



Tuesday 15th November		
8:30	<p>EXHIBITION (8:30 - 10:00) Morning Speed Networking (9:00-9:45AM)</p> <p>We get the networking immediately out of the way, so everyone is introduced, and can focus on the world-class content of TADSummit. As you arrive we'll have speed networking running in the Exhibition area. Its a chance to meet the rich diversity of people attending TADSummit.</p>	Liberdade II + III
10:00	<p>Welcome Address from Alan Quayle: Industrialization of Telecom Application Development.</p> <p>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.</p>	KEYNOTES (Liberdade I)
10:15	<p>CARNIVAL OF THE CREATORS: Keynotes from Innovators in Telecom App Development</p> <p>The keynote session is 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. Its not just start-ups, its large established enterprises and telcos. Some of the presenters will include:</p> <ul style="list-style-type: none"> * 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 * Building realtime APIs at Liveperson, Eitan Yarden, Architect, Liveperson * Guber-Conference, from hack to business in 6 months, Thomas Howe, Greenbot * 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 * TADHack Winner: Snappy Kamilio, Daniel-Constantin Mierla (Canonical) * TADHack Winner: Virtual Healthcare Triage, David Alfaro (Cisco Spark) 	
12:00	<p>Lunch, Speakers Corner (talk to the presenters of the last session one-on-one), Networking and Exhibition</p>	Liberdade II + III

12:00	Lunch, Speakers Corner (talk to the presenters of the last session one-on-one), Networking and Exhibition	Liberdade II + III
13:00	<p>Here Come the Bots <i>Adam Kalsey, Technical Marketing Manager Cisco / Tropo / CiscoSparkDev</i> Everywhere you turn, you hear about bots. After years of the point and click interface dominating computing, are bots just a return to the 1980s command line? Can't we do better than Clippy? It's time to change your perception of bots. We'll talk about how natural language, machine learning, and advances in speech technology are driving the next generation of bots. See how you can use design techniques to create bots that fade into the background. See bots that are more than just text, and find out how telecommunications companies can participate in the bot gold rush.</p>	PLENARY (Liberdade I)
13:25	<p>Matrix: The future of communication is decentralised, secure and interoperable <i>Matthew Hodgson, Technical Co-founder, Matrix.org</i> Over the last few years many messaging platforms have gained popularity. They offer the same basic functionality, and differentiate with better UIs/UX and the types and number of integrations and bots. However, they all have one thing in common: they don't talk to each other. In the current situation, the biggest loser is the user. It means we have to create numerous accounts across all these silos so we can keep in touch with all our contacts and not miss out on their social interaction. And in doing so we give away our data to various centralised silos, completely losing control over it. But users are also the most important thing for apps - can we make use of this power and demand a future where apps can interoperate? Instead of joining the app that's currently where all your contacts hang out, you could instead choose the app that has the most integrations and thus be able to talk to everyone.</p> <p>This is the problem the Matrix team is trying to solve: Matrix (matrix.org) is an open standard for decentralised communication. Matrix can be used for decentralised group chat (with optional end-to-end encryption), WebRTC signaling, Internet of Things data transfer, and anywhere you need a common data fabric to link together fragmented silos of communication.</p>	
13:50	<p>hSenid Mobile's journey with TADHack <i>Roshni Hewamallika, Head of Business Solutions at hSenid Mobile, and Dinesh Saparamadu, CEO and Founder of hSenid Group of Companies</i> For the 3rd consecutive year, hSenid Mobile hosted TADHack in Sri Lanka this year. It's been an amazing journey of empowering our youth, to innovate, solving local problems through technology and Telco integration. We will share the story of our journey with TADHack, which has touched and made a difference in the lives of many people.</p>	
14:15	<p>Telestax Plenary Session <i>Introduction by Nancy Colwell, CMO Telestax</i> MVNO future market survival kit (or ngMVNO needs). <i>Daniel Sendin, COO of NAKA AG & Achilles Rupp, CEO of NAKA AG</i> NAKA continue to add more local telco presence (Brazil, Mexico, Thailand, Denmark, Germany and Netherlands) NAKA's experiences in the finance sector, licensing, agreements with banks, eWallet, synergy between telecoms and finance. IoT project example in Brasil. NAKA's vision of Full Mobility Banking.</p>	
14:40	<p>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 DID (Direct Inward Dialing) numbers. And share exciting news on the latest in Voxbone's expanding offer.</p>	
15:05	<p>The Network Revolution, changing how network enabled services are consumed. <i>John Zannos, Vice President - Cloud Platform / Alliances, Canonical</i> The telecom industry has been undergoing a revolution. NFV, Cloud and IoT has rapid changed what it means to be carrier. They are expected to supply services at internet speeds with carrier reliability. Moving to a software based model for network services is the only way to accelerate time to market for new services.</p>	
15:30	Break-Out Stream Previews by the session chairs.	
15:35	Coffee, Speakers Corner, Networking, and Exhibition	Liberdade II + III

