MWC CONCIERGE MEETING SERVICES

Introduction

1. Using the **briefing document found below**, you will brief us on the event or format of meeting that you need our help finding guests for. You will tell us about your company and value to your customers and any supporting marketing material we can use in the outreach

2. You will then also brief us on your **ideal target prospects** to attend these meetings or event, looking at their demographics and key target companies

3. A dedicated meeting services **account manager** is assigned to you specifically for the meeting services project, to work with you to define the value proposition, USPs, onsite meeting **logistics and communication flow** according to your needs

4. The Account Manager works with our team of **delegate outreach specialists** to personally engage and secure meetings with your pre-qualified selections on your behalf. The delegate outreach team are experienced multi-lingual professionals, well-briefed and well-versed in securing meetings with high-level industry professionals

5. You are given access to a **real-time agenda** of appointments as it is being filled with qualified, confirmed and briefed meetings

6. The **dedicated onsite team** will assist in helping your guests reach their meetings with you during MWC, sharing reminders and guiding them onsite

Basic Information

Q2.0
Who will be the **main point of contact** for this meeting services project for MWC 2025?

Name	Milos Tadic / Mladen Panic
Role in this process	Main point of contact(s)
Position	Business Development Manager(s)
Email	milos.tadic@lotusflare.com mladen.panic@lotusflare.com
Work number year-round	00 381 63 694 068 / 00 381 69 1039 285
Onsite MWC number	00 381 63 694 068 / 00 381 69 1039 285

Q2.1
Who will **attend or present at** the meeting/event at MWC 2025 from your organisation?

Name	Supratim Choudhury / Eric Morhenn
Role in this process	On-site event delegate at MWC
Position	VP, EMEA / CCO
Email	supro.choudhury@lotusflare.com / eric@lotusflare.com
Work number year-round	00 44 790 803 6709 / 00 1 650 471 9065
Onsite MWC number	00 44 790 803 6709 / 00 1 650 471 9065

Q2.2
For executive meetings booked on your stand or meeting room, please confirm the **stand number**.

For events such as roundtables, please confirm the date, time, location and duration in Q1.1

Executive meeting rooms: **2.1B14Ex** and **2.1B16Ex**

Content, messaging and marketing material

Content / Key messages

Q3.0
The purpose here is to get an understanding of the core **value proposition** & **unique selling points** that will be utilized by the audience acquisition team in their outreach activities when communicating with prospects for the meeting scheduling. In **a paragraph or two** (**300- 500 words**), please outline:

- What the core value proposition is and what the USPs are?

- Why should the target prospect be interested? How are we helping them?

- What challenges do we solve/address?

LotusFlare Digital Network Operator® (DNO™) Cloud is a cloud commerce and monetization platform that serves as a digital business support system (BSS) for communications and media services providers that is focused on helping enterprises achieve valuable business outcomes. Unlike most BSS platforms, DNO Cloud was developed from 'Experience Down' to allow greater innovation agility, better customer engagement across all digital channels, improved customer acquisition, and increased retention and monetization of network assets while reducing operational costs.

CSPs look to LotusFlare to be their "innovation engine". The outcomes that it drives for its customers include launching digital fiber businesses, developing API marketplaces / NaaS, MVNO enablement (also known as Wireless as a Service (WaaS)), launching digital flanker brands, replatforming legacy BSS and eSIM orchestration and enablement.

Currently, LotusFlare is working on outcomes in the B2B2X and B2C spaces, which our leaders are happy to present during MWC 2025.
- The B2B outcomes are in three specific areas: first, digital API marketplaces, a very hot topic with EMEA CSPs and where LotusFlare supports the T-Mobile DevEdge API marketplace using LotusFlare DNO Cloud and Camara API standards; second, MVNO enablement supporting the wholesale divisions of MNOs offering virtual networks services to brands based on an all-digital BSS that flexibly adapts (including white-label mobile app and website) to the needs of the brand; and third, the creation of enabling solutions specifically for providers of ICT services based on TMForum APIs.
- The B2C outcomes are targeted in 2 areas: first, business agility with accelerated launch of flanker brands to enable CSP to capture very targeted market segments with digital multi-service propositions, and second, increased ROI through accelerated re-platforming of monolithic legacy BSS platforms

Marketing material/content:

Q3.1
Please provide specific marketing collateral to support the above key messaging.

