SPECIES 2010 Agenda

February 4-5, Hotel InterContinental, Vienna, Austria

Agenda 2 February 2010
Speakers are subject to change

First Evening: Wednesday February 3rd 2010

20:00	SPECIES starts! Come see your peers and start networking. Drinks, snacks and great company	Location: Vier Jahreszeiten, ground floor

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Day 1: Thursday February 4th 2010

09:00	Welcome to SPECIES 2010 Welcoming words by Pär Andler, Head of Operator Marketing	Location: Johann Strauss
09:20	F-Secure keynote Kimmo Alkio, CEO, President, F-Secure	
10:05	SPECIES Excellence Awards Overview of candidates	
10:25	Break - have a coffee and visit the tradeshow	
10:55	Keynote - Passion Dr. Richard Gatarski, weconverse.com	
11:55	Lunch	Location: Restaurant MediterraNeo

Sharing best practises

13:25	**Location: Johann Strauss** **Marketing, Promotion** **host: Fabio Marti**	**Location: Metternich** **Customer Experience** **host: Perrine Didrich**	**Location: Fischer von Erlach** **Extending and Activating Sales Channels** **host: Arto Halonen**
	Infostrada - a new experience in VAS proposition Patrizio Pizzetti, Wind, Italy	Back to basics Nikos Terizakis, Talk Talk UK	Channel Innovation - Key to Success Hemant Mathur Airtel, India
		License code injection decreases customer support calls Simon van Dorp, KPN Netherlands	
	Promoting security to the Busy Pro's Antti Reijonen F-Secure, Finland	Quality of sales raises customer satisfaction Antoine Baufine-Ducrocq SFR, France	Call center activation Roisin D'Arcy, Vodafone Ireland
	Moderated Q&A	Moderated Q&A	Moderated Q&A

14:45	Tradeshow time and coffee break One-on-one meetings	Location: Vivaldi Location: Mozart
15:45	The disruptive forces shaping the new world of work Keynote by Dr. Graeme Codrington, TomorrowToday	Location: Johann Strauss
16:45	SPECIES Excellence Awards Voting for the best candidate	
17:15	End of program, Tradeshow and networking continues	Location: Vivaldi
18:45	Waltzing dinner Meet at hotel lobby, 3 minutes walk to Kursalon SPECIES Excellence Awards ceremony	

www.f-secure.com/species/register

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Day 2: Friday February 5th 2010

09:00 Opening Day 2 — Location: Johann Strauss

09:10 Keynote - Success
Timo Vuorensola, Starwreck

10:10 Break - have a coffee and visit the tradeshow

Sharing best practises

10:40

Location: Johann Strauss Mobile Broadband host: Christer Spörndly	Location: Metternich Storage and Digital Content host: Jean-Michel Gobet
Security in "Mokkula" Juha Näppi DNA, Finland	Why Richard Branson loves Online Backup Giorgi Avaliani VirginMedia
	www.terra.es Online Storage Service - Lessons Learned Pedro Gil Morales Telefónica, Spain
How to Increase ARPU on Mobile Broadband Services Fredrik Delore Telia, Sweden	Bundling Online Storage to raise broadband ARPU Thomas Røygaard, TDC, Denmark
Moderated Q&A	Moderated Q&A

11:55 Lunch at MediterraNeo
Sandwiches at Fischer von Erlach during workshop

Location: Fischer von Erlach
Optional: Workshop for social movie production - what is Griffin all about
hosted by Timo Vuorensola & Peter Vesterbacka, Star Wreck

13:25

Present and future of operator VAS services host: Timo Ahomäki	Mobile Security and smartphones host: Mira Sivonen
Reaching the couch - services in home devices Philippe Mercier Orange, France	Mobile Security - a standard in the business offering Lauri Immonen Sonera Finland
Entertainment meets security Vesa Suomalainen, Elisa Consumer Services, Finland	Mobile security in Fujitsu enterprise offering Mika Hyppönen, Fujitsu Services, Finland
Moderated Q&A	Moderated Q&A

14:40 Coffee break

14:55 State of the Net 2010
Mikko Hyppönen, Chief Research Officer, F-Secure — Location: Johann Strauss

15:55 Closing words
Samu Konttinen, Vice President Sales and Geographical Operations, F-Secure

16:10 SPECIES 2010 ends. See you next year!
Buses leaving for Vienna International Airport