

Telecoms & Tech Academy

MONETISING 5G MASTERCLASS

1-Day Course

Understanding the true capabilities and business opportunities of 5G



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MONETISING 5G MASTERCLASS

INVESTIGATE THE BUSINESS CASE FOR 5G

During this hands on Masterclass, you will learn how to leverage 5G technical performance, assess business models, and formulate a basic business case for 5G technology. 5G is not cheap or easy and its ROI has to be calculated over several years staged across its life cycle. As such pricing decisions and rollout strategies must be well thought out when formulating your business case

5G is envisioned to be a unifying connectivity fabric that will connect virtually everything around us – from enabling enhanced mobile broadband services and mission-critical communications to connecting the massive Internet of Things – as well as support use cases not completely known today.

Yet, there are still plenty of unknowns about the future business models and monetisation strategies for the technology. This fact has clouded the future for operators that are weighing strategies for moving forward because most Telcos traditionally invest in monetisation platforms based on a clear set of requirements, which were linked to specific use cases.

WHAT SETS THE PROGRAMME APART?

- **Practical approach to teaching;** You will be made to reflect on the challenges and opportunities of the 5G roll-out in an exercise that will see you work in teams to present a business case for 5G.
- **Real-life case studies:** You will look to real-life scenarios to understand what strategies have been deployed already and how you can learn from these.
- **Focused program:** Throughout the day you will become familiar with key trends, business models and use cases for 5G.

WHY THIS COURSE?

1

ACQUIRE

a clearer picture of the emerging telecoms technologies such as AI/ML/ IoT and their effect on the the 5G market

2

BECOME

fully versed in fixed network technology and applications, including the reasons behind its adoption in 5G

3

ASSIMILATE

best practice and the latest management techniques to be used within the telecoms industry of the next decade

4

ACHIEVE

a better understanding of your future HR requirements, your products, and future growth opportunities

5

BUILD

a solid platform to make strategic, technical, financial and management decisions that are reliable and commercially viable

CURRICULUM

MONETISING 5G

MORNING SESSION

1. 5G Industry Forecasts & Trends

- The Global Picture
- Regional Forecasts
- Trends Analysis
- Exploring Blue Ocean Opportunities: Mobility as a Service
- QA

2. 5G Business Case Dilemma

- Technology Parameters: Capacity, Coverage, ThroughPut
- What are the 5G Costs and Pricing Options
- Exploring New Business Models: Network as a Service, Ecosystems
- Network Rollout Based on Use Cases and Life Cycle Strategy
- QA

3. 5G Business Model Options

- Understand Platform Economics and Ecosystem Participation
- Selecting the Business Model: NaaS, IaaS, Neutral Host
- Private 5G Networks: Industries, Smart City
- Revamped MVNO model to Address Niches
- QA

AFTERNOON SESSION

1. Case Work in Teams: Rough Cast Plans to Monetise 5G

- Selecting the best Technology Architecture and Migration Options
- Towards Customer-Centric Services and Applications
- Pricing Decisions and Blue Ocean Opportunities
- Leverage Ecosystems

How it works:

Work to evaluate the major aspects of monetizing 5G investments for a hypothetical Operator in SE Asia – from overall strategy, structure, service offerings, technology choices, low cost rollout strategies to accelerate a fast ROI. You will also be required to address any technical and commercial challenges that you might face with 5G, identify profitable niches to score early wins within the standardisation context of 5G. At the conclusion each team will present their findings and defend their business rationale.

IS IT FOR YOU?



This is a masterclass is designed to provide an in-depth understanding the business capabilities of 5G
Therefore, a variety of functions have the potential to benefit, including:

CxO Teams

Those in need of a quick understanding on the monetisation strategies for 5G

Senior & Middle Managers

Those who require a thorough grounding in the technical, commercial and financial elements of managing 5G business

Investment Bankers

Those who need to learn how the technical and commercial aspects impact the business plan of 5G and motivate investment

Technical Teams

Those who need to appreciate the financial implications of the decisions when recommending hardware/software upgrades

Business Development

Those wanting to understand how 5G technical capabilities will lead to profitable commercial propositions and unlock new revenue streams

Engineers

Those requiring a deeper understanding of Telco operator motivations in the 5G area and how best to collaborate to create new applications and use cases

COURSE LEADER



SADIQ MALIK

Sadiq Malik is the principal consultant at a think tank which provides a portfolio of consultancy services to address the strategic challenges faced by organisations throughout the telecoms value chain, including mobile and fixed operators, ICT service providers, sites suppliers and equipment vendors.

Sadiq has facilitated technology workshops for Telco operators in Europe, Gulf and SE Asia on various aspects of next generation networks. He has worked with Tier 1 Telcos on formulating migration paths, business models and monetisation strategies for 4/5G, IoT, NFV, AI and Blockchain. He is passionate about new technologies, a published Author and fanatical about digital transformation. Considered by his peers as an artful blender of technical, commercial and financial elements to explain networks that respond to the new age digital consumer.

ABOUT TELECOMS & TECH ACADEMY

Telecoms & Tech Academy is a leading training partner to the telecoms, media and technology (TMT) industries, having trained more than 30,000 professionals and 500 businesses globally.

We were borne out of the telecoms industry and understand the challenges the sector has been facing. Our training portfolio continues to evolve to help address new and emerging skills gaps faced by telecoms & tech businesses. To provide you with leading-edge knowledge, our learning is influenced by our partners including Ovum and Google.

What competencies are you looking to build in your teams? Here's a snapshot of where we can help:

BUILD TECHNICAL SKILLS

- Big Data, Analytics & Artificial Intelligence
- Network Virtualisation (NFV & SDN)
- 5G Network Technology
- Emerging Services Including: Internet of Things, Smart Cities & Connected Innovation

BUILD TELECOMS MANAGEMENT SKILLS

- Telecoms & Leadership: Our flagship Telecoms Mini MBA has trained over 15,000+ professionals
- Innovation & Digital Transformation
- Customer Focus

For group booking discounts available please contact us for details

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