

Day 1: Thursday 21	
7:30 Registration and Breakfast Networking (You'll have match-making meetings through breakfast!)	
<p>9:00 Opening Plenary (combined Developer and Telco Summits) Chairman's Welcome Address from Alan Quayle. The importance of being open and frank in building mutual trust and support.</p> <p>9:15 Operators Need New Telecom Applications and Services to Survive! <i>Suresh Sidhu, Chief Corporate & Operations Officer of Celcom</i> Voice, SMS and roaming revenues are in decline by close to 10% in some countries. Yet we're all communicating and sharing more than ever, we're in constant contact. The Telecom's industry 'missed the boat' in remaining relevant across all its customers' communication needs. This has to change else Telcos will become just Internet Service Providers by the end of this decade. Operators need new telecom applications and services to survive, and those innovations can only come from external developers that have that unique creative spark from understanding technology and using it to solve the problems we all face in our day to day lives.</p> <p>9:40 Questions and Discussion. Dedicated time for interactive discussion with the audience</p> <p>9:50 Panel Discussion: Why has Building Telecom Applications and Services been so Hard, and must we do TODAY to change that? <i>Suresh Sidhu, Chief Corporate & Operations Officer of Celcom;</i> <i>Maarten Ectors, Senior Cloud Strategist at Ubuntu/Canonical;</i> <i>Jason Goecke, CEO, Tropo;</i> <i>Dean Bublely, Disruptive Analysis;</i> <i>Jason Noorman, General Manager, Innovation and Strategy at Telstra.</i> We'll start with some controversial rapid-fire questions for the panel. Then dive into the questions the audience requested based on their responses to the pre-conference questionnaire. Some example questions include: What must be done to get more telecom applications and services out to customers? Where are telecom application developers being successful and why? Crossing the energy chasm! How can we keep momentum for service innovation? What telecom applications / telecom problems should developers focus on? Is cross-operator a necessary pre-condition for service innovation? What technologies should telecom application developers focus on?</p>	Opening Plenary
10:30 Coffee Break (You'll have match-making meetings through coffee!)	
<p>11:00 Developer Summit: Telecom Applications Chairman's Opening Address: 11:00 Lars Cosh-ishii, Director, Mobikyō = Mobile in Tokyo, Founder Mobile Monday</p>	<p>11:00 Telco Summit: Building the Telecom App Ecosystem Chairman's Opening Address: 11:00 Andy Abramson, Founder of Comunicano</p>
<p>11:10 JuJu Mobicents Charms: A Revolution in Deploying Telecom Applications <i>Maarten Ectors, Senior Cloud Strategist at Ubuntu/Canonical</i> <i>Ivelin Ivanov founder of Mobicents and CEO Telexast</i> juju is DevOps distilled. Through the use of charms, juju allows you to easily deploy services according to best practices. Today you will learn about the revolution being created in telecom app development with juju Mobicent charms.</p>	<p>11:05 CASE STUDY: Telstra's Experiences of Building Telecom Applications <i>Jason Noorman, General Manager, Innovation and Strategy at Telstra</i> Jason has built software businesses that grew because of their work with developers. He brings first-hand experience on what it takes from both a technology and business perspective, and applies that within Telstra. The technologies provided by the sponsors of TADS make it easy for Telcos to innovate as well. Jason will share his experience of building telecom applications using the technologies being discussed in the TADS Developer Summit. Jason will demonstrate the services he has created, and share his perspective on the role telcos have in not just enabling service innovation but also in creating and delivering service innovation to their customers.</p>
<p>11:50 Demonstration of Building and Running Telecom Applications on Telecom APIs <i>Jose de Castro, CTO Tropo</i> Tropo makes working with calls and real-time media super easy. With Tropo.com and the Tropo Scripting API, developers are up and running with their first voice app in under 5 minutes. Watch Jose as he live codes several useful applications including an online dating service, a WebRTC conference app and a Salesforce.com mashup using real mobile-subscriber numbers! Jose ends his session with a showcase of Tropo customers and how they use the Tropo Cloud and APIs to expand their reach using voice, video and real-time communications.</p>	<p>11:30 CASE STUDIES: Breaking Free of Your Slow Strategic Vendors, using Open Independent Telecom App Development <i>Sebastian Grabowski, Service Platforms & Middleware Division Director at Orange</i> <i>Mark Windle, Head of Marketing at OpenCloud</i> Case Studies from China Unicom, SMART, Softbank, PLDT, BT, Vodafone, Orange, and more OpenCloud will show how operators can employ cost-effective open independent development to resolve network problems and break the internal service innovation log-jam. Sebastian will describe how Poland is fast becoming an innovation hot spot for telecommunication services. He will examine the growing ecosystem of third party developers, network operators and leading academic centers, this case study explores the drivers for, and the value of, 'going open' and how others can also benefit, whether they are in Poland or elsewhere in the world.</p>
