

An Association for Communications Users in Bahrain

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Outline of Presentation

- Brief History of CMA
- Objectives and Achievements
- Vision and Mission
- Governance, Structure and Organisation
- Operations
- Membership – types and fees
- Revenue
- Name

Brief History

- Founded in 1958 by 7 large enterprises
- 25 Members by 1960 – Postmaster General agrees to meet them
- 40 members by 1968 - First conference held
- 300 members by 1972, 1000 by 1991
- Created a commercial arm – “TMA Ventures” in 1983. £4M turnover by 1999.
- Changed name from TMA to CMA in 2000
- Merged with British Computer Society (BCS) in 2007

Independence is Vital!

- No bias
- Fearless criticism
- Valued by the community
- Irritation and annoyance is always short-lived
- Long-term gains

In Summary

- A highly respected Association of Professionals from across enterprise, industry and public sector
- Totally independent, without supplier bias
- A registered Charity - 50 years old
- Run by the members, for the members

Objectives

- “The objects **are for the public benefit to advance and promote the science, technology, use and application of telecommunications, and information systems and services which are dependent upon telecommunications**”

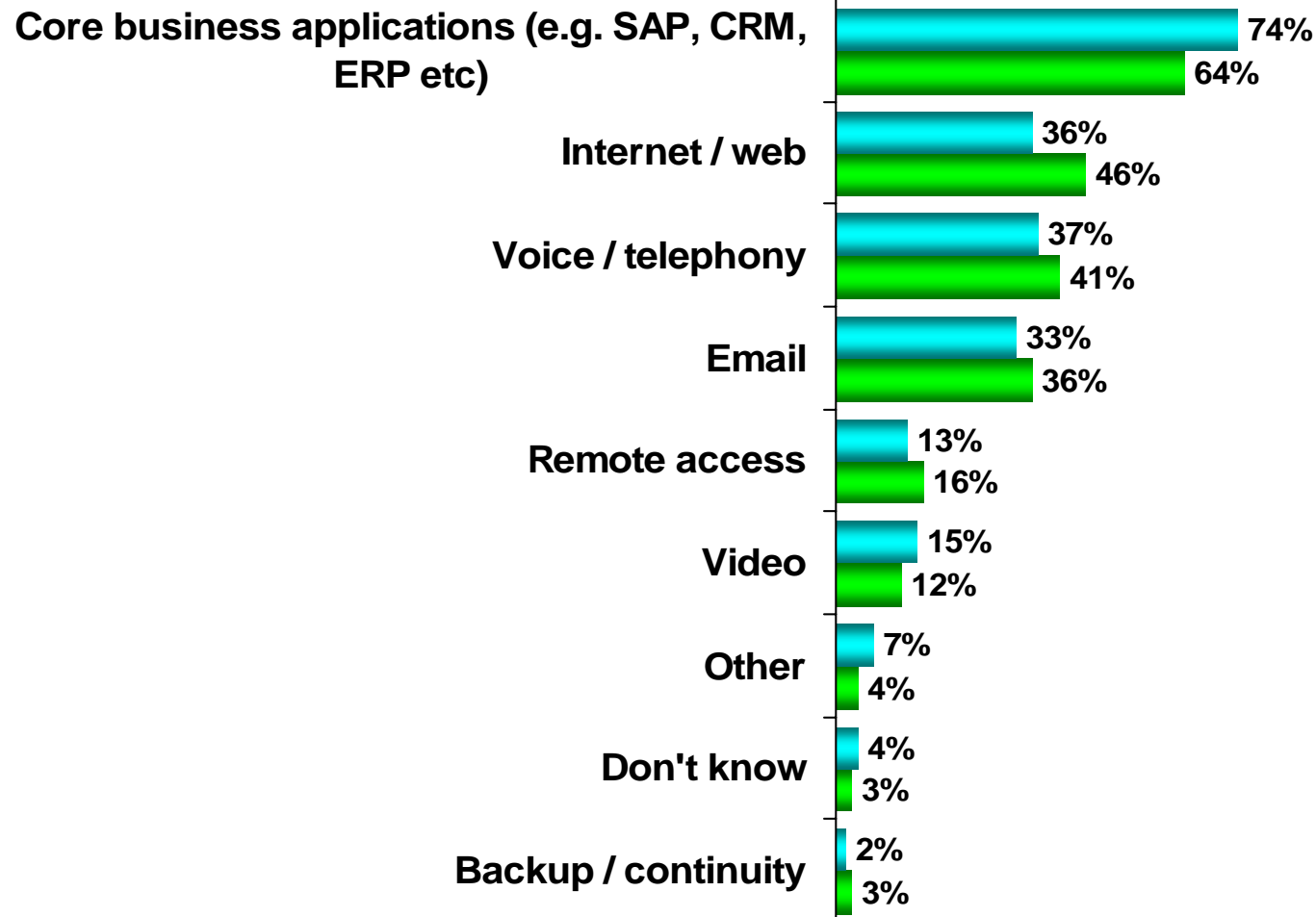
Some Achievements



- Advised government on liberalisation and on creating the duopoly
- Advised on the Communications Act 2003
- Successfully lobbied for reduction in mobile roaming charges
- Modified the drafting of legislation on lawful interceptions
- Ensured the UK numbering plan met the needs of businesses
- Ensured that the supply of business services remained competitive
- Advised on functional separation of BT
- Lobbying for universal access
- CMA's voice is heard at the highest levels of policy-making
- Our senior members are in demand as speakers

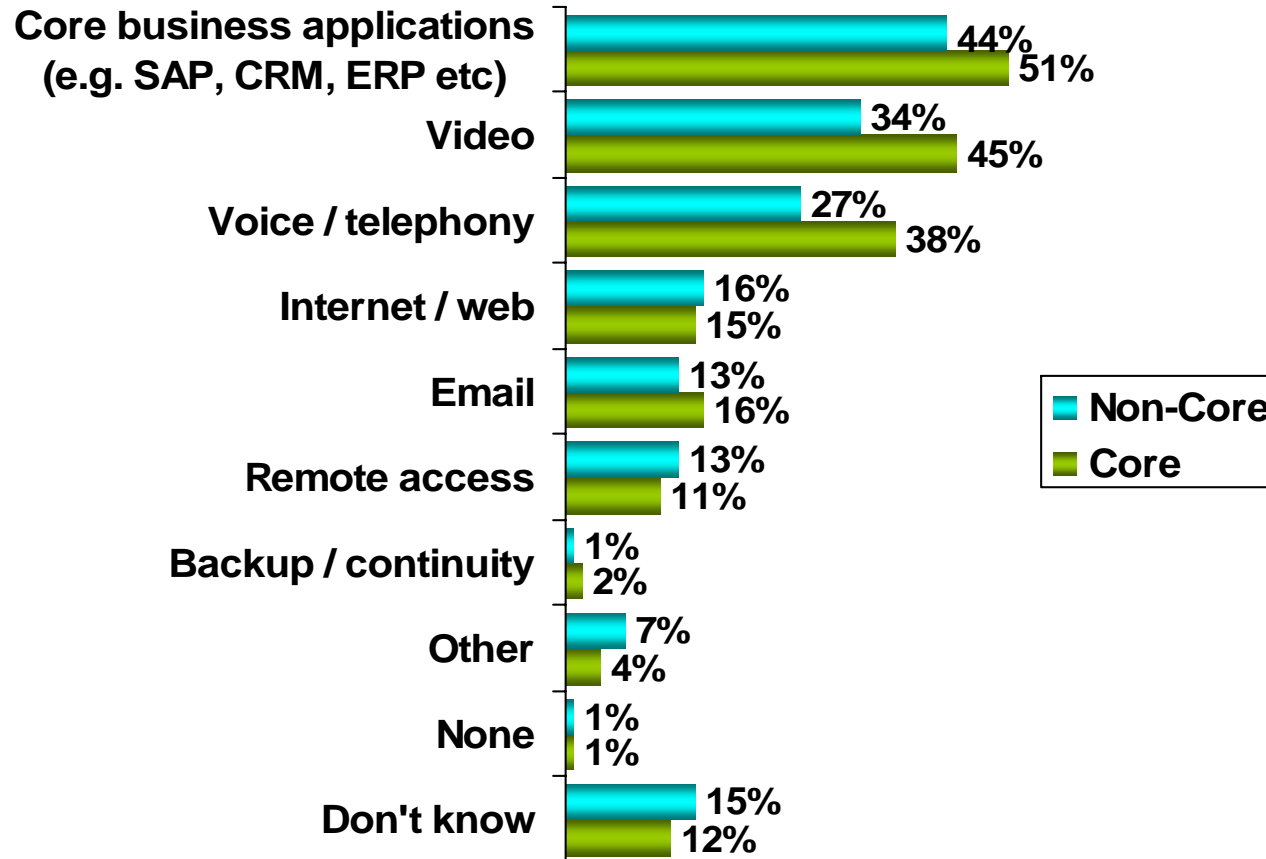
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Typical services / applications in businesses



Question: And what are the typical services / applications your organisation uses the access for?
Base: All respondents who receive services over Fibre 129, Copper 116

Main services / applications via Next Generation Access?