15:35	Coffee, Speakers Corner, Networking, and Exhibition			Liberdade II + III
16:00	<p>Stream 1: Augusta I New Service Delivery Options: Application to Person and Network App Stores <i>Chair: Maarten Ectors, Vice President IoT, Canonical / Ubuntu</i></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 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. Ebrahim Bushehri, CEO, Lime Microsystems</p> <p>OpenAirInterface, the software EPC - The 5G future today, soft EPC experiences. OpenAirInterface representative.</p> <p>Case Studies in network and device app stores. Maarten Ectors, Vice President IoT, Canonical / Ubuntu.</p> <p>TADHack Winner Case Study: Snappy Kamilio, by Daniel-Constantin Mierla.</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. (remote)</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: Augusta II Case Studies in Telecom App Development Part 1 <i>Chair: Mark White, Founder and CEO Locatrix</i></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: Enrique García Navalón, Mashme.tv / SyncRTC</p> <p>Let Your Talking do the Walking: Sammy James, Founder and CEO Speak2Leads (remote)</p> <p>BetterVoice – re-inventing business class phone system using open source and telecom APIs, Lyle Pratt, founder and CEO Bettervoice</p> <p>Experiences at the bleeding edge of Telecom App Development - David Alfaro, Latinamerica Operations Chief at AgilityFeat AgilityFeat is an impressive case study on how the democratization of telecoms is enabling entrepreneurs to create amazing new value for customers around the world. David will review some case studies of their projects in telecom app development.</p>	<p>Stream 3: Liberdade I Project reTHINK: Decentralised Communications <i>Chair: Paulo Chainho, Altice Labs</i></p> <p>The reTHINK Framework provides a decentralised communication infrastructure to make network services faster, more effective, trustful and reliable as well as implicitly programmable and inter-operable. Ultimately, reTHINK framework is an alternative to centralised IMS Architecture as well as to walled garden communication networks, currently dominated by Web Players that prevent newcomers from entering in the market. At the same time, reTHINK empowers the users with the choice and the management of their private data and identities.</p> <p>Topics:</p> <ul style="list-style-type: none"> - What are decentralised communications and why we need it (Simon Bécot, Orange Labs) - Hyperlinked Entities: decentralised micro-services that are inherently inter-operable (Paulo Chainho, Altice Labs) - Decentralised Trust: power to the end-user (Jean-Michel Crom, Orange Labs) - Decentralised Web: IPFS project (guest speaker - David Dias, P2P Software Engineer & Researcher at Protocol Labs, IPFS - http://daviddias.me/) <p>Debate: How to monetise decentralised communications? (Moderated by Anastasius Gavras, Eurescom) .</p>	BREAK-OUT STREAMS
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 (Liberdade II + III) Try out six different types of Port, two white and four different ages of red, served with Portuguese nibbles.			
18:30	Match-Making Dinners <i>(Sponsors will be contacting you before the event, we'll also be arranging dinners through the day)</i> Dinner with the people you want to meet, or the people you should meet.			
22:30	End of day			