Please include:

- 1 x **company brief** presentation

- **Links** to the **website** or dedicated MWC landing page

- (optional) 1 or more **Product/Service whitepaper(s)**

Company Brief: **LotusFlare Introduction**

Website: **www.lotusflare.com**

Product overview: **LotusFlare DNO Cloud Overview.pdf**

Target Prospects Brief

Target Companies

Q4.0
If you have a **target list** of companies (**Prospect customers, partners, analysts etc**.)
that you would like us to prioritise, when looking for target individuals, please share a list,
preferably of **at least 40**:

Please focus on Europe, North America, the Middle East, and APAC. The secondary focus
is Latin/South America. Please exclude CSPs from

- Africa
- former Soviet bloc (Russia, Ukraine, Belarus etc.)
- Central Asia
- South Asia
- China

US	AT&T	Verizon	Comcast	Cox Communications	Rogers

Europe	Telenor Group	Telia Group	Tele2 Group	Deutsche Telekom entities in Austria, Hungary, Czech Republic, Poland, Romania, Slovakia, Croatia	Yettel Bulgaria
Europe	Orange France	SFR	Bouygues	KPN	Telefonica
Middle East	Etisalat	Ooredoo	STC	Zain Group	Mobily
Asia	Telstra	Vodafone NZ	Maxis	Axiata	Telenor Asia
Asia	AIS	True Corp	CelcomDigi	Telekom Malaysia	Viettel

Company main activity

Q5.0
Please **additionally** select as many of these **company types** as are relevant to your target prospects. You will also be able to outline industry areas later:

AGRITECH/AGRIFOOD	FINANCE/BANKING/INSURANCE	MEDIA/ENTERTAINMENT - GAMING/VIRTUAL REALITY/AR
APP/SOFTWARE DEVELOPMENT	GOVERNMENT/REGULATORY BODIES	**MOBILE NETWORK OPERATOR**
ASSOCIATION/NOT-FOR-PROFIT	HEALTHCARE/BIOTECH/PHARMA	**MOBILE VIRTUAL NETWORK OPERATOR**
AUTOMOTIVE/TRANSPORTATION	INFORMATION/ANALYTICS/BUSINESS INFORMATION	NETWORK INFRASTRUCTURE VENDOR
CLOUD SERVICES	IOT/M2M	OTHER

CONSULTANCY	MANUFACTURING - DEVICES & WEARABLES	RETAIL/E-COMMERCE
CYBERSECURITY/CONTROLS/DATA SECURITY	MANUFACTURING - IT/HARDWARE	SYSTEMS INTEGRATOR
EDUCATION/TRAINING	MANUFACTURING - SOFTWARE	VENTURE CAPITAL/INVESTMENT/M&A
EVENT COMPANY/EVENT SUPPORT		

Companies to Exclude

Q6.0
If you would like us to **exclude** certain companies from the program (such as **existing customers, competitors** etc.) please detail them here:

T-Mobile	Globe Telecom	MTN South Africa	LLA	A1 Group	DT Germany
Singtel					

Business Areas/ Job Titles

Q7.0
Finally, please tell us about the **business areas** that your target prospects work in via the list below or provide a list of target areas below:

ADVISORY/STRATEGY/PLANNING/ PERFORMANCE	**INFORMATION/DIGITAL**/ANALYTICS	PRESS/MEDIA

BUSINESS DEVELOPMENT/SALES/**PRODUCT MGMT**	INVESTMENT/VENTURE CAPITAL/M&A	RESEARCH/DEVELOPMENT/**INNOVATION**
CLIENT/CUSTOMER SERVICE	LEGAL/IP	SOFTWARE/DEVELOPER
CONTENT DEVELOPMENT/DISTRIBUTION	MANUFACTURING	SOURCING/PROCUREMENT
FINANCE/ACCOUNTING	MARKETING/ADVERTISING/PR	SUPPLY CHAIN MGMT/DISTRIBUTION
GOVERNMENT/REGULATORY	**OPERATIONS MGMT**	**TECHNICAL/ENGINEERING**
HR/TALENT/DIVERSITY	Other	TRAINING/EDUCATION

Q7.1

If there are specific **job titles** or **work areas** that you would like to focus on, please detail them here:

- Chief Information Officer

- Chief Digital Officer

- VP / Head / Director of Technology

- VP / Head / Director of Digital Strategy

- VP / Head / Director of Commerce

- VP / Head / Director of Enterprise

- VP / Head / Director of IT Strategy

- VP / Head / Director of New Services

- VP / Head / Director of Innovation

- VP / Head / Director of Business Support Systems (BSS)

- VP / Head / Director of Customer Experience / Engagement

- VP / Head / Director of Commercial

- VP / Head / Director of Revenue

- VP / Head / Director of Monetization

- VP / Head / Director of Digital Transformation

- VP / Head / Director of Wholesale and Roaming