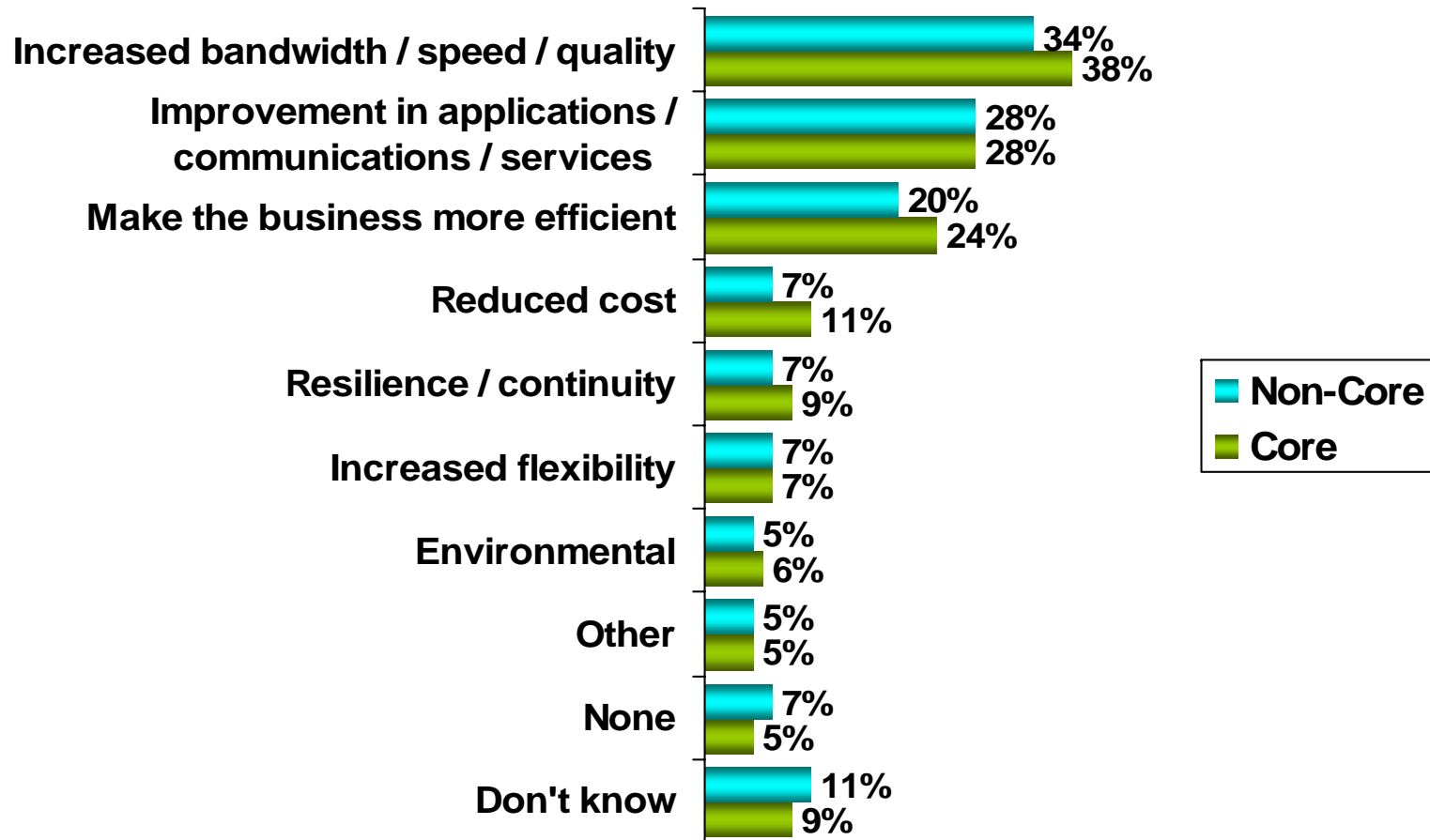


Question: What are the main services / applications do you think your company would use via Next Generation Access?

For CORE (*intra business traffic generated through own company systems across sites or remote locations*) and NON-CORE (*inter business traffic including customer trading, suppliers and contractors*).

Base: All respondents (152)

