

# Telecoms & Tech Academy

SCHOOL OF TELECOMS  
& TECH BUSINESS

# 5G READINESS WORKSHOP

Business & Technology

Format:  
Classroom

Duration:  
5 Days



# COURSE SUMMARY

## WHY COMPLETE THE 5G READINESS WORKSHOP

- Gain the benefit of extensive experience - over 400 Mini MBA and Executive Programmes delivered to Telecoms / High Tech companies over 10 years
- Develop clarity in terms of 5G, Connected Innovation, and what it means in terms of your role and the role of your own organisation
- Focused squarely on 5G strategies, business models, technologies, use cases, and ecosystems - with key insights from the extensive research teams within Ovum and Informa
- Evaluate opportunities and effective positioning within the emerging 5G and connected innovation ecosystems
- Rapidly develop ideas to help shape the working environments and culture needed to maximise performance in businesses that are driven by innovation and vulnerable to disruption
- Facilitate effective performance improvement by developing a clearer vision of best practice - including organisational alignment, results orientation, and culture-building
- High performing high-tech and digital organisations are used in case studies throughout, including evaluation of 5G and Connected Innovation strategy—and identification of best practice
- Gain practical tools to help in evaluation and decision-making, and to maximise return on investment

## WHY 5G IS THE KEY TO SUCCESS

In a world where the human population is experiencing rapid and massive change to society, the environment, and business practices - connected innovation and smart technology are seen as fundamental building blocks for success. The second digital revolution is well underway encompassing all industries, rapidly transforming business models, the way organisations operate and create value, and critically, the customer proposition. Whether government, large corporate, SME, or individual level, the transformation is set to accelerate, and a key enabler for this is 5G.

Unlike previous generations which started with a narrower view - the 5G concept starts with a much more comprehensive view of the requirements for supporting connected innovation, and defines a range of value creation capabilities and use cases in order to provide a focus for the businesses involved. 5G technologies are being developed to this brief, encompassing themes such as the Internet of Things (IoT), Big Data, Virtualisation and Cloud concepts, as well as a range of scenarios that go beyond that offered by 4G. It enables such concepts as Massive IoT, Smart Cities, Smart Industry, Smart Buildings, Smart Transportation, Ultra-Reliable Communications, and Lifeline Communications.

## WHAT THE COURSE PROVIDES

Communication Service Providers, High-Tech Organisations, and Government should be taking a lead role in developing the requirements, technology and frameworks needed across society and the different industry verticals to enable the transformation and to meet the challenges ahead. First though, organisations need to develop clarity in their own position within emerging industry ecosystems; understand what is possible and where the value lies; build the capability to effectively evaluate opportunities and respond rapidly; to become highly customer-centric; and to partner effectively.

The task of building profitable and sustainable businesses in this environment falls to talented individuals and teams that can effectively evaluate their own markets and their organisation's place within it; who react positively to change and embrace innovation; that can develop competitive advantage, strategy and business models with clarity and purpose; and execute that strategy whilst aligning processes, platforms, teams, individuals, performance & KPIs.

With this in mind, this programme has been designed to provide a solid foundation for executives and mid-senior managers as they meet the challenges and develop the opportunities that 5G, Connected Innovation, and Smart Technology brings to the organisation. We develop ideas, evaluate best practice, and explore ways to maximise those opportunities from the business point of view, with a full appreciation of how 5G technology will support the opportunities and value creation going forward.

Book online: [telecomstechacademy.com](https://telecomstechacademy.com)

Book over the phone: +44 (0)20 7017 4144

Book via email: [training@telecomstechacademy.com](mailto:training@telecomstechacademy.com)

# OUTCOMES AND COMPETENCY DEVELOPMENT

## PARTICIPANTS WILL DEVELOP OR BE ABLE TO:

- Evaluate new business models based on Connected Innovation and 5G concepts; develop sources of sustainable and transient competitive advantage in order to maximise profit and return on investment
- Evaluate and critically appraise your organisation's position in the evolving ecosystems and future growth strategies
- Identify and develop strategic business opportunities within the new digital economy - leveraging changes to society, Smart Living, Smart Working, Smart Cities, the IoT, connected verticals, and big data - whilst aligning with concerns on security, privacy, and the rapidly changing nature of our customers
- Contribute much more actively to strategic debate at senior level
- Contribute fully to building a work environment that embraces forward-looking business practices, encourages innovative thinking, & provides a framework that translates ideas into business success
- Practically apply and implement best practice within your own business
- Effectively communicate complex ideas to ensure consistency throughout the organisation
- Develop solutions more holistically - making decisions that are commercially viable, minimise risk, and in line with the strategy and goals of the wider organization.