Wednesday 16th November		
8:30	EXHIBITION	Liberdade II + III
9:00	Connecting the Dots, Rethinking Telecoms, <i>Vish Nandlall, CTO, IoT Industrialist, & Big Data Strategist</i> 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, its 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.	PLENARY (Liberdade I)
9:25	Growth Hacking RogerVoice <i>Olivier Jeannel de Thiersant, CEO RogerVoice</i> RogerVoice update, making communications accessible to the deaf and hard of hearing. The past year has been an amazing story of growth for Rogervoice, its a case study the whole industry should follow. They've now created a more tailored build of their core platform to support case-by-case situations. However, they remain very much reliant on open source. This is a critical transition many companies go through. They've grown from being totally dependent on community and partners, to seeking custom solutions but still dependent on partners and community. And from that, what is next? Olivier will reveal at TADSummit.	
9:50	A little French Recipe for Successful Internal Innovation in the Large Enterprise using Telecoms <i>Philippe Vayssac, CIO Groupama</i> 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.	
10:15	The Disruptive Curmudgeon's Status Report on Real Time Communications <i>Dean Buble, Disruptive Analysis</i> 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. Its time for a curmudgeon's view of this complex and rapidly emerging area to help separate fact from marketing fiction.	
10:40	Break-Out Stream Previews by the session chairs.	
10:45	Coffee, Speakers Corner, Networking, and Exhibition	Liberdade II + III

11:20	<p>Stream 4: Augusta I Contextual Communications, Conversational CRM, BOTs, and Real Time Analytics <i>Chair: Adam Kalsey, Technical Marketing Manager Cisco / Tropa / CiscoSparkDev</i></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 my the weak-minied marketing BS plaguing in this space.</p> <p>Stream will include:</p> <p>Best Practises in Building Websockets APIs - Elad Wertzberger, Technical Leader, Liveperson Technical sessions reviewing protocol, authentication, browser-limitations [headers,ping/pong], proxy/nginx, testing, and dropwizard-websockets.</p> <p>Just KISST.me! Thomas Howe, Communications Service Designer, Kisst.me and TADHack Winner</p> <p>Practical Experiences of hacking with Contextual Comms and BOTs, Sam Machin, Developer Relations, Nexmo, a Vonage Company and TADHack Winner</p> <p>TADHack Winner (Cisco Spark and Tropa). BotFunnels by Igor Tsalenchuk. BotFunnels is a marketing automation campaign manager that uses chat bots in messengers.</p> <p>Voice Chatbots: the customer service automation revolution Luca Pradovera, Real Time Application Engineer, Mojo Lingo The future of call center "first line of defense" software will be served by context aware, sentiment analysis capable bots that are almost undistinguishable from low-skilled operators, and more precise in many cases. Leveraging APIs such as IBM Watson and Google Speech makes it possible to build voice and text chatbots that can interact with the context, extract entities, and provide services to callers. Those agents can be made available though telephony, WebRTC, text messages and chat services. The presentation will include insights about the various APIs and channels, gathered from Mojo Lingo's latest projects, a look into the near future of call center agent automation, and a demo.</p> <p>When Will Telecom Innovation Breach the Call Center Silo? Shai Berger, Founder and CEO Fonolo The call center is the most siloed part of enterprise software. Many bold visions for the future of customer service have run aground underestimating this stubborn reality. Reviewing Fonolo's journey to bring "over the top" innovation to the call center world is great way to understand this challenge.</p>	<p>Stream 5: Augusta II Case Studies in Telecom App Development Part 2 <i>Chair: Mark White, Founder and CEO Locatrix.</i></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> <p>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.</p> <p>immmr – a hybrid operator model explained. Concept of a hybrid operator – or how to experience the best of both world. Bridging a gap unconventionally and with the latest technical approaches. Beyond the basics and how the TAD ecosystem can be of help. Sebastian Schumann, Vice President Engineering with immmr.</p> <p>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.</p> <p>Evolved VAS Solutions for legacy VAS systems - Dominik Miodunka, pro-IDS. PABX, INs, SMSC, USSD, GMLC, EIR or MMSC getting old? Expensive live-extension support or costly migration ahead? Use our TeleStax-based Evolved Value Added Services solutions! One platform for many services.</p> <p>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> <p>NextGen HSS, Our TADHacked solution - Javier Martin, Summa Networks. A fully featured 3GPP Release 12 HLR, HSS for LTE and HSS for IMS, including features such as EIR, Roaming Controls, and SIP Anchor. It is NFV compliant and software defined. It serves from a few thousands up to several millions of users using JAIN-SLEE on COTS hardware. Learn how we developed it, we'll demonstrate that hacking the core components of a Telecom network and take them to a virtualized environment and the cloud is possible today with the right software engineering tools and skills is telco grade.</p>	<p>Stream 6: Liberdade I Dangerous Demo <i>Chair: James Body, Head of Research & Development at Truphone</i></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 any other event, this stream will deliver.</p> <p>The TADSummit 2016 Dangerous Demo. 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> <p>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.</p> <p>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.</p> <p>Deploying on demand applications at the edge of the network such as dynamic test tools, marketplace software, IoT hubs and application, etc.</p> <p>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.</p> <p>TADHack Global hacks will also be running across the live infrastructure.</p> <p>Michael Lazar, DataArt Alla Lemlekh, DataArt Alexey Strogov, DataArt (remote) Jean Deruelle, Telestax Jaime Casero, Telestax Matthew Hodgson, Matrix Maarten Ectors, Canonical Artur Tyloch, Canonical Andy Smith, Truphone Tom Ngo, Lumin.ai (remote) Ebrahim Bushehri, Lime Microsystems Sam Machin (Nexmo)</p>	BREAK-OUT STREAMS
13:20	<p>Lunch, Speakers Corner (talk to the presenters of the last session one-on-one), Networking and Exhibition</p>			Liberdade II + III

