

Telecoms & Tech Academy

The Business Case for 5G

Maximising ROI



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The Business Case for 5G:

Maximising ROI

This course delivered online on our Live Virtual Classroom will provide those involved in the development 5G with an understanding of how best to maximise the opportunities and minimise the risks that the technology presents.

So much is said and written about 5G that it can be difficult to filter all the information that is available and understand precisely what it is – or perhaps more importantly – what it is not.

The more bullish statements about 5G portray it as a revolutionary technology which will help telecoms operators to more effectively compete with OTT service providers and build significant new revenue streams in the B2B market. But other commentators say it is just the next mobile generation of mobile technology, no more and no less, and that it will not significantly change the market outlook for mobile operators and the telecoms operators more broadly.

This two day course explores these two opposing scenarios. It looks at the assumptions behind the more optimistic views about the potential of 5G to understand whether they stand up under scrutiny. While the course does not seek to describe in detail the technological advances that comes with 5G it does explore key aspects of 5G to understand whether they can give telecoms operators the opportunity to develop new business models and tap into new lines of business. The course includes a business simulation exercise which gives delegates the opportunity to apply their learning to a mobile operator business and to a large enterprise user which is interested in deploying 5G.



LEARNING OUTCOMES

Benefits for the Individual

Attendees will be empowered to:

- Identifying what services and profit pools will be enabled by 5G according to its performance
- Become familiar with key telco business models and pricing strategies underpinning a profitable 5G network
- Recognise how 5G will differentiate from 4G and why telcos are investing in 5G now
- Understand the changes 5G will create within an organisation in terms of skills development and culture
- Analyse and discover the security offered by 5G and its ramifications
- Understand the importance of 5G spectrum and what it means for network rollout, use case scenario and roaming

Benefits for the Organisation

This course will enable:

- **Regulators to** understand the bigger 5G picture and identify standards that need to be set
- **Vendors to** define their product offerings and role in the market
- **Operators to** save and make money by identifying best practices for roll-out and revenue streams enabled by 5G

WHAT SETS THE PROGRAMME APART?

- Practical exercises allowing delegates to apply knowledge in a real world setting
- Focused program tailored to those wanting to understand why operators are opting to roll-out 5G
- Investigation into 5G use cases, roll-out strategies, trends and forecasts to identify blue ocean opportunities
- Look at key considerations from 5G security to the cost of the technology
- Developed and delivered by expert course leaders with real-world experience
- Business Simulation - Allows you to put what you have learned to the test and think innovatively around 5G

WHY THIS COURSE?

- **ACQUIRE** a clearer picture of the emerging telecoms technologies such as AI/ML/ IoT and their effect on the 5G market
- **BECOME** fully versed in fixed network technology and applications, including the reasons behind its adoption in 5G
- **ASSIMILATE** best practice and the latest management techniques to be used within the telecoms industry of the next decade
- **ACHIEVE** a better understanding of your future HR requirements, your products, and future growth opportunities
- **BUILD** a solid platform to make strategic, technical, financial and management decisions that are reliable and commercially viable



Programme Agenda

Modules include:



DAY 1

1. Definitions And Market Outlook

- What is 5G? A basic introduction to the evolution or revolution
- Why do we need it? An assessment of the current prospects and future for telecoms operators
- What is the timeline? Understanding when different 5G capabilities will become available to telecom operators
- What are the forecasts for 5G growth? Deep dive into forecasts provided by leading market research firm Omdia

2. 5G Network and Technology

- Spectrum: Where does 5G belong in the radio spectrum and who is likely to get access to it?
- The radio access network. What changes will 5G bring to the radio access network, backhaul and fronthaul
- The core network: How will the core change and what will this mean for the services that operators can offer
- Edge computing: What is it – from a mobile operator's perspective
- Network slicing: What is it? Or more realistically, what might it be?

