# Telecoms & Tech Academy

# Cloud for Telecom

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# Cloud for Telecom

**This programme provides a comprehensive overview of cloud services and technology and explains in detail what it means for both cloud services providers (including established telecoms operators) and customers.**

We start with the concepts and features of cloud services before looking at the underlying technology and architecture that underpins the cloud, as well as the business drivers and issues facing businesses and consumers when migrating to the cloud.

The features and benefits of the cloud are then considered in more detail, highlighting the opportunities for telecoms operators as cloud service providers, the business models available, the likely position within the value chain, implementation options and the foundations on which the telecoms operator's secure cloud services can be built. This includes access technologies,

security, trust, billing, pricing, customer relationship, IT infrastructure, device management, integration with other services, and partnerships.

Services and deployment models are explored and discussed in sufficient depth to enable participants to assess the full implications and impact on the wider network from both a cloud-service user and cloud-service provider perspective – including capacity and Quality of Service.

Current implementation and deployments options are illustrated with real-life case studies to ensure that participants have the full picture.

## LEARNING OUTCOMES

Participants will develop or be able to:

- Contribute more effectively to discussions and development of the cloud implementation or strategy within their own organisation
- Evaluate implementation options for secure and reliable cloud service offerings, including technology options and deployment
- Fully understand the technology requirements for cloud services and the demands placed on both the wider core network and the access network
- Develop solutions in a way that is consistent with the wider requirements of the organisation
- A solid foundation on which to further develop their competencies and knowledge of cloud computing
- The confidence to contribute to the development of commercially viable customer solutions
- Make decisions on cloud technology implementation and procurement that are commercially viable, minimise risk, and are in line with the strategy and goals of the wider organisation.

## THE PROGRAMME OFFERS:

- Highly focused and in-depth training from the experts including relevant updates from Omdia, Informa Tech's analyst team
- Expert trainers and programme directors who are industry experienced and highly accomplished training professionals
- Training outcomes and competency development designed to provide a comprehensive overview of cloud concepts, cloud technology, cloud services, and the opportunity for Operators

# Programme Agenda
## Modules include:

### Module 1
## Introduction to the Cloud

- Understanding the dynamics of telco public cloud provider relationships
- Cloud Computing Defined
- Traditional IT Infrastructure and Services
- What is new about the Cloud
- Cloud Computing Reference Model
- Deployment Models:
- Public Cloud
- Private
- Community
- Hybrid
- Exercise – Role Play CIO/ CFO Likely Discussions'

### Module 2
## Service Models

- Transferring / selling operations to cloud providers
- The Overall Service Model
- Software as a Service (SaaS)
- Platform as a Service (PaaS
- Infrastructure as a Service (IaaS)
- IaaS, PaaS and SaaS Examples
- Server Virtualisation
- XaaS Pros and Cons
- Exercise – Provision, Use and Critically Analyse a Service

### Module 3
## Migration to the Cloud

- Business Case Drivers
- Enthusiasm for Migration
- Migration Steps
  - Application identification
  - Trust Boundaries
- Certification and Compliance
- Legal Considerations
- Risks and Mitigation
- Security
- Exercise – Produce a Justified Migration Plan

### Module 4
## The Role of the...

**Telecoms Operator**
- Telecom Operator Value proposition
  - Key asset identification
- Carrier opportunities
  - Cloud Access
  - Local Hosting

**Public cloud partnerships and deployments**
- Cloud Provider opportunities

**How to partner with cloud providers, what services to transfer and drive internal information**
- Local caching
- Small and Medium Enterprises
- Latency Sensitive apps
  - Internal applications
  - Network Cloud Infrastructure and NFV
- CPE Servers
- Hosted CPE functions
- Mobile Core
- Cloud RAN
  - Inherent Advantages
- Economy of Scale
- Trusted supplier
- Government initiatives
  - Commoditisation threats
  - Exercise – Critically Analyse Your Company (or a company of your choice) as a Cloud Service Provider

### Module 5
## The Telecoms Cloud Marketplace

- Cloud Market Maturity
- Telco Cloud Segmentation
- Telco Cloud Services positioning and focus
- Market Entry considerations;
  - Customer Demand
  - Customer Expectations
- Major Players as Telco Cloud enablers;
  - SaaS players
  - Service Broking
  - PaaS
  - IaaS
- Infrastructure Partners
- Integration Partners
- Leading Telco Cloud Case Studies

# Telecoms & Tech Academy

**Informa Telecoms & Tech Academy, part of Informa Tech, has been providing training programmes and workshops for organisations within the telecoms/ICT space for the past 20+ years.**

We have a wide portfolio of telecoms/technology/ICT specific programmes. We take time to understand your requirements, you'll work with our specialist training team to ensure that we deliver your perfect training programme for your business. Our programmes include the latest relevant market research, analysis and insights from Omdia – the biggest research organisation in the industry.  We train right across an organisation.

## Job Functions include:

- CxO
- Director
- Senior Manager
- Middle Manager
- Identified Talent
- Enterprise Sales
- Retail Sales
- Technology Teams
- Supporting Functions (Finance, HR, Marketing, Operations)

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