Internet Telephony Service Providers) and MSPs (Managed Service Providers), they deliver programmable telecom services to enterprises large and small. Last year they announced the acquisition of Apidaze. At TADHack-mini Orlando in March they had great innovations built on their CPaaS that were presented at Enterprise Connect 2018, demonstrating the success in adopting CPaaS into their network. We'll hear more about their CPaaS success at TADHack Global. Case studies on the role their Showroom plays growing CPaaS-enabled service sales; and the role CPaaS now plays across VoIP Innovation's business today and in the future.	
10:50	**Coffee, Networking, and Exhibition**	

11:20	**Ottspott Connect – The UI-fication of CPaaS** *Luis Borges Quina, CEO ottspott* Ottspott Connect is a Chrome widget (extension) which allows existing phone systems (cloud or open source) to connect, automate tasks, and update multiple data sources (CRM and ERP). For users we keep the simplicity of not having to make complex integrations and provide an easy to use UI. We'll discuss the new trend of building out of CPaaS targeted services which save huge time and money and can be immediately used. The "UI-fication of cPaaS". Which basically is a mix of Telecom features brought through an UI to end users. With Ottspott Connect we can also use CPaaS add-ons for call recording, call transcription, who could then be analyzed in voice analytics/AI tools.	
11:40	**The rise of CPaaS / UCaaS as a Channel to Market for New Services** *Karel Bourgois, Founder and CEO Voxist* Voxist progress report: the highs and lows of building a voicemail (intelligent agent) startup. CPaaS enabled services make business sense for CPaaS / UCaaS First-hand experiences and guidance for creating a successful service store / showroom / service deck	
12:00	**Enterprise Grade Programmable Fax** *Howard Avner, Founder Phaxio. Now Director of API Product at Voyant.* Fax remains an essential business communication tool. Doctors, Lawyers, Restaurants, <list out some more examples> all use fax in complex business processes. Fax is not easy from a range of technical (device, SIP, international interconnect) and people issues We'll share how we've created an enterprise grade programmable fax that's become the defacto programmable fax.	CPaaS EVOLUTION
12:20	**Panel: Where Next for CPaaS?** *Stacy Stubblefield, Co-Founder and Chief Innovation Officer at TeleSign* *Marco Lafrentz, Director of CPaaS Business Line, tyntec* *Karim Zaki, VP Products, Cequens* *Luis Borges Quina, CEO ottspott* *David Walsh, CEO VoIP Innovations* The enterprise market has much more choice thanks to CPaaS enabled services - new services / solutions, new experiences, new providers, new price points, web/telecoms bundling as telecoms is no longer scary because its become just like the web. Abstractions are being created so that years of development have become easy to configure web pages. Security and customer experience have been dramatically improved for many customer interactions. What do all these changes mean to enterprises, service providers and their suppliers? As the people who created the first wave of CPaaS providers exit from their acquiring companies, we're about to witness a new wave of programmable telecom's innovation. Changing the rules on what it takes to be competitive in CPaaS business models and technology. What are some of the likely developments? What rules are going to change? What does that mean for the market?	
12:45	*Lunch, Networking and Exhibition*	

Time	Session	
13:45	**The Emerging Dichotomy, Centralized versus Decentralized Communications. What is Means to Your Business.** *Rob Pickering, CEO ipcortex, TADHack London Leader* Traditionally communications has been centralized, using a cloud service (CPaaS) or PSTN through an API to connect people and things. WebRTC heralded the emergence of decentralized communications over the web, and now decentralized initiatives like Ethereum and Matrix are enabling new communication models. Almost every communications startup has a vision that includes Blockchain on their map to world-domination. Review this emerging dichotomy between centralized and decentralized communications and what it means to a business's internal and external communications. Explain where enterprise adoption has already started, and where it makes sense to consider over the next 2-3 years.	**Programmable Telecoms in the Enterprise**
14:05	**Experiences in Building a European Cloud PBX Business** *Dennis Kersten, Business Development, vio:networks* Vio:Networks was founded in 2007 with the mission of delivering to our customers the tools they need to communicate with their clients quickly, consistently and reliably. We'll share our experiences in delivering reliable cloud communication services in Germany. Insights on the practical issues faced in persuading businesses to adopt cloud communications, and how we see the European cloud communications market developing.	
14:25	**Case Study in Building an Integrated IT and Telecom Solution Provider** *Andrei Ivanoiu, Managing Partner at Inovo Solutions* Quick review of our history, how we go to where we are today. Reviewing the importance Programmable Telecoms for Inovo Solutions. A view on the importance of Integrated IT and Telecom Solution Providers to enterprises	
14:45	**Embrace the Telecom API Movement** *Justin Haefner, Sr. Prin. IT Architect – Collaborative Technologies, Medtronic (remote presentation)* Who am I, why am I here, what insight could I possibly provide to all you programmable telecom experts? My experiences at TADHack Future of IT Mistaken assumptions and our API journey Why Telecom APIs are a necessary part of every business's operations - real–time is now critical!	
15:15	**Coffee, Networking, and Exhibition**	

