

Day 1: Thursday 21

7:30		Registration and Breakfast Networking (You'll have match-making meetings through breakfast!)	
9:00		<p>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>	
9:10		<p>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>	
9:35		<p>Questions and Discussion. Dedicated time for interactive discussion with the audience</p>	
9:45		<p>Panel Discussion: Why has Building Telecom Applications and Services been so Hard, what must we do TODAY to change that? <i>Chair: Alan Quayle</i> <i>Suresh Sidhu, Chief Corporate & Operations Officer of Celcom;</i> <i>Maarten Ectors, Senior Cloud Strategist at Ubuntu/Canonical;</i> <i>Jose de Castro, CTO, Tropo;</i> <i>Mark White, CEO Locatrix; and</i> <i>Loai Garelnabi, Vice President/Digital Technology at Etisalat Group.</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? Where should telecom application developers focus?</p>	
10:30		Coffee Break (You'll have match-making meetings through coffee!)	
11:00		<p>Developer Summit: Telecom Applications Chairman's Opening Address: Alan Quayle</p>	<p>Telco Summit: Building the Telecom App Ecosystem Chairman's Opening Address: Andy Abramson, Founder of Comunicano</p>
11:05		<p>JuJu Mobicents Charms: A Revolution in Deploying Telecom Applications <i>Maarten Ectors, Senior Cloud Strategist at Ubuntu/Canonical</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>TELCO CASE STUDY: Practical Experiences of Re-Inventing Telephony <i>Dragana Linfield, Director of Future Communications at Etisalat Group Digital Services</i> Review the many opportunities that exist to innovate in the core communications service of telephony, the cash cow of the telecoms industry. Describe a project that re-invented communications within the Etisalat Group; and Share specific practical advice and recommendations given Etisalat's experiences.</p>
11:45		<p>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>TELCO 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>
12:20		<p>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>TELCO 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>
13:00		Lunch (You'll have a match-making meeting over lunch!)	

Opening Plenary

Latest Tools & Technologies

Case Studies

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></p> <p>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 tone 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>CASE STUDIES: Building Vibrant and Local Market Focused Application Developer Communities in Emerging Markets <i>Dinesh Saparamadu, CEO hSenid Mobile</i></p> <p>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>Neo Geek Session: Building Unique Apps for Telecom Networks <i>Charlie Crighton, Senior Solutions Consultant, OpenCloud</i></p> <p>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>	14:30	<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></p> <p>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. <i>Chair: Alan Quayle</i></p> <p>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.</p> <p><i>Panelists will include:</i> <i>Ivelin Ivanov founder of Mobicents and CEO Telestax;</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>	15:00	<p>TELCO CASE STUDIES: New Business Models for Telecom Application Success <i>Rajgopal Sunder, Vice President - Value Added Services at Bakrie Telecom</i></p> <p>Raj has launched many products across screens like Mobile, Tablets, PC and connected TV's, he's focused on bringing the customer's experience of the internet with a freemium and various transactional models to telecoms.</p> <p>Building a successful telecom application ecosystem: Huawei's plan for success <i>Mac Taylor, Senior Consultant, Huawei</i></p> <p>Ecosystems and mobile computing</p>	
16:00	Coffee Break (You'll have match-making meetings through coffee!)		15:30	<p>Telecom applications and why they are important Understanding the market Huawei's place in the TAD ecosystem Huawei's focus on hosting infrastructure, developer partners and building business success globally</p>
16:30	<p>Hosting and Launching Telecom Applications with Huawei <i>Huawei representative to be announced</i></p> <p>Huawei is building a global telecom application hosting platform enabling developers to host and run their application across many countries. This session will describe in technical detail the capabilities developers can use as Huawei integrates different networks and platforms around the world onto its hosting platform.</p> <p>Integrating and exposing telecom capabilities. Case studies. How Huawei want to help developers. DEMO for API providers: graphical API orchestration, auto data mapping, intelligent API Crawler, dynamic API rules, real time dashboard etc. DEMO For API consumers: development tools, deployment, configurable templates, drag & drop of UIs etc.</p>	16:30	<p>Harvesting Telecom Applications Relevant to your Local Market from 190k Developers <i>Jose de Castro, CTO Tropo</i></p> <p>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>	
17:10	<p>Telecom Application Developer Show and Tell <i>Chair: Alan Quayle</i></p> <p>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> <p>Diameter with Seagull and Mobicents jDiameter <i>Normandes José Moreira Junior, Head of Service Development, Algar Telecom</i></p> <p>Mobicents jDiameter lets you create many powerful Telecom Applications, diameter is one of them. This demo shows how to configure Seagull and Mobicents jDiameter with Mux to run a Credit Control Application.</p> <p>Mobile subscriber availability alert service <i>Albert Ho, Technical Director, Kalsym</i></p> <p>We re-architected the service on the Mobicents platform that allowed us to quickly add on new features such as personalized greetings, auto call back, location based advertising, etc.</p> <p>More coming soon...</p>	16:55	<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></p> <p>OnMobile is one of the largest white-labeled 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> <p>Telecom Application Developer Show and Tell <i>Chaired by Colin Miles</i></p> <p>See first hand how developers have built telecom apps using the platforms and technologies discussed through the day.</p> <p>Locatrix Telecom APIs enabled Service Demos <i>Mark White, CEO Locatrix</i></p> <p>Advice on managing the ideation process from a telco perspective</p>	
18:00	Networking drinks reception (Now you can relax and have a drink with your friends)		17:20	<p>Creating value using existing capabilities Examples for business & consumer services created</p> <p>Project Clearwater: Telecom Applications running on Open Source IMS <i>Des Hartman, Senior Systems Engineer at Metaswitch Network</i></p> <p>Project Clearwater is a massively scalable open source implementation of IMS, designed from the ground up for the cloud. A prototype integration with Freeswitch and Plivo with conferencing and voicemail apps written to the Plivo APIs will be described.</p>