## THE BENEFITS TO THE ORGANISATION INCLUDE:

- A catalyst to optimise the 5G and Connected Innovation business opportunity; realign & reinforce strategy and performance; develop best practice; and break the silos
- Maximise new revenues and return on investments - with rapid identification & evaluation; faster response to business opportunities; and more clarity on monetisation
- Greatly strengthens the foundation to develop robust and successful business and operating models - enabling individuals and teams to recognise and develop best-practice across the organisation, and to make business decisions that are focused, balanced, & grounded in business reality
- A comprehensive and coherent programme that develops key competencies centred on new opportunities, innovation, advanced technologies and business models
- For in-house programmes, this is an ideal programme to develop greater clarity and unity throughout the organisation and within the functional teams

## WHO IS IT FOR?

- Executives and senior management teams
- Mid-senior managers – all departments
- Identified talent
- Commercial specialists
- Technology specialists, engineers & SMEs
- Strategy specialists
- Consultants



# PROGRAMME SUMMARY

DAY 1: 5G / CI BUSINESS ENVIRONMENT	DAY 2: 5G TECHNOLOGIES & FINANCIAL	DAY 3: POSITIONING FOR THE DIGITAL AGE	DAY 4: DEVELOPING THE CUSTOMER & VP	DAY 5: A SHARED VIEW AND BEST
Introduction & Business Simulation Introduction	5G Technologies and Technology Trends	Positioning for the Digital Age - Transformation	Understanding Customer Requirements	Developing a Shared View of the Future - 5G & CI Case Studies
The Business Environment & Emerging Ecosystems	5G Technologies and Technology Trends	Positioning for the Digital Age - Innovation & Creativity	Developing the Customer Proposition Frameworks	Business Simulation - Pulling it All Together
Break				
5G as a Business Enabler	Financial Analysis - Measuring & Benchmarking Success	Positioning for the Digital Age - Culture	Brand Evolution	Business Simulation - Team Presentations
Industry Trends and Developing Sectors for 5G - Research and Forecasts	Financial Operation in Complex or Large scale Projects	Positioning for the Digital Age - Performance and KPIs	Business Simulation - Customer Proposition for 5G and Connected Innovation	Business Simulation - Assessment & Evaluation Wrap-up / Action Plan
	Business Simulation - 1. Technology 2. Financial Modelling	Business Simulation - People, Culture, Innovation & Performance	Business Simulation - Preparation	

## COMPETENCY AREAS

The programme is split into six key competency areas to ensure focus and clarity

- 1. The 5G and Connected Innovation Business Environment**
- 2. 5G Technologies**
- 3. Financial Analysis**
- 4. Positioning for the Digital Age**
- 5. Developing the Customer and Value Proposition**
- 6. A Shared View & Best Practice**

## BUSINESS SIMULATION

The Business Simulation runs throughout the week – acting to tie each of the modules into the bigger picture in a practical and interactive way. As we deal with each major aspect of 5G, Connected Innovation and Transformation, it allows you to test your ideas and understanding in a simulated environment, maximising the opportunity for learning, whilst developing a much more complete picture of the digital environment.

Working competitively in teams, you are asked to develop a business plan to evolve a business in a challenging and rapidly changing market environment - presenting your plans to an investment panel on day 5 in order to win funding. All the major aspects of business need to be considered and developed within the simulation, including:

- Strategy Development and Business Models
- 5G and Advanced Technologies in Support of Connected Innovation and Developing Usage Cases
- Finance - Analysis, Modelling
- People, Culture, & Innovation
- The Customer Proposition and v Positioning
- Developing and Communicating Best Practice

The Business Simulation provides an extremely effective environment in which to build your understanding of your customers, your organisation, your people, and your place in the competitive landscape - focusing on the opportunities that Connected Innovation and 5G bring.