<p>12:30 When JavaScript meets Telco : helping web developers build telco applications <i>Philippe Sultan, Co-founder and CTO, Apidaze</i> Our telco API is made for web developers so that the only requirements to build applications are REST, XML and JavaScript. In this session, we will first show how to build a web+PSTN based audio conferencing system, allowing participants to get informed of who's online, who's talking, and more. The web access to this application, and to the client-side API in general is a JavaScript stack sits on top of WebRTC or Flash depending on the browser that's connected. As a web developer, you simply have to write code in a classic form, and get full access to JavaScript Events propagated over WebSockets for WebRTC or AS3 for Flash, that will trigger the Listener objects you have defined. In a second part, we will show how to build a simple real click-to-call application using JavaScript and our REST/XML API, and detail how the call is processed in terms of authorizing and billing. Finally, we will also give information about the architecture of our API, what open source software we use (and we only use open source software), and how they interact altogether.</p>	<p>12:20 Panel Discussion: Learning from others experiences in working with developers An open and frank discussion as Telcos shared what they learned in working with developers. Panelists: Jason Noorman, General Manager, Innovation and Strategy at Telstra Sebastian Grabowski, Service Platforms & Middleware Division Director at Orange Mark Windle, Head of Marketing at OpenCloud Florent Stroppa, Senior Director Product Management and General Manager</p>
13:00 Lunch (You'll have a match-making meeting over lunch!)	

Latest Tools & Technologies

Case Studies

Developer Summit		Telco Summit	
14:00	<p>Masterclass in Building Multimedia Telecom Applications with Java <i>To be announced, waiting on sponsor to confirm.</i> Learning from the creator of a number of JSRs, including JSR 289 SIP Servlet and JSR 309, etc. The IETF SIP and Media Server Control protocol efforts that support a model of decomposition between Application Servers and Media Servers. Open standards enable interoperable deployment of such AS-MS architecture. A key enabler for the success of such deployment model is to facilitate the programming of applications deployed on top. The JSR 309 API provides the flexible programming model compatible with the richness of the underlying AS-MS decomposition. It supports the delegation of multimedia capabilities to the media server, like using VoiceXML, as well as allowing fine-grained control of the media server operations over protocols such as RFC 5022 MSCML or IETF Media Server Control protocol (see RFC 5167, 5552, 5567).</p>	14:00	<p>TELCO CASE STUDIES: Building Vibrant and Local Market Focused Application Developer Communities in Emerging Markets <i>To be announced, CXO from APAC Telco</i> <i>Dinesh Saparamadu, CEO hSenid Mobile</i> Review of a successful telco app store populated with local applications that reaches 100% of the Telco's customers, raises ARPU by 2.5%, and differentiated their offer to give it the lowest churn in that market.</p>
14:40	<p>Alpha Geek Session: Building Unique Apps for Telecom Networks <i>David Ferry, Chief Engineer & Founder of OpenCloud</i> Re-origination: an example of in-network control applications. Re-origination pattern in session control providing some call flows that illustrate specific uses of it. The call flows are then described in a testing tool - Scenario Editor/Simulator Finally an implementation of a feature to support Re-origination is shown, within OpenCloud's Sentinel framework providing rapid development, multiple protocol and online charging support.</p>	14:40	<p>TELCO CASE STUDIES: The World is NOT Flat. VAS that work in the US don't work in Brazil. What works in Europe, does not work in Africa, China, Russia. <i>Normandes José Moreira Junior, Head of Service Development, Algar Telecom</i> <i>Ivelin Ivanov, CEO Telex</i> Open Source platforms win in the long run due to commoditization, shared R&D costs and freedom to innovate. Look at Linux, MySQL, Snort, WordPress, JBoss, PHP, Ruby, Python, OpenStack, etc. Learn direct from Algar Telecom - an MNO in Brazil that found a way to regain control of its core network, drastically cut infrastructure costs, attract top notch developers and accelerate deployment of value added services custom tailored for its subscribers.</p>
15:20	<p>Panel discussion: These are the mistakes I made. Developers discuss the mistakes they made in using the latest (and their own) development tools. We all make mistakes, its how we learn, and its always best to learn from others mistakes as its fun to realize we all do it. <i>Panelists will include:</i> <i>Ivelin Ivanov founder of Mobicents and CEO Telex;</i> <i>Gonzalo Bustillos, Industry Technology Strategist - Communication Sector at Microsoft</i> <i>Philippe Sultan, Co-founder and CTO, Apidaze</i> <i>Jose de Castro, CTO Tropo</i></p>	15:20	<p>Panel Discussion: How do we replicate success? Through the afternoon we have discussed a range of case studies from both telcos and their suppliers. The panel will discuss with the audience how to take their successes and replicate them in other markets. <i>Panelist:</i> <i>To be announced, CXO from APAC Telco</i> <i>Suresh Sidhu, Chief Corporate & Operations Officer of Celcom</i> <i>Dinesh Saparamadu, CEO hSenid Mobile</i> <i>Normandes José Moreira Junior, Head of Service Development, Algar Telecom</i> <i>Ivelin Ivanov, CEO Telex</i></p>
16:00 Coffee Break (You'll have match-making meetings through coffee!)			