Latest Tools & Technologies

Experiences in Building Telecom Apps and Businesses

Case Studies

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 <i>Chair: Andy Abramson, Founder of Comunicano</i></p> <p>Frank discussion on what it takes to attract investors in the telecom apps business from entrepreneurs who have raised and are in the process of raising financing. They will share their hard-won experiences of raising finance using the latest services such as Angel.co.</p> <p>9:05 <i>Panelists:</i> <i>Luis Borges Quina, founder and COO APIDAZE;</i> <i>Jose de Castro, CTO Tropo;</i> <i>Ivelin Ivanov founder of Mobicents and CEO Telestax;</i> <i>Mark White, CEO Locatrix.</i></p> <p>Straight from the "Horse's Mouth." Simple, Practical Advice on using WebRTC in your Applications Part 1 <i>Dan Burnett, Editor WebRTC Spec and Author of The WebRTC Book</i></p> <p>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>10:00</p> <p>11:00 Coffee Break (You'll have match-making meetings through coffee!)</p> <p>Straight from the "Horse's Mouth." Simple, Practical Advice on using WebRTC in your Applications Part 2 <i>Dan Burnett, Editor WebRTC Spec and Author of The WebRTC Book</i></p> <p>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> <p>MasterClass: WebRTC Implementation Experiences <i>Chair: Andy Abramson, Founder of Comunicano</i></p> <p>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.</p> <p>12:20</p> <p>Panel will include: Dan Burnett, Editor WebRTC Spec and Author of The WebRTC Book Jose de Castro, CTO Tropo Jason Noorman, General Manager, Innovation and Strategy at Telstra Philippe Sultan, Co-founder and CTO, Apidaze</p> <p>13:00</p>	<p>Telco Summit</p> <p>9:00 Chairman's Opening Address: Alan Quayle</p> <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></p> <p>Traditionally operators need months from idea to launch. What if you could launch daily multiple telecom applications inside existing telecom environments. Learn today how to launch each day multiple services tomorrow. Learn how developers can love operators.</p> <p>9:05</p> <p>Identity is the new Perimeter <i>Ross Garrett, Director Product Marketing. Layer 7 Technologies a CA Technologies company.</i></p> <p>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> <p>9:30</p> <p>Enterprise Case Study: Using APIDAZE to Embed Telecoms in Business Processes <i>Luis Borges Quina, founder and COO APIDAZE</i></p> <p>APIDAZE provides REST APIs and API script references that make it as easy as "cut and paste" for enterprises to embed communications into their business processes. Luis will review an enterprise customer case study on how a leading European affiliate network increased its revenue by 15% using Telecom APIs. From this Luis will review the role of WebRTC integration using APIDAZE and what that means to both enterprises and telcos.</p> <p>9:55</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>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> <p>10:20</p> <p>11:30</p> <p>How Open Source Telecom Software Will Help Baby Boomers Age Safely <i>Ivelin Ivanov founder of Mobicents and CEO Telestax</i></p> <p>Deep dive of how HealthSense.com deploys Restcomm in a sophisticated telehealth system that saves people's lives. Thomas Quintana at Telestax 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> <p>11:30</p> <p>Panel Discussion: The forgotten segment, delivering Telecom Applications Enterprises needs <i>Chair: Alan Quayle</i> <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>Ivelin Ivanov founder of Mobicents and CEO Telestax</i> <i>Luis Borges Quina, founder and COO APIDAZE</i></p> <p>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>11:55</p> <p>Beyond the phone call: How WebRTC helps developers fit communications into specific use-cases <i>Dean Bublely, Disruptive Analysis</i></p> <p>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>12:35</p>
13:00 Lunch (You'll have a match-making meeting over lunch!)	

