

ACCELERATING DIGITAL TRANSFORMATION IN TELECOMS

How to become a successful digital service provider

Programme Modules

- De-mystifying Digital Transformation - What it really is and why we need it
- Putting the customer at the centre your digital transformation strategy
- Enabling technologies (Cloud, AI, 5G, IoT, Edge Computing and Blockchain)
- New business & new business models
- Agile Culture, Organisation, Skills and Leadership
- How COVID-19 is impacting the broader telecoms operator digitisation

Live Virtual Classroom

ACCELERATING DIGITAL TRANSFORMATION IN TELECOMS

Digital transformation is not optional for today's telecoms organisations. If telecoms operators do not transform, they will at best see a long, slow stagnation in revenues and profitability. At worst, they will cease to be viable – squeezed on the one hand by rival telecoms operators and on the other by digital service providers.

But what exactly is digital transformation? And is it the same for all telecoms operators? What is the right balance between the different elements of transformation – customer centricity, operational efficiency and new business? And most importantly, what leadership is needed to make transformation programs successful (a significant number of transformation programmes fail).

This three-day workshop provides a practical guide and a roadmap for digital transformation. It will help you to find the right balance between technology, strategy, organisation and culture and to commit to a transformation programme that meets your strategic and commercial objectives. The masterclass is based on today's best practice from communications and digital service providers.

“ The digital transformation of telecommunications represents a \$2 trillion opportunity for industry and society. ”

– WORLD ECONOMIC FORUM

PROGRAMME BENEFITS



This programme will provide you with a practical framework for navigating digital transformation inside your organisation – regardless of your specific area of expertise. The workshop finds the right blend of the technology and business improvements that are needed to deliver meaningful change. It also focuses on the cultural changes that telecoms need to implement to bring about real change. There is a growing recognition that changing culture within telecoms operators is bigger obstacle to transformation than the adoption of new technologies – although in many cases the two go hand in hand.

Benefits of attending this programme include:

- Explore how your organisation can re-orientate itself around your customers
- Learn how to create a digital mind set and culture inside your team/organisation
- Assess how to apply some of the key technologies, working practices and frameworks that underpin successful digital transformation
- Understand how to review the 'digital maturity' of your organisation and the milestones along the journey of development and growth
- Become familiar with the key emerging technologies and their business applications
- Learn best practice from digital services providers such as Google and Amazon
- Understand new business models and emerging ICT value chains that telecoms operators will need to adopt to truly leverage 5G

APPROACH

This is a highly interactive 3-day programme that allow participants to directly apply the lessons to their own organizations. It will be a combination of:

- Teaching
- Case studies from digital leaders
- Application
- Discussion
- Workshops
- Practical application of the theory to the business with tangible action plans built at each key milestone of the training

Organisational alignment, accountability, and a results orientation are stressed in each session. All interventions are hands-on working sessions designed to create not theory, but practical, business building plans and skills that will have an immediate and positive effect on your business with a tangible return on investment.

CUSTOMISED OPTIONS AVAILABLE

For a detailed outline and explanation of how the programme can be tailored to your organisation, please contact Owen Lochner:

Tel: +44 (0)781 859 8479

Email: Owen.Lochner@informa.com

THE TELECOMS & TECH ACADEMY HAS PREVIOUSLY TRAINED COMPANIES SUCH AS:

- | | |
|-----------------|------------------|
| • Vodafone | • Viva |
| • T-Mobile | • Du |
| • MTN | • Liberty Global |
| • Dialog | • Bofinet |
| • Ooredoo | • Libyana |
| • Batelco | • Zain |
| • Digicel | • Mobily |
| • Saudi Telecom | • Google |
| • BT | • Microsoft |

PROGRAMME AGENDA



| | DAY 1 | DAY 2 | DAY 3 |
|--------------|---|--|------------------------------------|
| 8.30-9.00 | Welcome | Welcome | Welcome |
| 9.00-9.30 | Welcome & Introduction, How COVID-19 is impacting telecoms operator digitisation | Enabling Technologies for Digital Transformation | Case Study Team Support Session |
| 9.30-10.00 | | | |
| 10.00 -10.30 | | | |
| 10.30-11.00 | Break | Break | Break |
| 11.00-11.30 | De-mystifying Digital Transformation | Enabling Technologies for Digital Transformation | Case Study Final Preparations |
| 11.30-12.00 | | | |
| 12.00-12.30 | | | |
| 12.30-1.00 | Lunch | Lunch | Lunch |
| 1.00-1.30 | | | |
| 1.30-2.00 | Putting the Customer at the centre of DT | New Business & New Business Models | Team Presentations |
| 2.00-2.30 | | | |
| 2.30-3.00 | | | |
| 3.00-3.30 | Break | Break | Break |
| 3.30-4.00 | Putting the Customer at the centre of DT | Agile Culture, Organisation, Skills & Leadership | Feedback Session & Wrap Up |
| 4.00-4.30 | | | |
| 4.30-5.00 | | | |

