Telecoms & Tech Academy

A PRACTICAL GUIDE TO AI IN TELECOMS

Re-modelling business strategy leveraging AI

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Course Overview
A PRACTICAL GUIDE TO AI IN TELECOMS

A Practical Guide to AI in Telecoms will expose leaders to the necessary foundations that are required at the organisational level for AI. Leaders already know that the classic approach to strategy – analyse, plan, execute – is losing relevance. But what is replacing it? As everyone and everything becomes more interconnected and digitised, how do you operate, compete, and win? This requires a digital mindset, where strategy creates a competitive advantage, with people and a culture of innovation sustaining it, and technology is the means through which it is delivered.

By attending the course, you will learn:

- How to incorporate AI into strategic planning
- How to leverage AI for commercial value and competitive advantage for your organisation
- Understand the market drivers (top-line revenue growth, CX and service delivery, bottom-line cost savings, 5G) as well as the market barriers (challenging abstraction layers for telecoms data and digital transformation) through practical use cases as identified by Tractica in the AI for Telecoms Applications report, published in 2019
- Understand the fundamentals of AI, allowing you to build strategies, identify the critical trends, and deliver AI projects effectively

This will be underpinned by an understanding of what your innovation culture is and how it enables or impedes innovation-leveraging AI, including an understanding of rapid prototyping. The course will be a mix of both theoretical understanding and practical application. It will be highly interactive using a range of videos, case studies and discussions.

Upon completion of the training course, you will be sent via email a copy of the executive summary of the 'AI for Telecoms Applications' report as well as the white paper by Tractica, Informa's market intelligence firm.

Who Should Attend?

The programmes is relevant to CSPs as well as vendors/software providers. Attend if you are considering investment, planning to implement or already deploying AI technologies and you wish to have a better understanding of its benefits and limitations. This is not a technical course, it will benefit decision makers, business leaders, strategic thinkers, business transformers, innovators, revenue generators, cost savers and those that want their businesses to remain relevant and competitive.

- Chief Commercial Officers
- Heads of Project Management
- Heads of Internal Audit
- Regulatory Affairs Directors
- Chief Technology Officers

- Digital Transformation leaders
- Change Managers
- Consultants
- Heads of Strategy
- Heads of Growth
- Digital Procurement teams

Programme Agenda
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DAY 1

(1) Examining emerging technologies and creating a common base

- What is AI? An overview of terms and tech, including big data, machine learning, deep learning
- How AI works
- The business uses of AI in Marketing, Finance, HR
- Why AI works in some cases and not in others

Exercise: Case study on what value is AI bringing to telecommunications

(2) Strategy in a digital era
- The fundamental shifts in strategy in the digital era and framework
- Framework for critical aspects of organisational strategic planning
- Practical use of AI for strategic innovation and competitive advantage
- Examining the organisational structure and culture set-up: critical foundations required to build successful AI programmes
- Intersection of AI, strategy and organisational culture

Exercise: In-depth examination of organisational culture

(3) AI and operations strategy in a digital era

- AI and its use in creating operational efficiency
- What organizational problems can AI solve
- Realistic limitations of AI

Exercise: Impact that AI is having across industries and what can the telecommunications industry learn

DAY 2

(4) Organisational application

- Practical application of AI within your organisation
- An objective overview of the complex solution provider landscape
- Structuring teams and skills for AI: recruiting and upskilling teams for 'AI- readiness'

(5) Innovation for organisational value
- What is open, closed and collaborative innovation?
- The role of AI in innovation
- Creating a culture of innovation
- Project methodologies that are required for AI to succeed

Exercise: How to build an Agile business as a pre-requisite for AI effectiveness

(6) Measuring AI success
- Understanding the value of AI projects
- AI platforms and how to select the "right" AI platform: an objective overview
- How to create a digital transformation roadmap leveraging AI and other emerging technologies

Exercise: Rapid prototyping leveraging AI: the merge of problem solving, leadership skills, and opportunity identification

Recap and closure with a review of course content and action plan

Learning Outcommes
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Key learning outcomes for the attendee:
- You will learn how to put in practice cross-business unit and cross-industry learnings, to ensure breadth and depth of AI impact
- Understand the key ingredients and role of AI in your organisation strategy
- Understand how AI is being currently leveraged and future possibilities
- Practical tools: How to manage AI programmes including an understanding of the foundations required for success in AI programme implementation and strategy

Key learning outcomes for the organisation:
- Improve competitiveness by understanding how new technologies can be successfully adopted internally
- The course will focus on industry and business-unit specific applications of AI and deep dive into how AI can add value within a Telecoms organisation
- Increased understanding of recruitment and upskilling for AI-ready teams
- Increased capacity to adopt new technologies resulting in operational efficiency and cost reduction
- Insight into real world challenges in the industry and how they can be resolved
- A framework for a new approach to strategy

Course Director: Dr Manoj Dayal Chiba

Manoj has deep technical expertise in data and technology, his experience has allowed him to draw on the relevant understanding to exploit opportunities & align strategies. His training, qualifications & passion for data & the intersection with technology drive his underlying philosophy for evidence based decision-making, the impact on the future of business and society.

His work includes: serving as a data scientist; building data science capabilities and operationalising this capability sustainably within organisations of different sizes; artificial intelligence deployment and change management. He is also the founding director for an AI think-tank and has consulted to over 60 companies globally.

He is also a Senior Lecturer and Faculty member at GIBS, the Gordon Institute of Business Science in Johannesburg, lecturing research, statistics, predictive analytics, digitisation, intersection of business, society and technology, artificial intelligence and lead faculty for innovation and design. He also supervises MBA and PhD theses in the fields of: International business strategy and structure; Data and strategy; Digital Business models; and innovation.