16:20	<p>Identity Federation and Enterprise Security with APIs <i>Dimitri Sirota, SVP, Business Unit Strategy at CA Technologies</i> APIs serve federation by enabling lightweight delegated authentication schemes based on OAuth handshakes using the same patterns as used by social login. The standard specifying such patterns is OpenID Connect where a relying party subjects a user to an OAuth handshake and then calls an API on the identity provider to discover information about the user thus avoiding having to setup a shared secret with that user - no identity silo. This new type of federation using APIs is easier to implement for the relying party as it avoids parsing and interpreting complex SAML messages with XML digital signatures, both of which tend to suffer from interoperability challenges.</p>	16:20	<p>Harvesting Telecom Applications Relevant to your Local Market from 190k Developers <i>Jason Goecke, CEO Tropo</i> Tropo has built the world's leading telecom application developer community, with businesses that desire to work with telcos in delivering those services into their local markets either white-labels, co-branded, or simply some local market support. Learn how Tropo is created a unique ecosystem for all members of its community, telcos and developers to take their applications global.</p>
17:00	<p>Telecom Application Developer Show and Tell <i>At least Four Telecom App Developers will have the chance to showcase their applications.</i> See first had how developers have built telecom apps using the platforms and technologies discussed through the day. See the Tools they used, understand the problems they overcame, and see the services running live. Each developer will prepare a few slides with architecture, code and a 5 minute live demo. Its open to all attendees.</p>	16:45	<p>TELCO CASE STUDIES: New Business Models for Telecom Application Success <i>Rajgopal Sunder, Vice President - Value Added Services at Bakrie Telecom</i> Raj has launched many products across screens like Mobile, Tablets, PC and connected TVs, he's focused on bringing the customer's experience of the internet with a freemium and various transactional models to telcoms.</p>
17:30		17:10	<p>Reinventing Ringback tones by opening up the RBT infrastructure to Telecom App developers <i>Florent Stroppa, Senior Director Product Management and General Manager</i> OnMobile is one of the largest white-labelled Data and Value Added Services companies for operators. OnMobile services such as RBT touch the lives of over 1 billion mobile users across 59 countries every month. Ringback tone is an extremely successful services in emerging market where people enjoy music while waiting for the callee to pick up the phone. On twitter, a tweet is 140 characters and nevertheless has almost limitless potential. A ringback with its 6 to 10 seconds of airtime can go beyond music and provide limitless functionality. OnMobile will show and demonstrate how the ringback airtime can be used by developers to provide precious information from the callee to the caller.</p>
18:00		17:30	<p>Panel Discussion: Anatomy of a GoToMarket plan? A great business idea or new technology is useless without a go to market plan. Telcos have generally not needed to worry about such things. In the limit, whoever owns the customer relationship owns the business, and a go-to-marketing plan is about how Telcos bring new services and business propositions to market. As we innovate with new services GTM is going to be critical. <i>Panelists will include:</i> <i>Rajgopal Sunder, Vice President - Value Added Services at Bakrie Telecom</i> <i>Jason Goecke, CEO Tropo</i> <i>Florent Stroppa, Senior Director Product Management and General Manager</i> <i>Jason Noorman, General Manager, Innovation and Strategy at Telstra</i> <i>Maarten Ectors, Senior Cloud Strategist at Ubuntu/Canonical</i></p>
18:00 Networking drinks reception (Now you can relax and have a drink with your friends)			

Latest Tools & Technologies

Case Studies

Experiences in Building Telecom Apps and Businesses

Business Models / GoToMarket

Day 2: Friday 22	
8:00 Registration and Breakfast Networking (You'll have match-making meetings through breakfast!)	