Time	Session
15:40	**New Platforms for Customer Service Communications: Who Benefits?** *Shai Berger, CEO and Founder Fonolo (remote presentation)* The past year saw several major developments in the platforms for customer service communications: Amazon-Twilio stack has become a dominant force, powering driving prices lower; Twilio upped the ante with "Flex" a platform for building call center products; and Vonage/Nexmo responded with something similar. These platforms will a) lower the barrier-to-entry for new products and b) lower prices. That's going to lead to more competition and ultimately better products. In other words, the difficulty of software engineering around voice was a constraint on innovation in call centers. With that constraint removed, we could see similar pace of change that we see in other areas of enterprise and web software. Who benefits most from this change? What downsides might be lurking? Is the notoriously slow-to-change call center industry ready to shift gears?
16:00	**Machine Learning in Telecoms** *Thomas Quintana, Director of Product R&D at Voyant (remote presentation)* Recently Google surprised the world when they demonstrated Duplex, making appointments on behalf of users, ushering in an era of 'natural conversational' human-machine interaction. We will explain the advances in machine learning that have made Google's Duplex possible. Its quite different to the SpinVox days :) What's going to change and how fast? What are some of the new services / experiences we're likely to see in the next 2 years? What does it mean to programmable telecoms?
16:20	**Will Conversational Interfaces Eat Telecoms?** *Paul Sweeney, EVP Product at Webio – The Conversational Middleware Company* How is the world of the end-user changing given the adoption of conversational UI's? Are messengers and voice interfaces disrupting old communications channels or creating a new space? How are people adding intelligence to conversational solutions today and what might this tell us about how they will be used in the future? Visions for conversational communications in the age of the gig and experience economy: From Hotel chains to Airbnb super hosts, the experience is the value. Case studies on how Conversational Middleware delivers the vision of customer interaction today.
16:40	**Simply adding SMS to your CRM won't solve your customer interaction problems.** *Thomas Howe, CTO at TEN DIGIT Communications* Business phone features were designed during the landline days and before today's smartphone era. Customer interactions require the complete smartphone: SMS, voice, mobile browser and camera. We'll review some real-world use cases of customer interaction in the age of the Smartphone.