14:20	<p>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.</p>	
14:45	<p>A report from the kitchen; running a mobile core in the cloud, samples served. <i>Werner Erikson, VP Communication Services, Telenor Digital</i> The Software Telco we have built has now had some time to mature, and we will share some of the experiences, and also demonstrate some of the things we can do with this setup.</p>	
15:10	<p>Real Time Communication APIs workshop: agent bot / SMS connector. <i>Elyran Kogan, Technical Leader, Liveperson</i> If someone wants to use the LivePerson APIs in order to integrate other product to the LivePerson platform, then this is the session. We'll do an APIs workshop step by step how to build agent bot / SMS connector.</p>	
15:35	<p>Closing Keynote <i>An interview with Alan Masarek, CEO Vonage (remote), and Tony Jamous, President of Nexmo, a Vonage Company (in-person).</i> The Future of the Enterprise with Telecom APIs.</p> <p>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 (Converse) in 2014. Other deals include Avaya buying TelAPI, Acision buying Crocodile RCS, the list goes on.</p> <p>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.</p> <p>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></p>	PLENARY (Liberdade I)
16:20	<p>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.</p> <p>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?</p>	
16:30	End of day	



15 - 16 November, DoubleTree Fontana Park, Lisbon
TADSummit 2016
The Industrialization of Telecom App Development
AGENDA

Thursday 17th, Free WebRTC and Cloud Communications Developer Workshop

Thursday 17th November, a free hands-on workshop developing a webRTC application using Restcomm from Telestax and Dialogic. <http://www.dialogic.com/en/landing/webrtc-cloud-communications-developer-workshop.aspx>

End of Day

POST-EVENT