

*How to register?*

1. Register online: [tem.uk.heliview.nl](http://tem.uk.heliview.nl) (English) / [tem.heliview.nl](http://tem.heliview.nl) (Dutch)
2. Fax this registration form to +31 (0)76-5484099
3. Send this registration form to:  
Heliview Conferences & Training B.V.  
Deelnemersadministratie  
Antwoordnummer 237  
4800 VB Breda  
The Netherlands

- I am an end user and would like to participate at the conference (no registration fee)
- I am a supplier, consultant, selection or recruitment consultant or pr/advertising agency employee in the field of Telecom Expense Management and / or related fields. I will participate by paying a fee of € 645,- (excl. VAT). This includes documentation, refreshments and lunch.
- I am a VIP. I have a VIP invitation and I am an end user. I like to participate at the conference (no registration fee)

VIP number .....

Invited by: .....  
(company name)

I also would like to register for:

- TMA breakfast session (free)
- ArenA tour (free)

Please note, for end users only.

Company name \_\_\_\_\_

Postal address \_\_\_\_\_

Zip code / Place \_\_\_\_\_

First name \_\_\_\_\_

Insertion \_\_\_\_\_

Surname \_\_\_\_\_

Job title \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail address \_\_\_\_\_

Company activity \_\_\_\_\_

Sector \_\_\_\_\_

Number of employees  1-4  5-9  10-19  20-49  50-99  
 100-199  200-499  500-999  1000+

Folder number 212513

Your address details will be added to our database in order to keep you informed about our activities and those of our partners.  
If you object to this, please contact us.  
Heliview preserves the right to refuse registration.



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**INFORMATION**

**Date**  
14th of March, 2012

**Location**  
Amsterdam ArenA  
ArenA Boulevard 1  
Amsterdam, the Netherlands  
Phone: +31 (0)20 311 13 33  
[www.amsterdamarena.nl](http://www.amsterdamarena.nl)

**Times**  
07.30 a.m.: start TMA  
Breakfast Session  
08.45 a.m.: registration  
09.35 a.m.: start conference  
16.30 a.m.: informal drinks

**Contact**  
Information relating to  
your registration, you may  
telephone the participants  
administration:  
+31 (0)76 - 548 40 20.

*For information please contact  
ms. Pleun Verstappen  
(program)  
Wilma Mathijssen  
(organisation)  
or Stefan Naninck  
(sponsorship opportunities)  
on telephone number:  
+31(0)76 - 548 40 00.*

**Price and payment conditions**  
End users may participate at the conference for free, on the condition that Heliview receives a fully completed registration form.

Suppliers, consultants, selection and recruitment consultants or pr/advertising agency employees in the field of Telecom

Expense Management and/or related fields, may participate in the conference by paying € 645,- (excl. VAT). This amount includes documentation, refreshments and lunch.  
After we have received your registration form, we will send you a confirmation of participation as well as an invoice.  
The participation fee must be paid within 14 days and always prior to the start of the conference.

**Cancellation conditions**  
As a paying participant, you may cancel up to 5 days prior to the conference by paying € 65,- in cancellation costs. If you cancel after this point in time or if you are not present at the conference then, as a paying participant, you must pay € 645,- (excl. VAT). Cancellation may only take place in writing (via fax or via post). Substitution by a colleague is always welcome!

Organization

heliview

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Wednesday 14th of March 2012  
Amsterdam ArenA  
the Netherlands

# Telecom Expense Management

TEM without boundaries

- The only free TEM conference in Europe!
- Sessions from TMA, TEMIA and EVUA
- Business Case Global Mobile Service Management
- Business Case Amsterdam Airport Schiphol

**YOUR CHAIRMAN**



drs. Evert Jan Westera,  
Board Member  
& Program Committee,  
TMA



# Telecom Expense Management

## TEM without boundaries

The successful conference Telecom Expense Management 2012 will take place on the 14th of March in the Amsterdam Arena, The Netherlands. TEM is the only conference in Europe that unites end-users and telecom integrators!

The primary objective is to inform you about the developments in the field of Telecom Expense Management on a high and strategic level. The program is filled with the latest national and international developments by practical business cases and expert sessions.

We will discuss hot topics like the future of TEM, advise management, cross border management, asset management, telecom service management, mobile device management and the value of TEM.