Programmable Telecoms in Customer Interactions

17:00	**Panel: Voice or Text Chatbots?** *Shai Berger, CEO and Founder Fonolo* *Paul Sweeney, EVP Product at Webio – The Conversational Middleware Company* *Thomas Howe, CTO at TEN DIGIT Communications* *Thomas Quintana, Director of Product R&D at Voyant* Tomorrow we'll discuss the importance of conversations in framing the evolution of telecoms. This session has brought a diverse group of leaders in customer interactions together to present their insights. Bots and AI are glibly thrown around as being the future of customer interactions. While all our experiences as customers are starkly different to the future currently being presented at 'thought-light' conferences. What's slowing the adoption of chat bots, voice interfaces, and AI? Where is the future of customer interactions being implemented today? What solutions will 'move the dial' versus others that are just technology / vendor pipe-dreams. Learn from the people working at the bleeding edge of customer interaction, that earning their living in customer interaction success not story telling and slideware.	
17:30	**Innovation Showcase - cool stuff in development** **Innovations in the Insurance Industry and Beyond: Programmable Telecoms, IoT, Simply Making the World Better.** *Philippe Vayssac, CIO, Groupama* Philippe continues to share his award winning innovations with TADSummit and his cooking recipes (methods and principles) to innovate. exo.expert+, winner of the innovation award by the French government department of FinTech – Pôle de compétitivité mondial Finance Innovation. How IoT in the car of a claims expert, and a robot drone, can solve painful problems for farmers and insurance companies. Reducing world-wide pesticide consumption, an important goal in risk prevention, a collaboration with French Universities. Finally, how we could reinvent insurance… **Giving a CFO new glasses : Translating traffic flows to profitability flow in high volume and complex networks** *Carl Gandeborn (CEO), NewINSIKT* Telcos can today track in detail traffic performance per network node and have a reasonable understanding of customer experience but lack the ability to understand on a granular node level profitability. A CFO's visibility is based on averages with no understanding of what really happens under the surface. More or less all investments in the network are incremental, and the CFO has no idea what were the returns on these investments. 5G, IoT, Programmable Telecoms will make this even more difficult with a huge expansion of base stations, millions of IoT subscriptions that generate low ARPUs, and rapidly evolving services and usage. NewINSIKT solves this conundrum.	INNOVATION SHOWCASE
18:00	***End of day***	
	EVENING WORKSHOP: Case Studies in Design Thinking & Effectuation *Philippe Vayssac, CIO, Groupama* Philippe has achieved an impressive track record of successful innovations in Groupama. He has studied for over 5 years the innovation methods and principles: Design Thinking and Effectuation; and considers them core to his success. This special evening session is for those who want to understand an introduction to these methods. We used these methods with Philippe's help at TADHack Global 2018. To help teams develop their hacks during the event, as well as encouraging them to continue developing their ideas into world-changing businesses. Effectuation is a way of thinking that serves entrepreneurs in the processes of opportunity identification and new venture creation. Design thinking uses the designer's sensibility and methods to match people's needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity. In this workshop Philippe will review case studies in the application of Design Thinking & Effectuation.	
	CLOSE OF DAY 18:45	

	Wednesday 14th November
8:00	*EXHIBITION and NETWORKING (08:00 - 09:00)*

Matrix, The Year To Date
Ben Parsons, Developer Advocate, Matrix

9:00

Matrix is an open standard for communication over the Internet.

I will talk about the matrix standard, both the technical implementation and the reasons for its creation.

We will focus on the changes and progress that has been made in the previous year, particularly getting the specification out of beta, and the growth of the ecosystem.

Finally, the Matrix environment continues to develop, and we'll look at the roadmap for the future.

Protocol Labs
David Dias, P2P Software Engineer at Protocol Labs. Making IPFS and filecoin.

9:20

Secure and robust access to information, to communication, and to computing has become a critical part of what it means to be a human. The internet has become the main vehicle for human interactions worldwide, and it will only become more so as our devices and interfaces improve. Protocol Labs is focused on the evolution of the internet through decentralize web projects.

At the heart of computing progress lies a simple process: the research, development, and deployment cycle. Protocol Labs accelerates the ideas-to-superpowers pipeline through its projects, which is closely aligned to the approach of TADHack and TADSummit in moving ideas to reality.

We'll focus on two of the Protocol Labs projects, the InterPlanetary File System (IPFS) that enables the creation of completely decentralized and distributed applications. And Filecoin a cryptocurrency powered storage network. Sharing the latest results and its impact for Programmable Telecoms.

Blockchain Hype & Realities
Dean Bubley, Disruptive Analysis

9:40

Blockchain is now widely discussed, it feels like most start-ups have Blockchain in their plans, most Enterprises are thinking about how Blockchain impacts their strategy.

But let's remind ourselves of what it is, its strengths, its weaknesses, and where its working and not working today.

Then we'll take a deeper dive into what it means to Programmable Telecoms, the telco stuff, but especially the non-traditional communication service providers.

reThink Smart Cities
Paulo Chainho, R&D Manager at Altice Labs

10:00

Update on reThink, a P2P service architecture enabling dynamic trusted relationships among distributed applications called Hyperlinked Entities ("Hyperties")