<p>Developer Summit</p> <p>9:00 Chairman's Opening Address: Mark White, CEO Locatrix</p> <p>Investor Round Table Frank discussion on what it takes to attract investors in the telecom apps business. <i>Chair: Andy Abramson, Founder of Comunicano</i></p> <p>9:05 Panelists: <i>Peter Gonzalez, Executive Director Mooreland Partners;</i> <i>Andrea Traversone, Partner at Amadeus Capital Partners;</i> <i>Eero Tarjanne, General Manager Strategy at MTN Group, which has just set up a \$75M emerging markets fund with Amadeus Capital Partners.</i></p> <hr/> <p>DEVELOPER CASE STUDY: Holly Connects, from Launch to Exit <i>Lance Berks, CEO Stealth-mode Startup, previously Founder and CEO of HollyConnects</i> Holly Connects developed and delivered innovative world class voice services, automating over 2B minutes per years. Its a business that started in APAC. The Bay Area gets all the attention but successful telecom application developers are more likely to come from outside the Bay Area. Holly Connects was acquired by West Corporation. Lance will share the highs and lows of being a telecom app developer, and the most importantly the things he learned during his time building Holly Connects.</p> <hr/> <p>Telecom APIs and Open Innovation (Reserved for Telco Session) <i>To be announced</i> This session will focus on helping developers learn, build and launch apps with telecom capabilities that can be easily integrated to the popular programming languages. From running your businesses on reliable communications APIs, through adding pay by mobile payment, to embedding communications within your applications and services. The session will walk through the lifecycle with an app coded live.</p> <p>10:20</p>	<p>Telco Summit</p> <p>9:00 Chairman's Opening Address: Alan Quayle</p> <p>TELCO CASE STUDY: Experiences in Building Telecom Applications within the Telco <i>Naoki Uchida, NTT (Nippon Telegraph and Telephone Corporation) - Director, NTT Cyber Solutions Labs</i></p> <p>9:05 Experiences in using the tools loved by telecom application developers to build NTT-branded services. Lowering implementation and operating costs, speeding time to market, and integrating with all the other web-services customers use.</p> <hr/> <p>Identity is the new Perimeter <i>Ross Garrett, Director Product Marketing, Layer 7 Technologies a CA Technologies company.</i> Identity has become the watch word for enabling new services, ensuring ease-of-use, and driving adoption. End users – both enterprise and consumer – want freedom; freedom to choose the services they want, from any location and at any time, without the artificial (and often insecure) security measure of endless user logins. Identity management has already started to solve this frustration in a Web domain, with the prevalence of OpenID Connect and social logins – but mobile can help extend this feature. Bringing not only enhanced capabilities such as presence and location, but also new use cases, spanning retail, travel and physical security. This is the opportunity for all telcos.</p> <hr/> <p>How Open Source Telecom Software Will Help Baby Boomers Age Safely <i>Thomas Quintana, Director of Cloud Engineering, Telextax</i> Deep dive of how HealthSense.com deploys Restcomm in a sophisticated telehealth system that saves people's lives.</p> <p>9:55 Thomas Quintana at Telextax will review the solution from concept, through development, to deployment and ensuring zero downtime. Healthsense provides technology-enabled care solutions from remote monitoring, emergency response, to wellness management solutions. Healthsense helps senior care providers reduce costs, increase independence, and enhance caregiver and senior experiences.</p> <hr/> <p>Panel Discussion: The forgotten segment, delivering Telecom Applications Enterprises needs The Enterprise market has to an extent been overlooked in the important role Telcos play as both a channel to market, but also as a broader solution provider. This session will review where telcos are being successful, and the emerging opportunities in transforming into ICT Solution providers using Telecom Apps.</p> <p>10:20 <i>Ross Garrett, Director Product Marketing, Layer 7 Technologies a CA Technologies company.</i> <i>Naoki Uchida, NTT (Nippon Telegraph and Telephone Corporation) - Director, NTT Cyber Solutions Labs</i> <i>Thomas Quintana, Director of Cloud Engineering, Telextax</i> <i>Jason Goecke, CEO Tropo</i></p>
11:00 Coffee Break (You'll have match-making meetings through coffee!)	