### Target Group

- Technical Management**  
Chief Information Officers, Chief Technology Officers, Telecom Managers, Network Managers, ICT Managers, Facility Managers, Telecom Managers, Call Centre Managers
- Financial Management**  
Chief Financial Officers, Financial Managers, Controllers, Contract Managers, Procurement Managers
- General Management**  
Chief Executive Officers, General Managers, Division Managers, Project Leaders

If your job title is not mentioned above, but you are interested in attending this conference and you are professionally involved in managing and monitoring the telecom in your company, then you are more than welcome to attend this conference.

### Information fair

Aside from the conference program, the information fair is an important component of the event. There's plenty of time planned for visitors to check out the booth of our Business Partners. This is where you can meet and network with (potential) suppliers of Telecom Expense Management solutions.

### Telecom Management Association (TMA) Breakfast Session

In the morning, TMA organises a breakfast session for her members and persons who are interested. This session can only be attended by pre-registration on the website or the registration form on the backside of this brochure.

### Program Committee



drs. Evert Jan Westera,  
Former Board Member,  
TAM



Sander Poppenk,  
Senior Product Manager,  
Dutch Police



Viktor Viveen,  
Service Manager,  
Dutch Police



Bart Schutte,  
Telecom Manager  
Benelux IMT, IBM

### Tour Arena

At the end of the day Heliview provides a tour in the famous soccer stadium of AJAX, the Amsterdam Arena. You can register by using the registration form or register at the conference.



Our ambition is to be the most service-orientated, dedicated and reliable partner. Help us to be our ambition and let us know if we are not.

