

## ETIS Community Gathering

'DATA IS KING - THE KEY ASSET FOR FUTURE TELCO BUSINESS!'

Hyatt Regency Hotel, Istanbul - 15/16 October 2009

Common Session Agenda – 15 October 2009		
08:00 – 09:00	<i>Welcome coffee &amp; registration at the Hyatt Regency Ballroom</i>	
09:00 - 09:10	Opening of the ETIS Community Gathering 2009	<i>Tora Tenden</i> ETIS Chairman
09:10 - 09:30	Welcome to Istanbul	<i>Ilker Kuruoaz</i> CIO, Turkcell
09:30 – 10:15	The Value of Data in Telco Business & Operations: The untapped resource	<i>Martin Morgan</i> Senior Industry Consultant Teradata
10:15 - 10:40	The Role of Information in Creating Value & Becoming a Service Oriented Company	<i>Oliver Hoefft</i> Managing Consultant Deutsche Telekom / Detecon
10:40 – 11:00	Leveraging consumer data external to our enterprise, or the story of how to become relevant	<i>Gerard Ponce de Leon</i> WW VP Communications Service Providers, CA  <i>Rickard Damm,</i> Head of Digital Media, Ericsson
11:00 – 11:30	<i>Coffee Break</i>	
11:30 – 12:15	EU Regulatory Landscape Concerning the use of Customer Data & Personal Data Privacy in Telecoms	<i>Achim Klabunde</i> European Commission DG Information Society & Media
12:15 – 13:00	Protecting & Leveraging Customer Data as a Key Asset of the Telco Business	<i>Sven Marusic</i> CIO, Croatian Telecom
13:00 – 14:00	<i>Lunch Break</i>	
Working Group Parallel Sessions – 15 October 2009		
14:00 – 15:30	Working group meetings	<i>5 working group meetings in parallel</i>
15:30 – 16:00	<i>Coffee Break</i>	
16:00 – 17:30	Working group meetings	<i>5 working group meetings in parallel</i>
19:00	<i>Bus departure for ETIS Community Banquet Dinner at Ajia Restaurant</i>	

## Working Group Parallel Sessions – 16 October 2009

09:00 - 10:30	Working group meetings
10:30 - 11:00	Coffee Break
11:00 - 12:30	Working group meetings
12:30 - 13:30	Lunch
13:30 - 15:00	Working group meetings
15:00 - 15:30	Coffee Break
15:30 - 17:00	Working group meetings
17:00	Close of meeting

**Working group meetings:**

- Enterprise Architecture
- Customer Self Service
- Information Security
- Procurement & Vendor Management
- Business Intelligence & Data Warehouse