Latest results on applying reThink to smart cities

The convergence of reThink and Web3

WEB3

10:20	**Panel: Ethereum and the Decentralized Web** *Ben Parsons, Developer Advocate, Matrix* *Dean Bubley, Disruptive Analysis* *David Dias, P2P Software Engineer at Protocol Labs. Making IPFS and filecoin.* *Jose Faisca, Assistant Professor, Universidade Lusófona de Humanidades e Tecnologias* Paulo Chainho, R&D Manager at Altice Labs 2018 saw Status invest in Matrix and sponsor TADHack Global. From the app store anyone can download Status and experience first-hand the world of distributed apps. Innovators like Chris Matthieu (Tropo, Octoblu, GetVocal, Teleku) are building on Ethereum. While the hype around blockchain has reached fever pitch; there's a more focused set of decentralized ledger projects around Ethereum, a distributed computing platform and operating system, creating the building blocks of the decentralized web. Telecoms has been waiting since the invention of electric telephone in the 1870s for Ethereum, a 145 year wait! The users of telecoms have been battling the centralized / decentralized problem since Strowger, an undertaker, who was motivated to invent an automatic telephone exchange after having difficulties with the local telephone operators, one of whom was the wife of a competitor. The road to the decentralized web is not clear, even the definition of the decentralized web is developing. However, the platforms, protocols and the underlying power of the decentralized ledger are creating a unique confluence of ideas and people that will create new value and enable a new generation programmable telecoms.
11:00	**Coffee, Networking, and Exhibition**
11:20	**Programmable Telecoms is HARD! Working on the toughest transformation in Telecoms.** *Sebastian Schumann Vice President Engineering at immmr* immmr was founded in 2015 from a research and development project with Deutsche Telekom. We are a team of international technical enthusiasts based in the vibrant city of Berlin. immmr's achievements immmr's strengths, weaknesses, opportunities and threats as a Telco funded start-up immmr's journey, what we've learned over the past 2 years, what we would do differently The TADS story continues…
11:40	**Long live the Telco Hacker!** **Why MTN is choosing to engage the development community through initiatives like TADHack.** *Yusuf Kaka, General Manager: Digital Innovation at MTN* A short history of MTN: MTN is a grown up, like most adults it has lost some of its creativity and sense of fun in the process. MTN's Innovations: The problem with running a group and the S-word (standardization) The Endangered Telco Hacker preservation trust: MTN HackerSpace TADHack, API, Microservices, DevOps, Lean and Agile How MTN is growing with its Startup ecosystem

Programmable Telecoms for Telcos

12:00	**Evolution of the Telco Services Plane** *Greg Sikora, Business Development OVOO* Over the past decade the number of telecom service providers has exploded with IP-based telecom services, CPaaS / UCaaS / CCaaS providers, enterprises running their telecom services, xVNOs, etc. All these new players have brought new skills and new approaches to the creation of telecom services, and belatedly telcos are now adopting new approaches for their Telco Services Plane. Given our experiences across a range of service providers we'll describe the evolution of the Telco Services Plane to support new capabilities both within and without the network. Let innovation flourish!
12:20	**From Lego to Plasticine. Molding a platform for product development** *Werner Eriksen, CTO at WorkingGroupTwo* Traditional best practice in the telecom industry is to buy and integrate a bunch of building blocks with standardized interfaces, not unlike Lego. However, with the move to open source software and cloud services, this traditional approach is challenging. We will describe a new approach to open-up previously locked-in mobile network assets; building telecom networks like software.
12:40	*Lunch, Networking and Exhibition*
14:00	**Practical Experiences of Multi-Operator Neutral Hosting** *James Body, CEO, Telet Research* At TADSummit last year we showed a demonstration of a cloud based cellular core that supports Multi Operator Neutral Host (MONEH) operation. The past year has been eventful to say the least! In the Chalke Valley we've been extremely busy showing how our demonstration can be deployed as a scalable and cost effective solution for rural areas with little to no cellular coverage. This will result in some 50 to 70 smalls cells providing MONeH with mobile and fixed wireless broadband services in the 800MHz band (B20). Sharing our experiences, in particular the challenges we faced to realize this network, and explain what is required to help make MONEH an everyday reality. We'll then wrap-up with what we think the mobile landscape could be like in 5 years time given the rise of MONEH.
14:20	**Conversational Interfaces: leveraging Alexa and Google Assistant when interacting with Telco Product and Services** *Piyush Gaur, Product Manager– Service Excellence, Telus (remote presentation)* *Omer Shaaeldin, Product Manager– Service Excellence, Telus (remote presentation)* Leveraging programmable telco foundations to deliver innovative new solutions that re-shape the way customers interact with, and manage their products and services from Telus.
14:40	**Etisalat's UCaaS and CPaaS Plans** *Petr Eropkin, Unified Communications Product Leader at Etisalat* Reviewing Etisalat's experiences in creating Unified Communication as a Service (UCaaS) and Communication Platform as a Service (CPaaS) offers in the Middle East market. CPaaS discussion: what is Service Provider role in the CPaaS ecosystem, how to segment CPaaS Market and prioritise use cases, how to build the right pricing model for various CPaaS approaches? Service Provider CPaaS marketplace and partnerships: call for action.