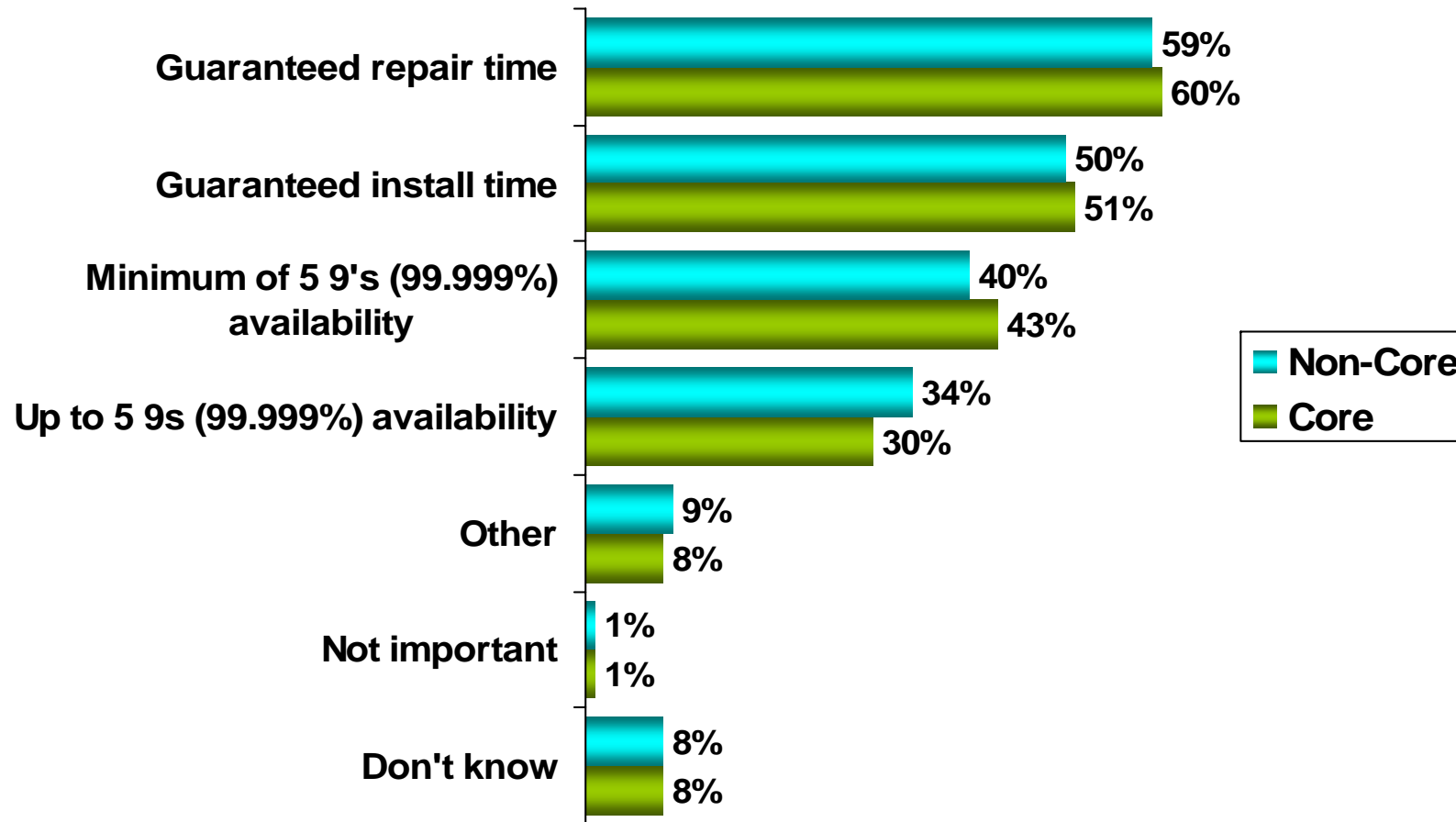
Main benefits Next Generation Access would provide to the business



Question: What are the main benefits you think Next Generation Access would provide to your company in terms of how it does business? For CORE (*intra business traffic generated through own company systems across sites or remote locations*) and NON-CORE (*inter business traffic including customer trading, suppliers and contractors*).

Base: All respondents (152)

Required level of service for Next Generation Access



Question: What level of service do you think your company would require for Next Generation Access services? For CORE (*intra business traffic generated through own company systems across sites or remote locations*) and NON-CORE (*inter business traffic including customer trading, suppliers and contractors*).

Base: All respondents (152)

Some Current Challenges

- Net neutrality
- Sub loop unbundling
- 21st Century Network (21CN)
- Universal Access
- Spectrum Policy – “command and control” versus the free market auction

Creating a similar body in the Kingdom of Bahrain?



The Telecoms sector in the Kingdom of Bahrain:

- TRA
- Licensees
- Consumers (Business User Advisory Group and Consumer Advisory Group) – a “Bahraini Communications Management Association”

Terminology

- A few differences:

- ~~Subscriber~~ = **Customer**

- ~~Licensee~~ = **Supplier**

The three-legged Stool



Customer

Supplier

Shareholder

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BAG Objectives

At its first meeting the Group set out five key aims:

- **To raise issues with Licensees;**
- **To provide input to TRA on issues that affect business users;**
- **To discuss in advance with TRA issues for consultation so that the business perspective is fully reflected;**
- **To improve TRA's services as they affect business;**
- **To promote awareness of new services in the business community.**

Vision

Corporate vision is a short, succinct, and inspiring statement of what the organisation intends to become at some point in the future.

