



Tuesday 15th November		
8:30	EXHIBITION (8:30 - 10:00) Morning Speed Networking (9:00-9:45AM) We get the networking immediately out of the way, so everyone is introduced, and can focus on the world-class content of TADSummit.	
10:00	Welcome Address from Alan Quayle: Industrialization of Telecom Application Development. Review of the past year by the numbers, what TADSummit has in store over the next 2 days, and introducing some of the TADHack Global winners from around the world. Telecoms is democratized and innovation using telecom app development is happening everywhere.	KEYNOTES
10:15	CARNIVAL OF THE CREATORS: Keynotes from Innovators in Telecom App Development The keynote session will be dedicated to innovators both large and small using telecom app development to create new businesses and customer value. This will be an intense, fast-paced session (5 min pitch, 5 min Q&A) demonstrating through success case after success case the impact the democratization of telecoms is having across the global economy. Some of the presenters will include: * RogerVoice update, making communications accessible to the deaf and hard of hearing - Olivier Jeannel de Thiersant, CEO RogerVoice * Voxist: the first 6 months - Karel Bourgios, Founder and CEO Voxist * Juvo, expanding mobile banking and credit services to the billions of prepaid customers. Steve Polsky, CEO and Founder, Juvo. * New communication experiences, Ryan Jones, CEO Starsubscriber * Real-Time Customer Engagement in the on-Demand Economy: messaging for the enterprise - Liveperson * Guber-Conference, from hack to business in 6 months - Thomas Howe, Greenbot * Rise of the Network App Store, new revenues and 90% network cost reduction - Keymile * IdeaMart: Sri Lankan Innovation on telco capabilities, Shafraz Rahim, Developer Relations and Platform Evangelist at Dialog Axiata * Update on Telenor Digital's experiences in building a Programmable Telco Core Network - Werner Erikson, Telenor Digital * Internal innovation success case built on telecom capabilities in the enterprise, Philippe Vayssac, CIO Groupama	
12:00	Lunch, Speakers Corner (talk to the presenters of the last session one-on-one), Networking and Exhibition	
13:00	Cisco Spark / Tropo: Revolutionizing businesses with the Industrialization of telecom app development	PLENARY
13:25	Matrix: Practical applications of federation using Matrix, and why Matrix is critical to your future in the decentralized web	
13:50	hSenid Mobile: Service innovation, beyond APIs, successfully reaching non-coders, building one of the most successful service creation programs	
14:15	Telestax: Secrets behind the success cases in telecom app development	
14:40	Voxbone, the power behind Programmable Telecoms in Enterprises, cPaaS providers and Carriers <i>Chad Hart, Head of Strategic Products, Voxbone</i> We will review our practical experiences in enabling enterprises, carriers and cPaaS providers for inbound SIP trunks and DIDs (Direct Inward Dialing) numbers. And share exciting news on the latest in Voxbone's expanding offer.	
15:05	Ubuntu / Canonical: The network app store revolution, changing how telecom enabled services are consumed	
15:30	Break-Out Stream Previews by the session chairs.	
15:35	Coffee, Speakers Corner, Networking, and Exhibition	