Expert reviews, feedback and discussions ensure maximum learning value is achieved.

# PROGRAMME CONTENTS

## DAY 1: THE 5G AND CONNECTED INNOVATION BUSINESS ENVIRONMENT

- The Telecoms, Media and Technology (TMT) Business Environment and Emerging Digital Ecosystems
- 5G Business Models, and 5G Value Creation Capabilities (Trust, Experience, Service)
- Key Success Factors
- 5G Use Cases
  - Broadband Everywhere,
  - Broadband in Dense Areas
  - High User Mobility
  - Massive IoT
  - Extreme Real-Time Communications
  - Lifeline Communications
  - Ultra-Reliability Communications
  - Broadcast-Like Services
- Key Industry Trends
- Evaluating the Developing Support for Industry Sectors and Ecosystems
  - Smart Buildings,
  - Smart Cities,
  - Smart Transportation,
  - Smart Industry
  - Smart Workplace
- Examples and Case Studies
- Regulation Across Industries
- Standardisation Initiatives
- Standardisation Time Lines
- **Business Simulation – Assessing Requirements**

## DAY 2 AM: 5G TECHNOLOGIES AND TECHNOLOGY TRENDS

- 5G Technologies and Technology Trends
- Optimising Legacy Networks
- Evolutionary Paths to 5G
- Network Architecture Evolution
- Infrastructure Layer, Business Enablement and APIs
- Business Application Layer
- 5G Radio Access Requirements and Options
  - Spectrum Requirements, including Regulatory
  - New Radio Waveforms - Managing Power and Interference
  - Leveraging Antenna Technologies, including Massive MIMO
  - Low-Power, Short-Range Communications for IoT Applications
- Candidate and Developing Access Technologies
  - Radio Systems
  - Other Access Systems
- Requirements in Support of the Usage Cases
  - User Experience Performance KPIs
  - Mapping of Technologies to Usage Cases
  - Supporting Systems and Service Orchestration
- Supporting Technologies and Systems
  - Virtualisation and Cloud Concepts
  - Big Data Systems
  - Security, Trust and Data Protection
- Working with Partners - Technology and Security Safeguards

## DAY 2 PM: FINANCIAL ANALYSIS

- Financial Analysis and Performance in a Digital World
- Evolving Financial KPIs
- Financial Modelling
- Evaluating Projects – NPV and More
- Financial Operation in a Complex Ecosystem
- Operating within Large-Scale Multi-Party Project
- Optimising Investments
- Maximising ROI
- **Business Simulation – Developing our Ideas**

# PROGRAMME CONTENTS

## DAY 3: POSITIONING FOR THE DIGITAL AGE

- Transformation Within the Business - Maximising Success
  - People and Teams
  - Processes
  - Platforms
- Innovation and Creativity – Maximising and Capturing Value
- Culture and Working Environment
  - Mind-set and Entrepreneurship
  - Agility and Speed of Response
  - Customer-Centricity
  - Partnering and Collaborating
  - Attitude to Risk and Effective Evaluation
- Developing Radical Performance Tools
- Aligning KPIs and Performance with Strategy
- Aligning KPIs Across Multiple Functions
- Aligning KPIs Across Ecosystems
- **Business Simulation – Developing our Ideas**

## DAY 4: DEVELOPING THE CUSTOMER AND VALUE PROPOSITION

- Understanding Customer Requirements and Developing the Customer Proposition Framework
- B2B – Using Big Data and Big Emotion effectively
- B2B and B2B2C - Building Insights, Expertise and Credibility
- Evolving Segmentation Customer Alignment Strategies
- Developing Frameworks, Developing Solutions
- Brand Evolution
- Cross Sector and Cross Industry Brands
- Ecosystem Positioning
- **Business Simulation – Developing our Ideas**