To be the most effective and influential voice of the Bahraini business user of communications goods and services

Mission

- "A mission statement is an enduring statement of purpose for an organisation that identifies the scope of its operations in product and market terms, and reflects its values and priorities"

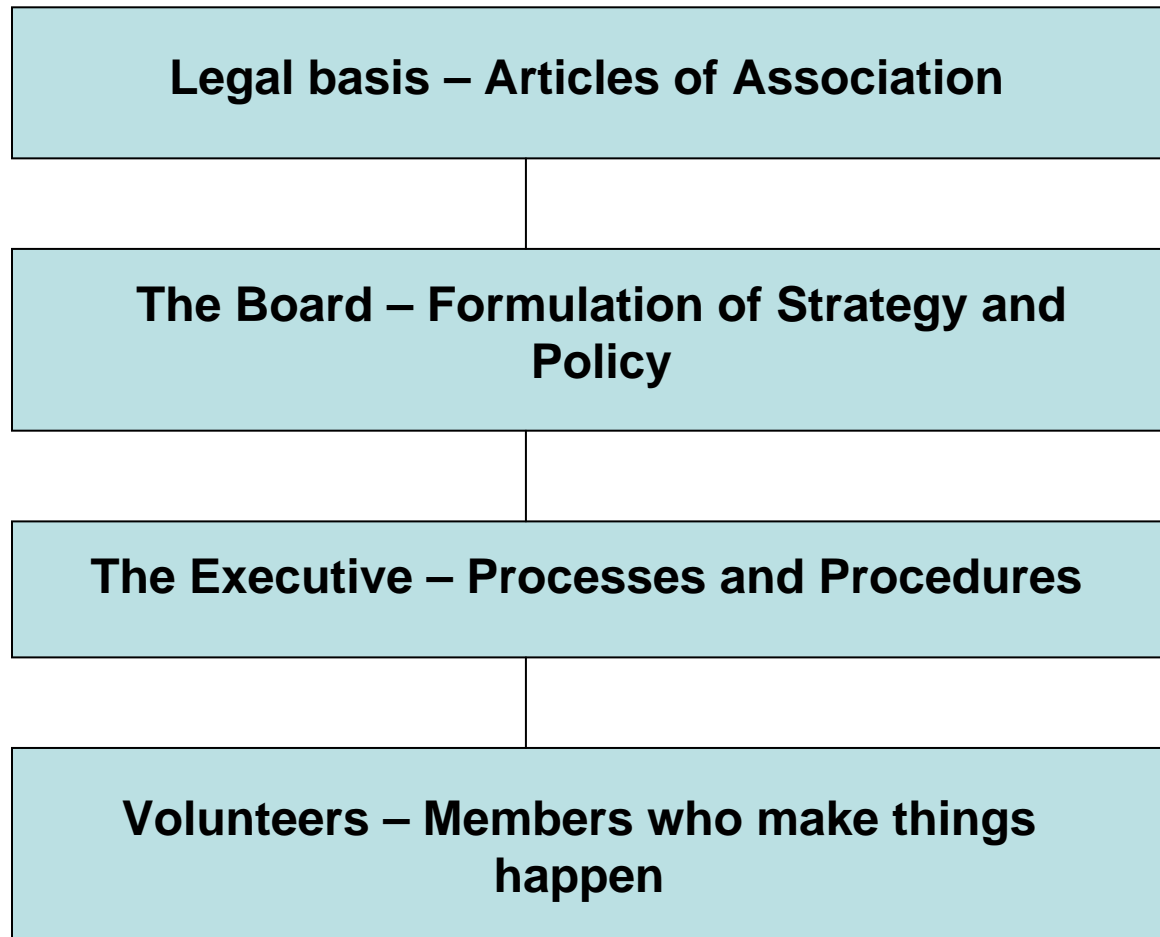
On behalf of Bahraini business users:

to influence the regulator, government and suppliers in pursuit of maximum choice and world-class Quality of Service at the lowest possible price;

To inform business leaders, in all sectors, of the dramatic benefits that modern information and communications technology (ICT) can bring to their enterprises;

To encourage and advise business leaders in the appropriate introduction and use of ICT in pursuit of improved business performance.