3. IT and Transformation 5G

- What is the status of, and prospects for digital transformation (in the context of 5G)
- "Teaching" back control: How telecoms operators are seeking to transition into technology operators.
- Cloud migration: The reality and challenges of the journey
- Data analytics and AI: Are these capabilities being used effectively? And how important are they in the context of 5G?
- Customer centricity: This is the key priority for any telecoms operator undertaking a digital transformation program
- A DNA that is fit for 5G: How does the telecoms organisation need to change to properly leverage 5G?

4. The Key Players

- Operators and MVNOs: While these will be the main 5G operators, what are the implications for different operator based on their current situation in their market?
- Wholesale and enterprise service providers: Their role in 5G in comparison to previous mobile generations
- Vendors and the supply chain: How will 5G impact them



DAY 2

5. Business Models and Value Creation

- An examination of today's telecoms business models
- The reality of new business models enabled by 5G
- Cloud and ICT services: Many large telecoms operator are making great strides in ICT services markets. How will 5G change that?
- An overview of IoT and the role of telecoms operators. Opportunities to expand their role
- Examining professional services: Do telecoms operators need to expand their professional services capabilities or is partnering the best option?
- Wholesale and platform: What is a platform business model and what relevance does it have to 5G?
- E2E service: What will it take for telecoms operators to provide new end-to-end services powered by 5G?
- Taking a vertical view of the market: How deep do telecoms operators' 5G verticalisation strategies go?

6. The 5G B2B Market

- Today's B2B telecoms market: Who are the players and where will 5G fit?
- The ICT services and cloud market. Is 5G a "cloud" service? Where does it fit in the discussion about network-as-a-service and SD-WAN?
- The key vertical markets and use cases: realistic opportunities for 5G
- Smart cities: How are telcos exploiting the smart city and is there a clear and obvious application for 5G?

- Connected cars and transportation. Autonomous driving was touted as one of the outstanding use cases for 5G but there is now much more realism about the size of the opportunity.
- Healthcare. Remote surgery is just one of the use cases that sit within the healthcare vertical.
- Media. Outside broadcasts is one of the early 5G use cases and presents a compelling proposition for 5G
- Private networks. What is the roll of the operator? Is there a risk that enterprises will build their own networks?
- Indoor coverage challenges and opportunities. Many of the most compelling 5G use cases require indoor coverage. But how achievable is this with 5G?

7. The 5G Consumer Market

- Enhanced mobile broadband. all based on the enhanced mobile broadband business case. But how much additional value does 5G provide smartphone users?
- Pricing strategies. What are the pricing options for 5G? Will pricing approaches start to converge with fixed broadband?
- Content bundling. Bundling 5G with services such as video streaming or cloud gaming is already proving to be a popular approach for mobile operators
- AR/VR: Compelling applications on 5G – how to make it a key part of the overall value proposition.
- Fixed wireless access. Mobile operators can offer fixed broadband services with speeds comparable with

DSL services. How will they address this market opportunity and will it become a major market?

- Devices: Examining the status of 5G devices today and when will the leading brands increase their portfolios

8. Regional Developments

A look into Europe: 5G roll-out and up-take

- Asia Pacific: South Korea as the leading 5G market in the world. How have the operators driven adoption?
- The Americas: The two largest US operators and their different approaches in 5G
- MENA: Operators in the Middle East have traditionally been early adopters of new mobile technologies.
- Where does 5G sit in the overall telecoms landscape?

9. Business Simulation

This course is designed to bring together all the different elements of 5G. To reinforce learnings – and to inspire genuine innovation about how to leverage the 5G opportunity – all delegates will participate in a specially-designed and unique business simulation exercise. Taking the role of either a 5G operator or a large enterprise user faced with the challenge of how best to leverage 5G, teams of delegates will build their strategy over the duration of the course. After the team present their strategy, they will receive detailed feedback. Such reinforcement will ensure that the learning from the course can be taken away and applied in their organisations.

Telecoms & Tech Academy

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