# Telecoms & Tech Academy

COURSE DESCRIPTION

# BUILDING THE ROADMAP FOR DIGITAL TRANSFORMATION

Brought to you by

informa tech

# PROGRAMME SUMMARY

## HIGHLIGHTS

- **Transformation tackled head-on - enabling the global Digital Revolution**

- **Business models, services, networks, culture and customers**

- **Highly focused and in-depth training from the experts - including relevant Ovum research**

- **Hard-hitting discussions, maximising competency development and learning**

- **Programme Directors that are experts, industry experienced, and highly accomplished training professionals**

- **Outcomes and competency development aligned with industry, regional and organisational best practice**

---

## THE PROGRAMME

Driven by changing industry dynamics and a reality check in terms of financial performance and KPIs, all major telcos are now undergoing transformation. In order to survive and to remain profitable (and to take advantage of opportunities such as Digital Services, the Internet of Things, Unified Communications and Virtualisation), the transformation from Telco to full Communications Service Provider (CSP) is not optional.

This Executive Workshop develops best practice ideas on the transformed telco - and in particular examines what needs to be done in terms of the business models, the customer proposition, partnerships, technology and business enablers, people, and culture in order to maximise future performance and become an effective Communications Service Provider.

We build on existing ideas and knowledge in a highly interactive and engaging learning environment - where ideas are presented, shared, analysed and developed holistically in order to gain a comprehensive and detailed view of our changing business, and the success factors that define it. We aim to highlight, organise and assess the brightest ideas in order to develop clarity - ensuring that best practice can be applied effectively, wherever possible, to the participant's own organisation.

## COMPREHENSIVE CASE STUDIES, SIMULATION AND EXERCISES:

In order to apply the learning and test ideas immediately, we use comprehensive case studies, a business simulation that runs throughout the programme and culminates in a final presentation/best practice session, and a series of exercises to consolidate.

## COMPLETE THE

## PROGRAMME TO BENEFIT FROM:

1) A solid foundation on which to develop the business—including strategy, business models, services, networks, culture and customers
2) Contribute effectively to strategic direction within their organisation
3) Recognise and develop best practice across the organisation
4) Confidence to initiate, guide and direct telco transformation
5) Make business decisions that are grounded in business reality
6) Develop an innovative environment that embraces opportunities, creative thinking, and effectiveness
7) Evaluate new technologies and supporting systems - identifying key requirements in terms of capabilities, limitations and features.
8) Evaluate new initiatives holistically - with full regard for the customer proposition and competitive environment
9) Make decisions on transformation initiatives and technologies that are commercially viable, minimise risk, and in line with the strategy

## THE BENEFITS TO THE ORGANISATION

1) Enables individuals and teams to recognise and develop best practice across the organisation
2) A comprehensive programme exploring the requirements and implementation strategies of new digital initiatives - setting out the impact of the new digital landscape on the business
3) Delivered by trainers with extensive experience of training tier 1 and 2 operators and vendors worldwide, and with insights from Ovum
4) Develops clarity and unity throughout the organisation - and allows much better alignment of KPIs, performance and focus with overall strategy
5) Strengthens the foundation on which to develop a more innovative environment that embraces the opportunities to be found within developments such as IoT, Smart Cities, Industry Verticals, and Enterprise
6) Develops critical analysis and evaluation skills

# PROGRAMME SUMMARY

| DAY 1 | DAY 2 | DAY 3 | DAY 4 |
|---|---|---|---|
| **WHERE ARE WE NOW?** | **DIGITAL LEADERSHIP & REDEFINING THE CUSTOMER** | **MAXIMISING SUCCESS —INNOVATION, TRANSFORMATION & ENABLEMENT** | **BEST PRACTICE DIGITAL LEADERSHIP** |
| Introduction & Business Simulation | Redefining the Customer Proposition | Supporting the Digital Age - Technology Transformation | Identifying & Developing Best Practice |
| Industry Trends & Outlook | Developing Strategies for Digital Leadership | Key Enablers - Enterprise Leadership, People & Culture | Team Preparation |
| Measuring & Benchmarking Success | Business Model Disruption &Realignment | Transforming Thinking & Monetising Creativity | Business Simulation Presentation |
| Optimising The Current Business | Financial Modelling & Assessment | Innovation in ICT/Telecoms/Digital | Assessment & Evaluations |
| Strategies For Digital Leadership | Simulation - Customers & Strategies | Simulation - Culture, Innovation & Enablers | |

## DAY 1

### INTRODUCTIONS

- Introduction to the programme
- Business simulation explained
- Networking introductions

### INDUSTRY TRENDS AND OUTLOOK

- The journey from Telco to Communications Service Provider
- Industry structure and how it is changing
- The developing value chains
- Changing customer base/segments
  - focusing on profitable segments
  - new sectors/new capabilities
  - mergers and acquisition
- Changing customer behaviour - trends and forecasts
- Impact of convergence
- Strategic partnerships and collaboration
- Business models
- The need for transformation