<p>Straight from the "Horse's Mouth." Simple, Practical Advice on using WebRTC in your Applications <i>Dan Burnett, Editor WebRTC Spec and Author of The WebRTC Book</i> Learn from one of the four editors of the WebRTC (Web Real Time Communications) specification how to make communications work to any web connected device. From the basics of the APIs and protocols, through the codecs used, to how WebRTC gets around NAT and firewalls. Learn tricks and tips on how to avoid common mistakes; discover where best to use WebRTC today and in the future; take advantage of built-in capabilities in browsers and smartphones; and make your applications simply easy, successful and elegant to use with WebRTC</p> <p>11:30</p> <hr/> <p>MasterClass: WebRTC Implementation Experiences After Dan has explained "straight from the horse's mouth" WebRTC, we will then focus on a panel session where developers will share their experiences in implementation WebRTC. WebRTC is exciting, but also new, and that means there are and will be lots of little gotchas. This session will share those hard won experiences; and its always fun to have the people setting and standards (theory) and those using them (practice) to have a frank exchange. Panel will include: Jason Noorman, General Manager, Innovation and Strategy at Telstra Dan Burnett, Editor WebRTC Spec and Author of The WebRTC Book Philippe Sultan, Co-founder and CTO, Apidaze Jose de Castro, CTO Tropo</p> <p>12:20</p>	<p>Beyond the phone call: How WebRTC helps developers fit communications into specific use-cases <i>Dean Bublely, Disruptive Analysis</i> Communications is changing; we no longer need "one-size fits all" communications tools (phone calls, SMS, email). We can design exactly the right user experience and interaction flow. In-game chat will be different to a high quality, recorded business call. We'll have real-time data as both an enabler, and as an end in itself, for example remote medical diagnosis of both breathing patterns (via audio) along with blood pressure. While these concepts can be enabled in many ways, it is WebRTC that is likely to be the most important catalyst yet that will both democratize and broaden our idea of communications.</p> <p>11:30</p> <hr/> <p>Microsoft Azure For Telecom Application Development <i>Gonzalo Bustillos, Industry Technology Strategist - Communication Sector at Microsoft</i> Microsoft partners with many Telcos in supporting their service innovation. Learn about the latest tools and developments from Microsoft to support your telecom applications.</p> <p>11:55</p> <hr/> <p>The Reality Behind the Hype. An independent Global Review of Service Innovation <i>Alan Quayle, Business and Service Development</i> Cutting through the hype and disinformation. A frank review of what is working, what is not, and specific recommendations given the difference market situations Telcos find themselves in. Be prepared fro a challenging session that will in many cases confirm gut-feels and given you the tools and arguments to build business success.</p> <p>12:20</p>
13:00 Lunch (You'll have a match-making meeting over lunch!)	

Developer Summit		Telco Summit	
14:00	<p>Hacking Telecom Applications On the Global Caller RingBack Tone Platform <i>Florent Stroppa, Senior Director Product Management and General Manager</i> OnMobile services such as Caller RingBack Tone are used by 1 billion mobile users across 59 countries every month. Ringback tone is a successful services in many market where people enjoy music while waiting for the callee to pick up the phone. On twitter, a tweet is 140 characters and nevertheless has almost limitless potential. A ringback tome with its 6 to 10 seconds of airtime can do so much more. OnMobile will show and demonstrate live how their global ringback tone platform can be used by developers through a simple REST API to create new calling experiences.</p>	14:00	<p>Panel Discussion: Cutting through the Nonsense in Programmable Networks to what it Really Means to the Business and When. <i>Dean Bublely, Disruptive Analysis;</i> <i>Rajgopal Sunder, Vice President - Value Added Services at Bakrie Telecom;</i> <i>Loai Garelnabi, Vice President/Digital Technology at Etisalat Group.</i> <i>Maarten Ectors, Senior Cloud Strategist at Ubuntu/Canonical</i> What's really going to happen when we finally realize telco networks are principally software running on servers? What is real in Software Defined Networking specific to the Telco's situation. Why all the noise on server consolidation, also known as Network Function Virtualization. What does the move to commodity hardware, internal APIs, and cloud computing mean to the business?</p>