Governance 1



Governance 1

Legal basis – Articles of Association

Says:

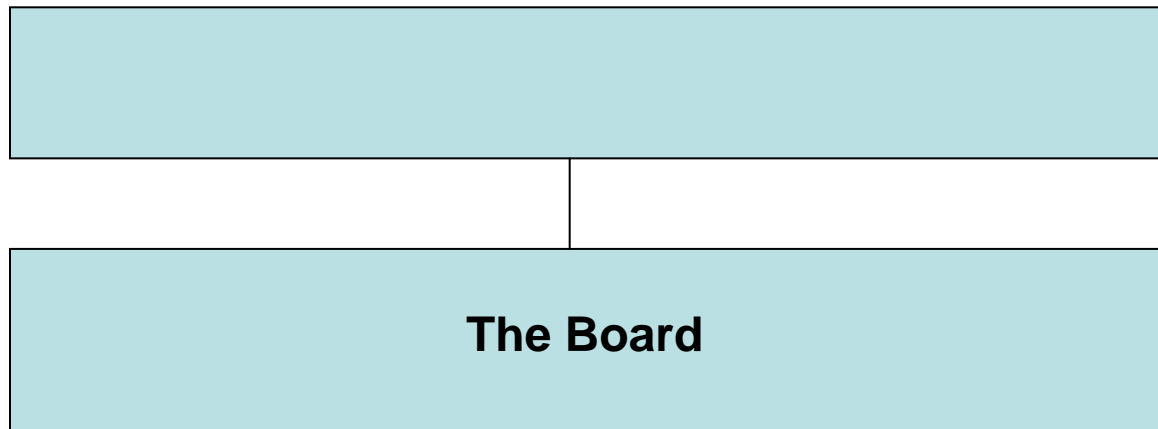
What you want to do

Why you want to do it

How you want to do it

But - be flexible!

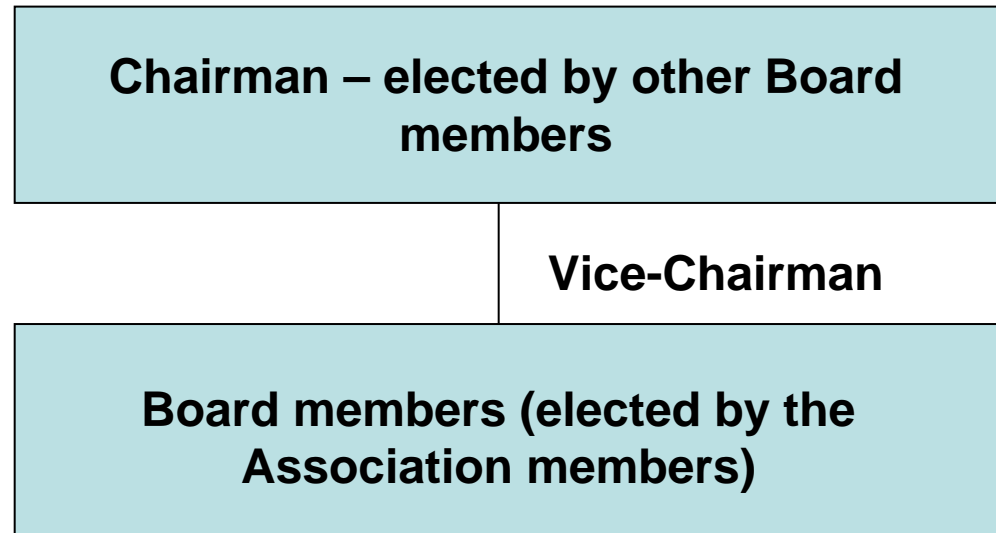
Governance 1



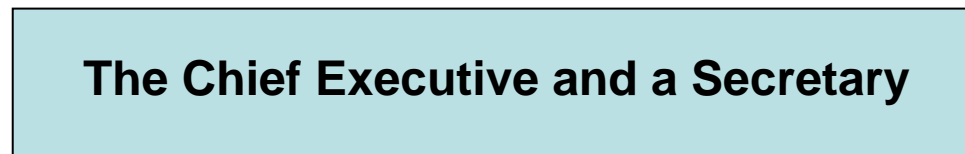
Decides – Strategy and Policy

Monitors – finances, operational effectiveness, compliance, and overall performance of Chief Executive