Developer Summit		Telco Summit	
<p>Panel discussion: The Future of Telecom Application Development <i>Chair: Mark White, CEO Locatrix</i> From the technology and thought leaders of the Telecom Application Development industry hear first hand where the technologies and tools are going in the coming years and what this will mean to Telecom Application Developers.</p> <p><i>Jose de Castro, CTO Tropo;</i> <i>Charlie Crighton, Senior Solutions Consultant, OpenCloud;</i> <i>Maarten Ectors, Senior Cloud Strategist at Ubuntu/Canonical;</i> <i>Huawei representative;</i> <i>Ivelin Ivanov founder of Mobicents and CEO Telestax;</i> <i>Philippe Sultan, Co-founder and CTO, Apidaze.</i></p> <p>What could telecom applications look like in 2016? What tools are needed? What else is needed? What's coming up on the Technology Providers' 2014 and beyond roadmaps? What developments coming up in 2014 have the panel excited? Where are the technologies advancements going to take telecom application development?</p>	Future of Telecom App Development	<p>Panel Discussion: The Future of Voice. <i>Chair: John Tanner, Global Technology Editor, Telecom Asia</i> An in-depth look at the future of the cash cow of the telecom industry and the role telecom application developers will play in that future.</p> <p>Luis Borges Quina, founder and COO APIDAZE; <i>Dean Bublely, Founder and Director, Disruptive Analysis;</i> <i>Dan Burnett, Editor WebRTC Spec and Author of The WebRTC Book;</i> <i>Ross Garrett, Director Product Marketing. Layer 7 Technologies a CA Technologies company;</i> <i>Martin Geddes, Founder & CEO Martin Geddes Consulting Ltd.;</i> <i>Dragana Linfield, Director of Future Communications at Etisalat Group Digital Services.</i></p> <p>14:00</p> <p>Does traditional telephony have a future? Where does WebRTC lead us? What are the kinds of value-added services that will make money in future? Who will be the big winners and losers in voice over the next 5-10 years? How credible are standards initiatives like RCS, IPX, IMS, and VoLTE? What are the likely regional differences in future voice? What is the role of telecom application developers in the future of communications? One ID to rule them all? Or ever-greater fragmentation?</p>	Strategy
15:00		Coffee Break	
15:15		Closing Plenary	
<p>Presentation of the Telecom Application Developers Manifesto <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>		Closing Plenary	
<p>15:30</p> <p>Closing Thoughts. What have we learned? Where should the TADSummit improve? What should we do to build the TAD Ecosystem? <i>Chair: Andy Abramson, Founder of Comunicano</i> Start with some controversial rapid-fire questions for the panel reviewing the TADS Manifesto and the TADSummit. 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.</p> <p><i>Jose de Castro, CTO Tropo</i> <i>Maarten Ectors, Senior Cloud Strategist at Ubuntu/Canonical</i> <i>Ivelin Ivanov founder of Mobicents and CEO Telestax</i> <i>Jason Noorman, General Manager, Innovation and Strategy at Telstra</i> <i>Dinesh Saparamadu, CEO hSenid Mobile</i> <i>Mark White, CEO Locatrix</i></p>		Closing Plenary	
16:15		Closing Address, including 'thank you's, feedback forms, post-event questionnaires, and next steps. AND PRIZE DRAW FOR A TABLET NEXUS 10 32GB. You have to be there to win it!	