14:40	<p>Building Telecom Applications for Home and Personal Appliances <i>Head of Developer Relations, Global Consumer Electronics Company</i> The home is becoming increasingly connected, learn how to quickly create applications that work with devices in the home and the emerging category of wearables (think of them as cheap computers on your wrist or glasses). From life-recording apps, through boring but profitable home monitoring, to crowd-vision. Learn about new ways to use all the embedded computers with your applications. See live how with a few lines of code you can reach devices in the home and emerging wearable devices.</p>	14:45	<p>Juju Mobicents Charms: Deploy, Integrate and Scale Telecom Applications in Seconds. Launch New Services Daily <i>Maarten Ectors, Senior Cloud Strategist at Ubuntu/Canonical</i> Traditionally operators need months from idea to launch. What if you could launch daily multiple telecom applications? Instantly deploy, integrate and scale telecom applications inside existing telecom environments. Learn today how to launch each day multiple services tomorrow. Learn how developers can love operators.</p>
15:20	<p>Panel discussion: The Hitch-Hikers Guide to Telecom Application Development with Telcos We've been discussing the telecom application ecosystem for over a decade, we've seen a range of approaches, none of which have yet created a profitable and sustainable Telecom Application ecosystem. The impact of Whatsapp, KakaoTalk, and Viber on Telcos revenues has made telecom app innovation a board level issue. Telecom Application Developers have moved from what was once a 'nice window dressing' to a core strategy for Telcos to remain relevant as communication service providers. How can we use this change to create a viable telecom application developer ecosystem. <i>Panelists include:</i> <i>David Ferry, Chief Engineer & Founder of OpenCloud;</i> <i>Lance Berks, CEO Stealth-mode Startup, previously Founder and CEO of HollyConnects;</i> <i>Jose de Castro, CTO Tropo</i> <i>Peter Gonzalez, Executive Director Mooreland Partners;</i> <i>Andrea Traversone, Partner at Amadeus Capital Partners;</i></p>	15:15	<p>Bringing it all together, defining a plan and agreeing to execute TADS is more than an event, its an initiative aimed at building a profitable and sustainable Telecom Application ecosystem. Over the past 2 days, in the many meetings through the event, through the pre-conference questionnaires, and the discussions on the TADSummit weblog, we have crafted the TAD Manifesto. This panel will discuss the current draft, and the Manifesto, as well as the plans and actions agreed to bring the Manifesto to life. Panel Discussion: <i>Ross Garrett, Director Product Marketing. Layer 7 Technologies a CA Technologies company.</i> <i>Naoki Uchida, NTT (Nippon Telegraph and Telephone Corporation) - Director, NTT Cyber Solutions Labs</i> <i>Normandes José Moreira Junior, Head of Service Development, Algar Telecom</i> <i>Dinesh Saparamadu, CEO hSenid Mobile</i> <i>Gonzalo Bustillos, Industry Technology Strategist - Communication Sector at Microsoft</i></p>
16:00	Coffee Break (You'll have match-making meetings through coffee!)		
16:30	Closing Plenary		
16:45	<p>Present the first draft of the Telecom Application Developers Manifesto for a vote by all attendees at TADS <i>Alan Quayle</i> TADS is a grassroots initiative from the people building the telecom application industry to create a sustainable and profitable telecom application ecosystem. The Manifesto will document what is required, the first draft will be presented at the closing plenary of the TADS event. This will be formed through gathering feedback from the pre-conference questionnaires, interviews and focus group discussions through the event, and discussion leading up to the event on the TADS weblog.</p>	16:45	<p>Panel Discussion: Why has Building Telecom Applications and Service been so Hard, and must we do TODAY to change that? Start with some controversial rapid-fire questions for the panel reviewing the TADS Manifesto. Discussion will focus on what has moved forward as a result of the conference - what actions, what practical steps are we going to make happen? This will be an action focused conclusion to TADS. To be announced, CXO from APAC Telco <i>Jason Noorman, General Manager, Innovation and Strategy at Telstra</i> <i>Rajgopal Sunder, Vice President - Value Added Services at Bakrie Telecom;</i> <i>Sebastian Grabowski, Service Platforms & Middleware Division Director at Orange;</i> <i>Ivelin Ivanov founder of Mobicents and CEO Telestax</i> <i>David Ferry, Chief Engineer & Founder of OpenCloud;</i> <i>Jason Goecke, CEO Tropo</i> <i>Florent Stroppa, Senior Director Product Management and General Manager</i></p>
17:30	Closing Address, including 'thank you's, feedback forms, post-event questionnaires, and next steps. AND PRIZE DRAW FOR A TABLET NEXUS 10 or IPAD		