## Program - Telecom Expense Management 2012

07.30 h	Welcome TMA Breakfast Session	
08.00 h	<b>Cloud Computing Disaster Recovery</b> * This session can only be attended by pre-registration Cloud computing is far from a quick fix. It is not as easy as it seems for an organization to switch to Cloud Computing. Technology may be maturing fast, but with the adaptation of Cloud Computing quite a number of difficult issues need to be addressed. These issues and other topics will be discussed during the TMA Expert Session. This session will not only cover IT issues but also legal and organisational issues related to Cloud Computing. It will lay a foundation for a TMA seminar on this topic, planned later this year.	
09.15 h	End TMA Breakfast Session	
08.45 h	Registration	
09.20 h	<b>Opening by the conference chairman</b> Evert Jan Westera, Board Member @ Program Committee, TMA	
09.35 h	<b>The future of TEM</b> Several new trends are driving enterprise TEM programs including globalization, changes in how employees use the network to communicate, consumerization of IT, and BYOD policies for tablets and Smartphone's and other devices. Each company has a communications network that was developed to meet the unique needs of the organization with services and providers that are tailored for employees needs. TEM programs must meet these challenges. With economic uncertainty and demand to reduce unnecessary spending, there are new risks and opportunities for cost savings. In this new environment, organizations must monitor, measure and manage telecom more effectively. This presentation will provide vital strategies on how to meet those challenges. It will provide new perspectives on how to implement more effective TEM programs, ways to reduce telecom expenses, and future direction for this industry. Joe Basili, Managing Director, TEMIA	
10.05 h	<b>Maturity stages of a Telecom Cost Management program</b> The Telecom Estate of large firms is fragmented. User demand is rising, technology is changing, and IT is asked to deliver more value to the core business value. To compound matters, historical organizational structures, and regulatory uncertainty increases complexity. Regardless of these challenges, 1000+ firms are running cost management programs. How long did it take them to find value? What are the key milestones? Is there value after TEM? This session will provide insights, and guidance on a journey to extract the most value of a cost management program for your firm. You will learn how to structure your efforts into 4 stages, and get more clarity on what you will get in return. Larry Velez, General Manager, Tangoe Europe	
10.30 h	Morning break at the information fair	
11.05 h	<b>How wide does your TEM solution need to be?</b> So called "Global TEM Solutions" are a great disappointment; underperforming and lacking proper local support and expertise in key regions. Nonetheless, while companies recognize that a single global TEM platform is unnecessary they also realize that a region-wide, multi-country solution is critical; visibility within a region is vital to achieve savings and a common solution necessary to implement region-wide policies and processes. Learn what cross-border features you should consider when searching for your solution. Shahram Sharif, Executive VP and Country Manager, Anatole	
11.30 h	You have 5 minutes to change rooms	
11.35 h	Parallel Session	Parallel Session
	<b>Increasing productivity with Smartphone's and Tablet computers</b> • Everybody a Smartphone? • The importance of rules of conduct and a user agreement. • Smartphone versus Tablet, what is possible and what is necessary? • Managing Smartphone's and Tablets, what are the requirements? Marc Kuiken, Director / CEO, Cloud Seven	<b>Asset Management</b> Managing and monitoring costs is at issue for many organizations. Telecom cost management is a top priority for every CIO. But where to start? And even a bigger question, how to prevent cost-cutting limited to a single project? A solution should be structural and become part of the operational ICT processes. That's the only way you will be able to control your assets and their related costs. This session is offered by Calvi
12.00 h	You have 5 minutes to change rooms	
12.05 h	Parallel Session	Parallel Session
	This session is offered by A&B Group Christopher Corr, Practice Executive EMEA TEM	<b>Telecom Service Management</b> Telecom Service Management; how to organize service management globally. In this session, Ezvim and a partner will demonstrate how a global company has developed an integrated and global telecom management process, delivering seamless ordering and approval based on hierarchy and role, including the delivery through to the operator and service partners. This session is offered by Ezvim
12.30 h	Lunch break at the information fair	
13.30 h	<b>Global TEM: Overcoming Time-To-Deployment pitfalls</b> Deploying TEM outside the USA is becoming more common-place, as the business benefits are increasingly realized. However, whether the driver is expansion of a US service footprint, or TEM is being launched in another region altogether, deploying a multi-country TEM program is very different to in-country execution, and brings its own challenges. This presentation explores some of the pitfalls in global TEM implementation and how to avoid them, together with handy time-frame benchmarks for achieving steady state operation, a useful checklist for planning deployments and finishing with a valuable global case study. Philippe Lignac, Sales Director TEM, MDSL	
13.55 h	You have 5 minutes to change rooms	
14.00 h	Parallel Session	Parallel Session
	<b>The missing link – how to setup an effective telecom management environment</b> It is necessary to collect details from the Business Application, the IT infrastructure and the Telecom Infrastructure to be able to manage effectively the mobile assets and the PBX. The collected information needs to be combined in such a way that they are sufficient to influence the communication behaviour of the users, to configure the assets and/or to administer the application's so that they fit the needs of the organization. Henk Dick, CTO, Pridis	<b>What is the best way to measure the value of TEM?</b> If you believe that you get what you measure, then choosing the best measures is essential to getting the best results. Given that, why do so many TEM programs still measure success by the amount of invoice credits received back from carriers? This is not the optimal source of savings. In this presentation you will learn the history of measurement methodologies, as well as hear about a new framework for estimating the value of cross-disciplinary Enterprise Telecom Management that benefits from the contribution not only of invoice auditing teams, but also sourcing, network management, MDM, IT, and other categories. Christopher Corr, Practice Executive EMEA TEM, Rivermine
14.25 h	You have 5 minutes to change rooms	
14.30 h	Parallel Session	Parallel Session
	<b>Procurement</b> TEM enables us to control the complete process from purchasing to billing. Purchasing services or cancelling contracts are processed in a TEM system and are processed on to the suppliers and other relevant systems. All relevant systems are always up to date and bills can be checked to see if the changes have been incorporated.	<b>Contract Management</b> Are you sure that the telecom bills you pay every month are in-line with the terms and conditions of your contract? In order to really manage your telecom contracts, you need facts and figures. TEM tools can help you to compare your bills with the terms and conditions in your contract by providing this information: for instance are the correct price plans applied, are the products and services delivered within the agreed service levels, and are only products and service delivered that are part of your contract.
14.55 h	Afternoon break at the information fair	
15.20 h	<b>The path to mature Global Mobile Service Management</b> A clear vision of realizing professional wireless mobility management within a global organization. Move from an ad-hoc activity with limited understanding of telecom usage and costs towards a professional and predictable telecom service management process with a clear focus on the end user.	
15.50 h	<b>Lean ICT</b> Cost management is all about having the right mix of organization, business process and technology. Schiphol presents a practical example of a well balanced deployment of these three aspects leading to a successful format for a customer service organisation. Amsterdam Airport Schiphol	
16.20 h	<b>Closing by the conference Chairman</b> Evert Jan Westera, Board Member @ Program Committee, TMA	
16.30 h	Informal (network) drinks at the information fair	