15:35	Coffee, Speakers Corner, Networking, and Exhibition		
16:00	<p>Stream 1: New Service Delivery Options: Application to Person and Network App Stores</p> <p>A2P Delivery. The so called OTTs (Over The Top) service providers have been focused on P2P, that is using investor cash to build a large user base. Following the lead of Wechat, they are now focusing on A2P (Application to Person) and creating new service delivery models. Service delivery is getting more diverse and closer to the customer.</p> <p>Network App Store Delivery: Any network element is a computer that can support a specific type of app store, especially given the programmability of wired and wireless interfaces. Potentially network related applications: for example, at a business premise a service provider can fire up an IoT gateway, or a Zigbee network, or a NAS, or a reverse-proxy firewall, etc.</p> <p>LimeSDR - The future of wireless innovation, network app store case study</p> <p>OpenAirInterface, the software EPC - The 5G future today, soft EPC experiences</p> <p>Keymile - MSAN (Multi Service Access Network) Apps, Luca Haab, Head of Embedded Software Applications</p> <p>A2P experiences - faster to market, faster development and greater engagement</p> <p>LyteSpark on Slack - real world experiences in using Slack for RTC service distribution, LyteSpark and TADHack Experiences. Igor Pavlov, Co-Founder and CTO LyteSpark</p> <p>Ottspott on Slack - real world experiences in using Slack for RTC service distribution, Luis Quina Borges, Co-Founder and CEO Apidaze</p>	<p>Stream 2: Case Studies in Telecom App Development Part 1</p> <p>This stream will review the successful practical applications of IoT / M2M, WebRTC, Telecom APIs, and the many mash ups across these capabilities. Stream will include:</p> <p>* We Moved the PBX from the Cloud to the Web - Fone.Do one year on! Moshe Maeir, Founder Fone.Do</p> <p>* The Challenge of Augmented RTC, Nir Simionovich, CEO, GreenfieldTech. What happens when your "Dropbox" outgrows your "AWS"? What happens when your "AWS" is no longer the economical solution? The answer is Augmented RTC - A disruptive methodology of augmenting Cloud infrastructure with on-premise services, while keeping it all tight and simple.</p> <p>* SyncRTC, Growing a WebRTC Collaboration service: Victor Sánchez, Founder and CEO Mashme.tv / SyncRTC</p> <p>* Pinig Tab, Real-world experiences of building and refining a Mayday-like service for better support customers, Manjeet Singh, CEO, Elucit Software / Pinig</p> <p>* IPFS (https://ipfs.io) InterPlanetary File System, a peer-to-peer hypermedia protocol to make the web faster, safer, and more open. Presentation will focus on how IPFS is able to use WebRTC through libp2p and run in the Browser (or natively) using the transports that the Web has to offer. David Dias, Lecturer at Instituto Superior Técnico and Peer-2-Peer Software Engineer, Protocol Labs (http://ipn.io)</p> <p>* Sam Machin, Nexmo: Building on Alexa at TADHack Paris</p> <p>* Erik Beijer, Ryan Bril, Maikel Vreugde, Michael Jepson, Bas Peters, and Dion Segijn from CMTelecom: Speakback - From hack to service launch</p>	<p>Stream 3: Project reTHINK</p> <p>The goal of the reTHINK project is to design and prototype a new, non telecom centric, but Web-centric P2P Service Architecture enabling dynamic trusted relationships among distributed applications called Hyperlinked Entities ("Hyperties") that support use-cases beyond commoditized telephony such as contextual and social communications, M2M/IoT and content oriented services. This project will enable any type of service delivery through specialized end-to-end network quality commitments, powered by specialized P2P and/or Cloud services (delivered as SaaS, PaaS or IaaS).</p> <p>For any network owner, whether it be a private enterprise virtual network, a regional or national network, or a global network; the reTHINK project is vision of the future realizable today, by copying the web and taking an Innovate, Leverage, Commodity or ILC model. Perhaps the future of the web and internet is not just defined by Google, Amazon, Facebook and Microsoft? Perhaps a more decentralized approach is viable. Learn more though this session dedicated to reTHINK.</p>
17:45	Speakers Corner (one-on-one Q&A after the sessions so your questions are answered)		
18:00	Close of Day: Voxbone Port Tasting Session 4 different types of Port, one white and three different ages of the red, served with some nibbles.		
18:30	Match-Making Dinners Dinner with the people you want to meet, or the people you should meet.		
22:30	End of day		

BREAK-OUT STREAMS



Wednesday 16th November	
8:30	EXHIBITION
9:00	<p>Connecting the Dots, Rethinking Telecoms, <i>Vish Nandlall, CTO, IoT Industrialist, & Big Data Strategist</i></p> <p>The rapid growth in data combined with slower growth in service revenues is straining the incumbent Telecom industry. The key challenge facing mobile service providers is the ability to recover network investments fast enough to redeploy them for capacity upgrades. Also known as the Red Queen Race, the need to run to stay in the same (financial) position. Digital Transformation, though sounding nice, is not delivering the results; like every 'boil the ocean' project of the past. NFV/SDN is similarly failing because the operational model is not changing, it's simply virtualizing the box and wires thinking of the past. Change the business model is the only proven option: throughout TADSummit the signposts for change are there: from the thought-leading Dangerous Demo to the many practical case studies like Philippe Vaysacc from Groupama. This keynote will connect the dots of TADSummit into how we must think about Telecoms over the next 10 years.</p>
9:25	<p>Messaging Matters, Multi-Channel Messaging Matters Even More <i>Lokdeep Singh, SVP Product Management & Customer Solutions, Synchronoss Technologies</i></p> <p>Users around the world are logging in to messaging apps to not only chat with friends but also to connect with brands, browse merchandise, and watch content. What were once simple services for exchanging messages, pictures, videos, and GIFs have evolved into expansive ecosystems with their own developers, apps, and APIs. Most messaging platforms' business models rely upon being a silo, the only game in town. While some network-centric services have a different business model, of messaging service independence across: SMS, IP SMS, VoLTE, ViLTE, voice, email, MMS, RCS, chat APIs (OTT messaging), and more. Understand how Synchronoss is leading the multi-channel messaging revolution.</p>
9:50	<p>A little French Recipe for Successful Internal Innovation in the Large Enterprise using Telecoms <i>Philippe Vayssac, CIO Groupama</i></p> <p>There are 2 types of innovation: incremental, where an organization does the same thing better; and disruptive innovation, where new business is created. Large organizations generally struggle with the later. Philippe will review his experiences in Groupama with successful disruptive internal innovation through projects like granvillage as well as his latest project, which are all based on open source telecom software and telecom capabilities. He will explain his recipe for innovation success, and how enterprises can take control of their telecoms infrastructure and services to build differentiating customer experiences.</p>
10:15	<p>The Disruptive Curmudgeon's Status Report on Real Time Communications <i>Dean Bubley, Disruptive Analysis</i></p> <p>Twilio went IPO, Vonage bought Nexmo, Cisco grows Cisco Spark with Tropo, Apple finally joined the WebRTC party, IP Messaging platforms are now focusing on making money than just acquiring users, Matrix launched Vector; messaging, voice and video comms are popping up everywhere in apps and services. The noise and mis-information around real time communications has never been greater. It's time for a curmudgeon's view of this complex and rapidly emerging area to help separate fact from marketing fiction.</p>
10:40	Break-Out Stream Previews by the session chairs.
10:45	Coffee, Speakers Corner, Networking, and Exhibition