## DAY 5: A SHARED VIEW & BEST PRACTICE

- Best Practice - the Big Picture
- Developing a Shared View of the Future
- Case-Studies – Exploring 5G and Connected Innovation Initiatives Globally
- **Business Simulation – Bringing it All Together**  
Delegates work in their teams to pull their ideas into a coherent plan of action, whilst building a concise presentation. This allows them to develop clarity and to focus on evaluating the major business and technology impact areas that 5G and Connected Innovation will bring to a range of industries - as well as how to evolve their own organisations in order to gain maximum value in the years ahead.  
Teams will analyse gaps in strategy, positioning and business plans; and critically evaluate best practice.
- **Business Simulation – Presentation & Feedback**  
An opportunity for the teams to demonstrate how they can apply their knowledge; to illustrate a coherent plan; to test their ideas on a cohort of their peers; to communicate with clarity, build confidence, and share a vision of the future. Feedback is provided and an action plan decided!

Note: Contents Subject to Update and Change

## PARTNER EVENTS AND ORGANISATIONS:

As an integral part of Informatel and sister organisation of the **Telecoms and**

**Tech Academy** partnership expertise from some of industry's top organisations and events, including:



# TechXLR8

# Internet of Things World

# 5G World

# Connected & Autonomous Vehicles



# OUR TRAINING SERVICES

## TELECOMS & TECH ACADEMY STRUCTURE

Our training programmes are delivered worldwide as part of the training and development plans of many operators, vendors, and service providers. The programmes cover a wide range of competency development requirements.

To ensure we meet the training needs of the industry as effectively as possible, we operate three schools:

### School of Telecoms & Tech Business

Business training tailored to the telecoms industry, ranging from the intensive 5-day Telecoms Mini MBA to specialist leadership and marketing training.

### School of Advanced Communication Technologies

Covering a multitude of technologies, these courses range from overviews aimed at nontechnical staff to in-depth engineering training.

### Distance Learning

Our comprehensive suite of Distance Learning programmes provide an excellent opportunity to expand knowledge and build confidence.

## OUR TRAINERS

We only use trainers and programme directors that satisfy the following three criteria:

- Experts in their field
- High level of Industry Experience
- Expert facilitators and training professionals.

All our trainers have undergone a rigorous selection process and are subject to continuous monitoring and evaluation. Each trainer is accredited for specific courses or topic areas. Whether engineers or business experts, all our trainers are required to continue their own development within their specialist areas, and to broaden their Industry view of trends, best practice and technology.

This is achieved by our on-going work with many tier 1 operators and vendors, and by full exposure to Ovum research and Informatech worldwide events.

## UNIVERSITY ACCREDITATION

Some of our programmes have been accredited by the University of Derby Corporate; a UK-based university highly acclaimed in the area of employer engagement. They are at the forefront of the drive to integrate highly focused industry-led training with the academic rigor and quality control of university-based education. Our comprehensive Advanced Telecoms Management Series have been accredited Post-Graduate Level, with our extensive suite of Distance Learning at Undergraduate Level).

We would be happy to discuss extending accreditation to tailored ATMS or programmes based on our Distance Learning modules. Although accreditation is specific to these programmes, the work we do with the University of Derby enable us to develop and apply best practice across our portfolio.

## CUSTOMISED IN-HOUSE TRAINING

Telecoms & Tech Academy has worked with countless companies to deliver customised training 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.

A customised training programme from Telecoms & Tech Academy ensures you get a course that precisely matches your organisation's needs, presented by a first-rate training organisation, with access to all the latest industry research and analysis.

## WHY CHOOSE IN-HOUSE TRAINING FROM TELECOMS & TECH ACADEMY?

- Content can be customised to focus on the issues you want – work with us to develop the training course to match the exact needs
- Unique industry research – from Ovum's team of industry leading analysts
- Expert trainers – our team of versatile trainers have the knowledge and experience to deliver a highly effective learning experience
- The most efficient way to train your staff – at the time and location to minimise disruption
- Flexible delivery options – with a range of instructor led, distance learning and virtual classroom formats available you can build a blended solution to maximise training effectiveness over the long term
- Pre and post course assessment – can be included in programmes to measure competencies and check on the required progress

**Contact us to discuss how we can build your perfect programme.**





[www.telecomstechacademy.com](http://www.telecomstechacademy.com)

Brought to you by  
 **informa**tech