Programmable Telecoms for Telcos

15:00	**Panel: Challenges and Opportunities in the Cloud Core** *Sebastian Schumann Vice President Engineering at immmr* *Werner Eriksen, CTO at WorkingGroupTwo* *Greg Sikora, Business Development OVOO* *James Body, CEO, Telet Research* Yusuf Kaka, General Manager: Digital Innovation at MTN Petr Eropkin, Unified Communications Product Leader at Etisalat Programmable Telecoms is much more than CPaaS, its fundamentally changing telecom network design, operation, service delivery, even what it means to be a telco. The best of telecoms software combined with the latest in cloud infrastructure and operations is enabling some telcos to deliver on faster, better, lower cost. The panel will discuss the challenges and opportunities facing the many different types of service providers as they adopt cloud core, coupled with deep practical experiences on the people and process issues that will constrain some types of service providers.
15:30	**Coffee, Networking, and Exhibition**
16:00	**State of the Union: ConvTech, From Communications to Conversations** *Alan Quayle* Programmable telecoms has created new markets with $100B+ in annual revenues. While significantly lowering service costs, improving the operations of many businesses, and simply making life better for most people in the world. This value creation was not possible within legacy ecosystems, rather without. The term FinTech, once called Digital Banking (and Finance and Insurance), has gripped the broader business community. While we continue to sing to the choir in Programmable Telecoms. We must find a compelling rallying cry, as what we're doing is important and changing the world. We are a diverse group of people from around the world redefining telecoms using modern technologies (APIs, open source, web3, webRTC, cloud) for new and old service providers, and the end consumers/enterprises. Terms like CPaaS, Cloud Communications, Programmable Telecoms, UCaaS, WebRTC, CCaaS, telecom APIs, while meaningful inside the industry, have not inspired the broader business community (VCs, start-ups, investors, press). We're proposing using a simple term: ConvTech, short for Conversation Technology. Recognizing the move from communications to conversations between people and things. A conversation is an exchange of information between two parties (humans or machines). ConvTech covers UCaaS, CPaaS, CCaaS, telecom APIs, chat and chatbots, video communications, conferencing, workflow, etc. ConvTech is causing the disruption of the $250B enterprise telecoms market, moving it mostly to the cloud and internet. We're going to review the landscape, market sizes, and state of play across this broad and relatively unrecognized category and some of the adjacent categories that for simplicity we group under the category of ConvTech.
16:15	**Reviewing the State of the Art: Leaders from each discipline share current best practices** CPaaS – Luis Borges Quina, CEO ottspott Web3 – David Dias, P2P Software Engineer at Protocol Labs. Making IPFS and filecoin. Enterprise Communications – Rob Pickering, CEO ipcortex, TADHack London Leader Customer Communications – Paul Sweeney, EVP Product at Webio – The Conversational Middleware Company Telcos - Sebastian Schumann Vice President Engineering at immmr

STATE OF THE UNION: CONVTECH

16:45	**Panel Discussion: Is ConvTech: from communications to conversations the right banner?** *Free for all discussion across topics such as:* The name sucks! (then what do you suggest?) What's wrong with cloud communications! (communications is what PR people do!) Why bother? Confusion is good. But for whom? (the incumbents) Why bother? My marketing plan is enough. (we win by working together in creating an broad investable category - what we're doing IS IMPORTANT!) We all hate each other, no one's going to collaborate on this! (then let the incumbents / gorillas win!) How do we get the word out? What are the talking points? How do we measure progress? How do we know this is working?	
17:15	**Wrap-up: TADS in 2019 from Alan Quayle**	CLOSING SESSION
17:30	*END OF TADSUMMIT 2018*	