PLENARY

10:45	Coffee, Speakers Corner, Networking, and Exhibition		
11:20	<p>Stream 4: Contextual Communications, Conversational CRM, BOTs, and Real Time Analytics</p> <p>This stream will review the practical impact of the changes happening to communications. Messaging and IP Communications as a Platform providers are diversifying the options for communications, and how businesses communicate with their customers. We are only at the early stages of this change, however, multi-channel communications, session management, automation (BOTs) and real-time analytics are delivering business results today. Attendees can learn from leading implementers where to focus efforts, and not get taken-in by the weak-minied marketing BS plaguing in this space.</p> <p>Stream will include:</p> <ul style="list-style-type: none"> * New communication experiences: Ryan Jones, CEO Starsubscriber * Real-Time Customer Engagement in the on-Demand Economy: Liveperson * Just KISST.me! Thomas Howe, Communications Service Designer, Kisst.me and TADHack Winner * Let Your Talking do the Walking: Sammy James, Speak2Leads * Telecom App Development has reshaped CRM: Shai Berger, Fonolo * Use the BOTs wisely, practical experiences: Adam Kalsey, Cisco Spark 	<p>Stream 5: Case Studies in Telecom App Development Part 2</p> <p>Start-ups, enterprises and telcos are using telecom app development to build new lines of business and improve their existing operations. Though it may not have the sizzle of disruption or digital transformation; its where the bulk of the money us being made. This session will be a series of case studies on the practical application and business benefits of telecom app development.</p> <ul style="list-style-type: none"> * Case Studies of Telecom App Development using Open Source Telecom Software in Latin America. Celeo Arias, CEO & Founder PAiC Business Development (previously CEO Digicel El Salvador). Fast MFS deployments, connecting sales apps to inventory systems, and turning legacy phone equipment into fast market research tools. * BetterVoice – re-inventing business class phone system using open source and telecom APIs, Lyle Pratt, founder and CEO Bettervoice * To be announced resentation. Sebastian Schumann, Service Platform Development Expert, T-Mobile Slovakia * Rethinking the telecom networks : Cloud and software are the DNA for Service Innovation, Patrice Crutel, Cap Gemini. Reviewing: evolution of Telco as an IT Solution, building the open foundation for innovation, and building the ecosystem. * Evolved VAS Solutions for legacy VAS systems - Dominik Miodunka, pro-IDS. PABX, INs, SMSC, USSD, GMLC, EIR or MMSC getting old? Expensive live-entention support or costly migration ahead? Use our TeleStax-based Evolved Value Added Services solutions! One platform for many services. * Telco-grade support for open-source based Evolved VAS Solutions - Irek Nowak, pro-IDS. Building telco-grade 24x7 support for complex open-source and third-party based solutions. 	<p>Stream 6: Dangerous Demo</p> <p>The Dangerous Demo has become a regular feature of TADHack and TADSummit. It shows to the industry what is actually possible at scale using a range of off-the shelf, open source, and new technologies. If you want to see the latest in network and service infrastructure 6-24 months before every any other event, this stream will deliver.</p> <p>The TADSummit 2016 Dangerous Demo planning has begun. As ever the we'll show how powerful the sponsors' technologies are to realize a world-first demo running across multiple live networks, with nothing more than configuration in a hybrid cloud environment. Some of the ideas include:</p> <ul style="list-style-type: none"> * Intercepting calls and messages in the network using bots for a number of features such as a timezone aware intelligent agent, including authentication of the callee for calendar sharing, using an agent to automatically reconnect the caller into a conference for dropped calls, and lots more network agent services. * Mobile Edge Computing: Applications on the edge of small cell infrastructure using multi-operator neutral host cells (i.e. privately owned). For example applications could include, abbreviated dialing, recognizing individuals and reacting to their presence. We'll have a local MME / EPC performing micro location tracking and recognizing users locally. * Deploying on demand applications at the edge of the network such as dynamic test tools, marketplace software, IoT hubs and application, etc. * Distributed web based edge deployed applications such as on demand / dynamic shared licensed content and billing, streaming of hi-def to end users across multiple camera views. * TADHack Global hacks will also be running across the live infrastructure.
13:20	Lunch, Speakers Corner (talk to the presenters of the last session one-on-one), Networking and Exhibition		

