



The SME Segment Workshop: *How ADB Will Help You Win*

with Telenet & ADB Global

Date: Wednesday 24th May
Duration: 09:00 to 17:00
Location: Pink Plaza 1.10 (18) - Shrek Boardroom, Telenet HQ, Mechelen

A strategically aligned interactive workshop designed to explore the exciting potential of the SME segment and demonstrate how ADB perfectly fits with Telenet’s vision and relentless customer focus.

We understand Telenet is already successful on the B2B market, with a very strong foothold in SME/LE segments. We would love the opportunity to share how ADB can support Telenet achieving your targets of SME customer growth, whilst reducing OpEx and CapEx, and ultimately creating your next 10-year gap vs. competition.

This workshop is not simply an exercise for us to present to you. We want to engage and debate with the Telenet team, generate ideas, and collaboratively identify real opportunities for innovation and growth in the SME segment.

In line with your strategic vision to build the data network of the future, the workshop will explore the topics listed in the agenda below:

Agenda:

Time	Sections	Approx. Duration
09:00 – 09:30	Workshop introduction	30 mins
09:30 – 11:10	Workshop Part 1 - Topics: <ul style="list-style-type: none"> • The SME Gap • Telenet’s SME Strategy • SME Feature Requirements: today and tomorrow 	1hr 40 mins
11:10 – 11:30	Coffee & email break	20 mins
11:30 – 13:00	Workshop Part 2 - Topics: <ul style="list-style-type: none"> • Access Technologies & CPE Strategy • Software Modularity and Portability 	1hr 30 mins
13:00 – 14:00	Lunch	1hr
14:00 – 15:30	Workshop Part 3 - Topics: <ul style="list-style-type: none"> • Security • Total Cost of Ownership 	1hr 30 mins
15:30 – 16:00	Summary & next steps	30 mins
16:00	End	
16:00 – 17:00	<i>Extra time if needed</i>	<i>1hr</i>
20:00	Dinner in Mechelen – Restaurant La Vigna	



Throughout each topic, ADB will be ready to share our current offering, future roadmap and real-world case studies demonstrating how our long-term SME customers address these topics.

Participants:

Telenet: Stijn Eulaerts, VP Product Management Residential & SOHO
Alexis Schewebach, CVP Manager Software Defined WAN
Christophe Voets, Product Owner - Network & Security
Gert Segers, Product Manager – Fixed Connectivity
Arnd Christiaansen, Product Owner – B2B Services
Diederik De Laet, Product Owner Network Capacity
Quentin Cellarius, Manager In-Home

ADB: Malgorzata Ott, CEO
Krzysztof Bilinski, CTO
Philippe Lambinet, CMO
Giovangiuseppe Di Meo, Senior Product Manager
Michele Digioia, Technical Product Marketing Director
Lennart Broers, Strategic Business Development
Jack Scarr, Key Account Manager