### BENCHMARKING SUCCESS

- Top 40 pperator groups benchmarked
- Performances analysed
- KPIs explained, including implications for the industry
- Regional focus
- Trends highlighted

### OPTIMISING THE CURRENT BUSINESS

- Current and emerging strategy
- Sources of competitive advantage
- The customer proposition - including service portfolio, segmentation, pricing, marketing, sales strategy and distribution
- Leadership, people and management
- Technology, platforms and enablers
- Finance
- Performance management and KPIs
- Corporate Social Responsibility (CSR)

### CUSTOMER PROPOSITION - THE KEY TO FUTURE SUCCESS

- The changing customer landscape:
- The connected individual, connected home, connected workplace
- Smart cities, M2M and IoT
- Entertainment
- Virtual reality
- Commerce and finance
- The changing role of OTT in the digital world
- Identifying our customers and segments
- Role of the Telco/CSP
- Exploring new services and solutions

## DAY 2

### REDEFINING THE

### MEASURING AND

# PROGRAMME DETAILS

## STRATEGIES FOR DIGITAL LEADERSHIP

Good strategy and how it relates to the underlying business models, and the "fit" of activities behind it, is presented in an interactive forum and discussed at length.

We then take a selection of current CSP/Telco strategies and analyse them in an open and honest discussion forum. The aim is to identify the good and the bad, and to develop ideas of best practice.

The strategies represent a highly relevant cross section (they will change as required).

## BUSINESS DISRUPTION AND REALIGNMENT

- Best practice: current positioning
- Business model disruption and transformation
- Transformation –redefining the business model
- Who and what: meeting customers' needs
- How: delivering the customer proposition
- Why: delivering value for the organisation
- Example: business model components

## FINANCIAL MODELLING & ASSESSMENT

- Building the financial business model
- Analysing and mitigating financial risk in disruptive environments
- Evaluating projects
- Effectively calculating ROI, NPV and IRR
- Value sharing
- Partnerships
- Ecosystems
- Aligning KPIs to objectives and strategy in disruptive environments

## DAY 3

## SUPPORTING THE DIGITAL AGE - TECHNOLOGY TRANSFORMATION

- Transforming access
    - fixed - towards FTTH
    - mobile - towards 5G
    - efficiency and maximising ROI
- The new core network
- Supporting systems -
    - evolved packet core
    - policy control and charging
    - advanced billing systems
    - security
- Virtualisation (NFV, SDN and Cloud)
.

## KEY ENABLERS - PEOPLE & CULTURE

- Drivers for organisational change
- Leading the transformation
- The effective employee
- Building innovative teams
- Optimising organisational structure
- Enabling the right culture
- Performance and aligning KPIs

## TRANSFORMING THINKING & MONETISING CREATIVITY

In a high-pressured environment the ability to think differently in order to maximise opportunities and to effectively compete is constrained by the available time, risk aversion and the culture in which we work.

This session provides a powerful insight into the role and value of innovative thinking across the organisation - not just in terms of new products and services, but including business processes, business models, partnerships, people initiatives, and (of vital importance) in terms of our customers.

We develop ideas that will help you get the most from yourself, your team, and the wider organisation.

## INNOVATION IN TELECOMS

- Innovation in Telecoms
- Disruption and drivers for transformation

- Disruptive cycles
- The second digital revolution
- The digital ecosystem
- Analysing spending
- Business models and innovation
- Deriving value as a SMART player

## DAY 4

## IDENTIFYING & DEVELOPING BEST PRACTICE

We develop our ideas about best practice using a unique set of tools to comprehensively work through the following:
- Strategy development and business models
- Market and customer focus
- Technology best practice
- Business support and enablers
- Key enabling platforms
- Process transformation
- Culture, agility, innovation and creativity
- CSR
- Tools for success

## CASE STUDY FINALE: COMMUNICATING CSP BEST PRACTICE WITH CLARITY

This final session is used to develop clarity in our ideas - ensuring we are in a position to:
- Take ideas back into the workplace and apply them effectively
- Discuss future direction with confidence
- Take the lead in setting strategy
- Make decision that are grounded in reality
- Advise and mentor others on future direction

Depending on the audience, this will be a formal team presentation - but can be a workshop that pinpoints key topic areas and the major issues / points in each. The goal is to highlight and organise the ideas holistically and to maximise value - ensuring they can be applied to the their own organisation.

# About Telecoms & Tech Academy

Telecoms & Tech Academy, part of Informa Tech is a leading training partner to the telecoms, media and technology (TMT) industries, 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 faced by telecoms & tech businesses.

### Our In-Company Solutions

Expert insight, delivered in a format to suit your needs, to enhance knowledge and drive performance in your team. Our learning & development consultants will work closely with your team to establish your unique business needs and define success measurements.

www.telecomstechacademy.com

Brought to you by

informa tech