BREAK-OUT STREAMS

13:20	Lunch, Speakers Corner (talk to the presenters of the last session one-on-one), Networking and Exhibition	
14:20	IdeaMart: Case Study in Service Innovation Success <i>Shafraz Rahim, Developer Relations and Platform Evangelist at Dialog Axiata</i> According to Alan Quayle, IdeaMart is the most successful service innovation ecosystem built on telecom capabilities. It materially impacts the financial results of Dialog Axiata, it has the attention of most people in Sri Lanka as it appeals to BOTH coders and non-coders. At TADHack, the location with the highest engagement by a factor of 5 is Sri Lanka, measured by number of registrations. How have they created and sustained such success over the years? What are the use cases? How is IdeaMart maintaining its relevance? This session is important to anyone focused on innovation in services.	PLENARY
14:40	Update on Telenor Digital's experiences in building a Programmable Telco Core Network - Werner Erikson, Telenor Digital	
15:00	Developer and Enterprise Round Table: The Relevance of Telecom App Development <i>How can telecom app development be improved?</i> <i>Is cPaaS lock-in a problem in your projects?</i> <i>What are the challenges in using Telecom APIs, WebRTC, and the many GUIs / tools?</i> <i>Does Unified Communications make business sense to you?</i> <i>What are your views of Cloud Communications?</i> <i>How are you managing the rise of IP messaging (either official or unofficial) in your business?</i> <i>Do terms like Real-Time Enterprise mean anything to you?</i> <i>How important is telecoms to your business today and in the future?</i> <i>Does telecom app development matter to you?</i>	
15:30	Closing Keynote An interview with Alan Masarek, CEO Vonage, and Tony Jamous, CEO Nexmo. The Future of the Enterprise with Telecom APIs. Vonage, the VoIP company, made a visionary move in May 2016 and bought Nexmo for \$230M. Soon after Twilio went IPO and jumped 90% on the first day of trading. These are just the latest in a long line of Telecom API investments and acquisitions. The founding TADS sponsors continue to be bought, Tropo was bought by Cisco in 2015, and Solaiemes was bought by Xura (Comverse) in 2014. Other deals include Avaya buying TelAPI, Acision buying Crocodile RCS, the list goes on. The democratization of Telecoms is having a clear and present impact on the enterprise. Telecom services are now programmable, enabling communications to be embedded into business processes, whether it be customer processes, internal operations, or vendor processes. Vonage with Nexmo enables businesses to operate faster and more effectively through the integration of unified communications into their IT systems. The benefits of this session include: <i>Understand the enterprises' business benefits in making their telecom services programmable and easy to integrate, through clear and quantified use cases</i> <i>A vision for the future of enterprise communications thanks to Telecom APIs, a revolution being created in the \$2.2T telecoms industry</i> <i>Financial analysts can identify new near term and medium term revenues, and understand the larger industry-wide impact created through Vonage and Nexmo.</i> <i>A chance to question the CEO of Vonage, a large corporation defining the future of telecom app development.</i>	
16:15	TADS in 2017 <i>Alan Quayle, founder TADHack and TADSummit, Independent</i> TADHack is the largest global hackathon, its focused on telecom capabilities. Its a celebration of developers, creativities and telecom enabling technologies. TADSummit has become the telecom innovation event, it brings the ecosystem together for a practice-focused discussion on the application of telecom capabilities. Telecoms is now democratized, anyone with web skills can now use it in their applications, services and business processes. In 2017 we will be patnering with Enterprise Connect to run TADHack-mini Orlando, just before the conference. Hacks will be presented in the main conference. It will be a clear practical demonstration of enterprise-focused telecom-enabled innovation. Similar to what Philippe from Groupama showed in the morning. TADHack sponsors walk the talk, they have confidence in their platforms to stand shoulder to shoulder with competitors and partners. TADMentor announced last year continues to grow, with over 250 people involved. The cPaaS market is consolidating and becoming more service focused to expand its addressable market. Telecoms continues its democratization, which impacts developers, enterprises, consumers, and the traditional telecoms ecosystem. Where next for TADS will be discussed?	
16:30	End of day	