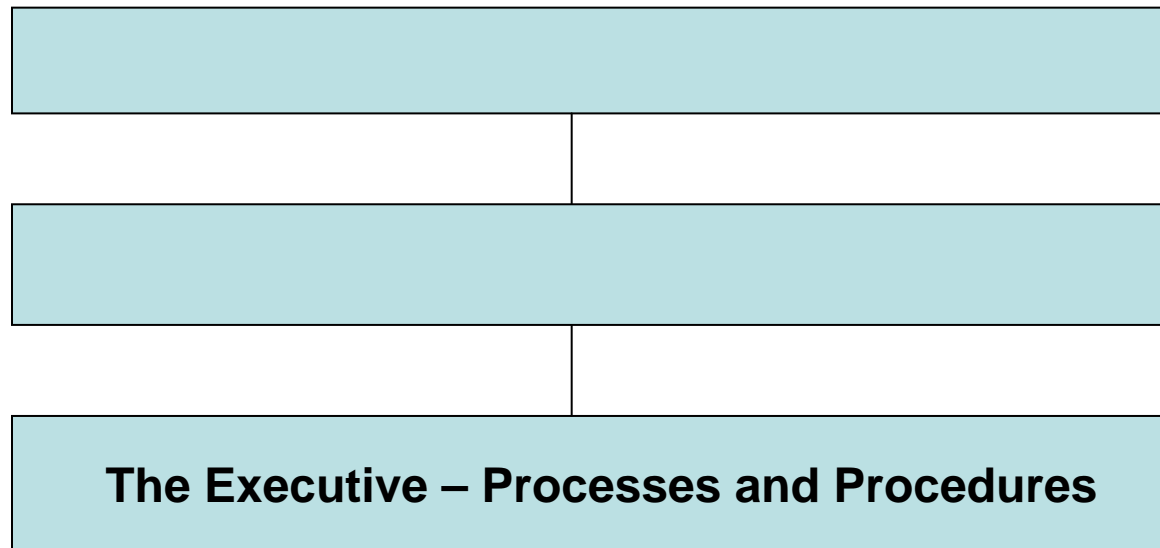
The Board



Supported by:



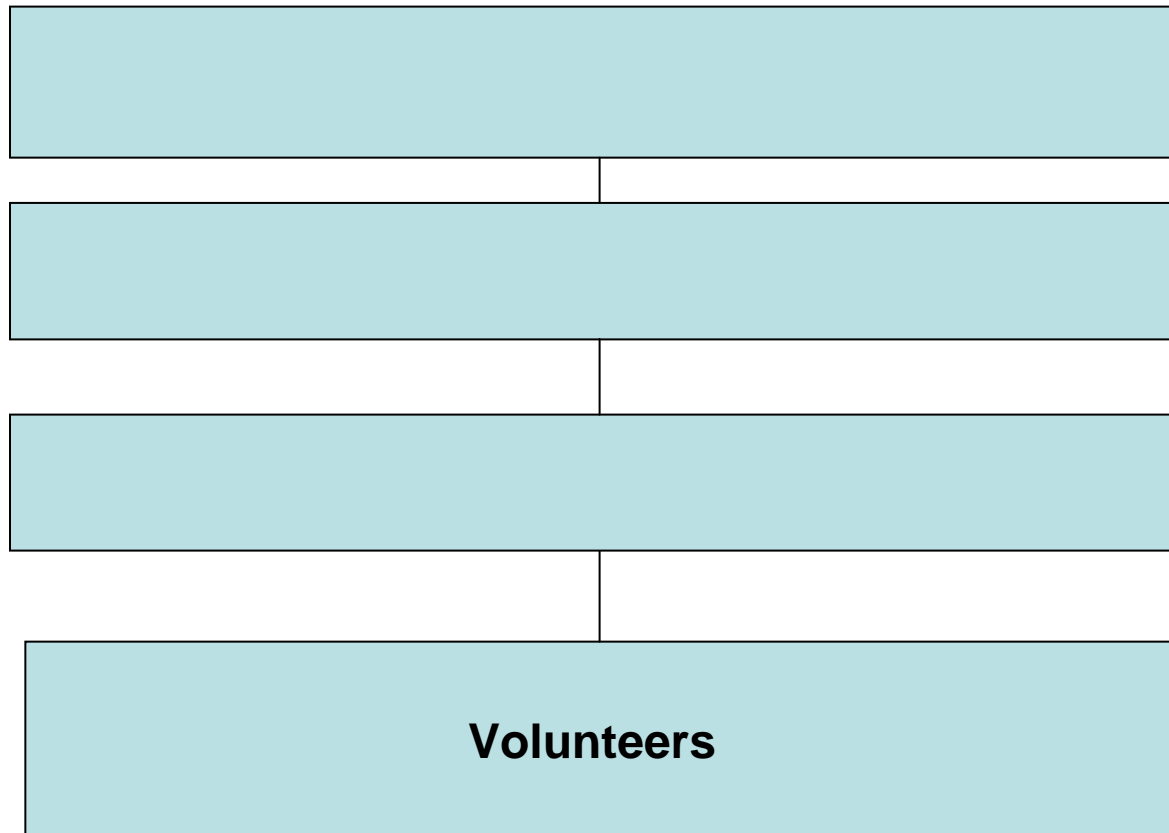
Governance



Consists of paid staff and a Chief Executive, who:

Advises the Board. Is responsible for all operational activity, budgetary control and management of volunteers and staff. Generates revenues. Day-to-day interface with the membership. Custodian of the Association's image and reputation.

