Telecoms & Tech Academy

Vendor Mini MBA in Telecoms

Brought to you by

informa tech

CPD®
The CPD Certification Service

Vendor Mini MBA in Telecoms

As telecoms operators continue to evolve, they are continuously seeking to deploy new capabilities from software to the cloud to transform their businesses. It is more important now than ever before for vendors to get under the skin of telco operators to remain competitive, create lasting relationships and build better products.

The programme has been designed for vendors and technology companies to deep dive into the services that telecoms operators are developing and the transformation of telecoms operator networks and IT.

PROGRAMME FORMAT

The programme is delivered live online under the guidance of the Telecoms and Tech Academy subject matter expert trainer. All courseware is driven by Omdia's research produced by our internal analyst team.

The course is split across 6 separate sections, with a duration of half a day for each one.

The programme is fully customised and you can choose the modules and delivery formats that best suit your business and your team's learning and development needs.

LEARNING OUTCOMES

- Better understand how telecoms operators are seeking to transform their business
- Gain a holistic view of the telecoms market
- Build stronger partner relationships
- Utilise the knowledge acquired to realize what products, solutions and capabilities for telecoms operators would be most valuable to their business

WHO IS IT FOR?

This programme has been designed for:
- Sales teams
- Teams that deal directly with customers from the telco industry
- Business analysts
- Consultants
- Transformation leaders

"The Vendor Mini MBA in Telecoms provides a comprehensive and detailed coverage of the current state of the telco industry with a focus on the business and strategy aspects of how telcos are repositioning themselves for the future while giving a good overview of the relevant technologies that telcos are investing in and deploying."

Microsoft

Programme content

Day 1 The state of telecoms in 2021

- Financial and Operational KPIs:
  - Revenue trends
  - EBITDA and net profits
- How are telecoms doing, really?
  - Transform or die?
- Why is growth so elusive?
  - An assessment of CSPs' growth strategies
- What's happening to CAPEX and OPEX?
  - Are telcos ready for capex>opex
- Partnerships and hyperscalers

Day 2 Inside the telecoms operator: The transformation imperative

- Drivers for transformation
- Assessing the various transformation programs and initiatives:
- IT transformation
- Network transformation
- Cultural transformation
- Business (model) transformation
- Where are operators today with their transformation programs?
- From telco to tech-co
- People transformation (top-down and bottom-up)
- Customer experience transformation
- Automation (e.g. network management, CX functions)

Day 3 Telecoms Technology, Networks, IT and digitization

- The evolutions of telecoms networks and technologies:
  - The basics
  - Fixed network evolution
  - Mobile network evolution
- Network technology in the 5G era
  - 5G NSA>5GSA
  - Cloud networks: what, why, when and how?
  - Network edge strategies
  - Convergence (in transport)
- Telecoms IT (BSS/OSS)
  - IT spaghetti
  - The status of BSS/OSS transformation
  - The journey to cloud native IT
  - Analytics, AI and automation
  - The (digital) customer experience

Day 4 Future telecoms services: Is growth achievable? (consumer)

- Mapping out the telecoms "new services" landscape:
  - B2C services
  - B2B services
- Assessing the success of diversification initiatives
- Consumer market evolution: TV, multi-play and bundling.
  - Pricing strategies
  - Customer experience
  - 5G: mobile broadband and FWA
- 5G devices

Day 5 Future telecoms services: Is growth achievable? (enterprise)

- The status of today's B2B telecoms market
- Telecoms B2B cloud strategies (hyperscaler relationships for enterprise services)
- Edge computing
- The IoT
- Security
- Exploring vertical markets
- Private mobile networks
- Reimagining connectivity: NaaS and CaaS ('connectivity plus')
- Integrational and professional services
- SoHo/SME opportunities

Day 6 Business models and value chains

- How is the telecoms business model evolving?
  - What are the future potential business models?
  - Wholesale, enablement and platform business models
  - Ecosystems and value chains in 5G
  - Partnering strategies
- Assessing the competitive landscape
- Mobile-centric operators
- Telecoms groups
- Market challengers and disruption
- 5G changing the competitive landscape
  - Wholesale operators
  - Enterprise service providers
  - Enterprises
  - Hyperscalers
  - Industry ecosystems
  - MVNOs
- Vendors and the supply chain
- New tech: software and cloud

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)

32,000+
Industry professionals trained

520+
Global enterprise clients

50+
Specialist trainers

Trusted in-company training provider across the tech and telecoms ecosystem

BT | Digicel | ITU | Microsoft | MTN | ooredoo | STC | vodafone

Get in touch with our Training team now to find out more **telecomsacademygroups@informa.com**