Business Simulation Exercise

This unique business simulation runs throughout the programme and provides an opportunity to test and share ideas in a stimulating and pressured environment. The simulation is used to develop innovative and creative thinking, and then to follow the ideas and projects through to full implementation, analysis and assessment. It is designed to identify the gaps that often block digital transformation and innovation within organisations, and to develop techniques and processes to overcome the barriers to success.

How to Register:

Tel: +44 (0)781 859 8479

Email: training@telecomsacademy.com

Web: telecomstechacademy.com

MODULE CONTENTS

Day 1

Welcome and Introductions

- Learn how COVID-19 is impacting the broader telecoms operator digitisation

Module 1 De-mystifying Digital Transformation:

- What it really is and why we need it
- Why telecoms operators need DT?
- Background, context and definitions

Module 2 Putting the Customer at the centre of DT:

- How Telcos are viewed by their customers
- What's needed to build a digital personalised real-time customer experience
- Best practices from Telcos around the world

Day 2

Module 1 Enabling technologies for Digital Transformation

- Migrating into the cloud
- AI & Analytics
- Blockchain
- 5G, IoT and Edge Computing

Module 2 New Business & New business models

- Insourcing, open source and new vendor relationships
- Platforms, IoT & Vertical markets

Module 3 Agile Culture, Organisation, Skills and Leadership

- Becoming a digital leader
- Agile methodology
- Breaking Silos
- Plugging the skills gap

Day 3

Business simulation exercise

- Team support sessions
- Final preparations
- Team presentations and feedback

LIVE VIRTUAL CLASSROOM

ENGAGING INSTRUCTOR-LED TRAINING

All our training programmes are deliverable as engaging online learning courses via our live Virtual Classroom platform.

Our cutting-edge instructor-led online virtual classroom solutions offer an engaging and enjoyable experience that replicates our face-to-face training experience to deliver knowledge and develop the competencies you need to succeed.

Our programmes are designed to ensure an optimal training experience - focusing on practical application of the concepts and topics covered.

We deliver the same market leading programmes online so you can benefit from the flexibility to take the training at a location of your choice without the need to travel!

Why Choose a Virtual Classroom?

Enjoy the same classroom learning experience online

- Benefit from the same quality training programmes at a location of your choice.
- Minimise downtime with highly impactful training
- Cost effective training that saves on travel expenses and time.
- Experience an intimate class setting
- Interact with your course tutor and fellow students throughout the course including group exercises, file sharing and live Q&A's.
- Review the training material after the course
- All sessions are recorded so you can review the material anytime.



BESPOKE TRAINING SOLUTIONS

Flexible and cost-effective way to upskill teams and develop key competencies across your business

Telecoms & Tech Academy is the leading training partner to the TMT industry, having trained more than 30,000 professionals and 500 businesses globally. We were borne out of the telecoms industry and understand the challenges the sector has been facing.

Our training portfolio continues to evolve to help address new and emerging skills gaps telecoms & tech businesses are facing. To provide you with leading-edge knowledge, our learning is influenced by our partners including Omdia. Whether you'd like to utilise our existing programmes or create a completely customised solution, we've got you covered.

Flexible delivery methods



FACE-TO-FACE:

We'll hand pick a leading practitioner to create and deliver a technical or commercially focussed programme, at your location – wherever that may be globally



DIGITAL:

We develop specialised online learning programmes using our virtual learning platform so your teams can learn anytime, anywhere – both on-demand or through online live classes



BLENDED:

A mix of online and face-to-face - your business taps into our leading online learning experience and gets valuable face-time with leading practitioners

"The trainer was very experienced. The Material that was provided was great and we recieved some excellent recommendation on how to handle specific situations." MTN, South Africa

Why choose the Telecoms & Tech Academy?

The Telecoms & Tech Academy have a track record of delivering cutting edge training programmes, helping to deliver growth and success to businesses. With over 20+ years experience and a team of expert researchers, we are able to customise and deliver the most up to date knowledge and skills.

Don't just take it from us, take a look at what our clients say...

“ *The trainer was very experienced. The Material that was provided was great and we recieved some excellent recommendation on how to handle specific situations.*

- **MTN**, South Africa

”

“ *Very recommendable course. They provided the expected knowledge with good organisation and continuted learning after graduating.*

- **Huawei**, China

”