Governance 1



Members who understand current issues, run seminars and meetings for members, help draft documents. Need support from the staff.

Governance - Volunteers

- Vital to success – without volunteers the Association will suffer
- Need about **6**
- Come from the ranks of the membership
- Run Special Interest Groups and Forums (they are “experts”)
- Encouraged and supported by the Chief Executive and staff
- Pay them if possible – but certainly pay their expenses!

Operations - Services to Members (1)

- Channel to government, regulator and suppliers
- Advice on Regulatory Affairs and compliance
- Training Courses
- Information

Next Generation Networks:



Key Facts

- The level of awareness of NGNs amongst communications professionals (86%), their colleagues (67%) and senior management (53%) is higher than anticipated
- Key companies for NGNs are perceived to be BT (72%), C&W (26%) and Cisco (22%)
- Organisations' strategies are in the main short-medium term but some have no strategy (20%)
- More information required on practical applications (15%), likely services (16%), timescales for deployment (13%) and impact on cost, quality and availability (16%)
- Requirement for a visible migration plan across the UK (21%) also more education (17%)

Operations – Services to Members (2)

- **Special Interest Groups and Forums**
 - Professionalism
 - Billing & Telecoms Information Management
 - Consultants
 - Contact Centres
 - Fraud & Security
 - Regulation
 - Risk, availability and business continuity
 - Unified Communications
- **Seminars and workshops**
- **Annual conference (our flagship event)**
- **Surveys**

Convergence : Key Facts

- **40% say implementing an entire converged IP network within 2 years is a key strategic objective for my company**
- **74% say interoperability of different suppliers' equipment in a converged network is a major concern to our business**
- **43% say my company prefers building its own IP communications solutions to buying a managed solution/service**
- **58% say my company is looking beyond cost to new advanced applications to justify a move to converged networks**
- **59% say VoIP is the main driving force for moving to converged IP networks**

Operations - Services to Suppliers



- **Partners and Associates** – the communications and networks suppliers to enterprise users.
- They are not “members”.
- They are a source of revenue – various charges (typically £5000) in return for deliverables from CMA
- They must NEVER be allowed to influence the Group’s policies!

Membership Profile

- CMA is the UK's only business user membership organisation in the ICT sector
- CMA represents individual professionals who have responsibility for or manage communications systems throughout the value chain in both the public and private sectors

What is a “User”?

- CMA has over 1500 members
- Individual and corporate, from all sectors
- No absolute definition of “user”
- But certainly no large, dominant suppliers!

Membership – main types

- **Individual members – good for professional reputation as a User Group. But fees low, and slow to grow numbers**
- **Corporate membership – good for revenues, quick growth in early stages**
- **But harder to manage, could distort image and can exert too much influence**
- **A mix of individual and corporate members in the longer term**
- **Affiliates**

Membership - details

- **Individual** – the primary category
- **Corporate** – fastest growth
- **Affiliate** – for members of sister organisations

Membership - criteria

- Difficult choice – to impose entrance criteria or none at all
- With criteria – Association gains stature and credibility and members are proud to belong. “User image” can be safeguarded. But numbers are constrained
- No criteria – anyone can join, numbers rise but “user image” diluted.

Membership - fees

- CMA charges:
- **Individuals** - £140
- **Corporate** - £595
- **Corporate Consultancy** -£750
- **Affiliate** – no charge or reduced charge

Sources of Revenue

- Membership Fees (not enough)
- Seminars and workshops (open to non-members)
- Surveys of customer needs and customer views (funded by TRA and suppliers)
- Partnerships with suppliers (in return for “deliverables”)
- Annual Conference (and Exhibition?)

Name of Organisation?

Factors to consider:

- **Sector to be represented** (pure telecoms or telecoms and associated services. Consider impact of IT and telecoms convergence – eg: IPTV)
- **Regional or Country-specific**
- **Possible confusion** with other bodies or acronyms
- **Affiliation with other user groups (eg: CMA, INTUG)** (*under what terms and conditions?*)

First Steps

- A small group from the Founder Members form an organising committee that will:
- Exploit the results of this conference
- Identify all potential interested individuals, companies and others.
- Help draft Articles, Bylaws, structure, decide fees and negotiate funding, accommodation etc)
- Appoint (paid) Chief Executive and small secretariat
- Launch
- Appoint a figurehead – an (independent) patron
- After first year - review progress and hold elections to Board. Confirm paid appointments

The General Director said:

“We are determined that consumers should be empowered through access to high quality information about the market and the services available, as well as through knowing and exercising their rights and through having a voice. I am therefore delighted that both the Consumer Advisory Group and the Business Advisory Group are now very active – and vociferous – in championing the interests of consumers.”

TRA Statement, 2007

QUESTIONS?

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