

Telecoms & Tech
Academy

COMMERCIALISING CLOUD, MULTI-CLOUD AND CLOUD-BASED SERVICES

Part of Disruptive Technologies for Telco and CSPs
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COMMERCIALISING CLOUD, MULTI-CLOUD AND CLOUD-BASED SERVICES

The telecommunications industry has been entirely disrupted by cloud and cloud-based services. CSPs understand they must be cloud providers of the future and continue to invest accordingly. This course provides the understanding, use case examples and commercial awareness required to understand your organisation's role and offerings in the context of the wider cloud ecosystem.

Aim of session

- Understand cloud and cloud-based services, their technicalities, infrastructure and architecture, at a high level
- Appreciate the challenges, risks and benefits of implementing cloud technology
- See how telcos and DSPs are implementing and commercialising cloud solutions and services, whilst identifying the value to client and provider
- Discuss the costs, benefits, risks and complications of cloud implementation, from use case examples
- Gain a comprehensive overview of the service, solution and partner ecosystem that exists for cloud and cloud-based services (for national and international service providers)
- Gather essential insight on the commercial detail for building the business case for adopting and implementing cloud and cloud service offerings (for national and international service providers)
- Learn how to assess and set expectations for complex cloud implementation scenarios, namely legacy systems, multi-cloud, hybrid models and migrations
- Understand the challenge, risk and benefits of implementing cloud technology

Course leader:

Philippe Erard, Founder and Senior Consultant, **Digital Convergence Solutions Sarl**, Switzerland

Having obtained his Master's degree in Electricity from Federal Polytechnic School of Lausanne, in 1990, he began his professional career at ASCOM as a software developer on Ericsson AXE systems. In 1998, Philippe joined Ericsson's private operators division in Berne, where as project manager he deployed mobile and fixed networks for operators such as Tele2, Telefonica and Cablecom.

In 2003, Philippe joined Comfone as project manager, where he participated in the development of Signalling and HUB services. He participated as well to the development of Comfone vVoip service, a precursor of the VOIP services deployed today by most operators. He held the positions of Project Manager, Product Development Director and Operational Network Manager. During this period, he successfully deployed HUB's Signalling services (Roaming, SMS, MMS, GRX) and imposed Comfone's solutions as a GSMA standard.

Philippe founded Digital Convergence Solution in order to valorize his IT and Telecommunications skills through the Digital Convergence Solutions services offering.

Agenda outline

UNDERSTAND: Understanding cloud, the terminology and the technology

- Providing essential high-level technical detail on cloud technology, infrastructure and architecture
- Understanding cloud service models and how they work as concepts, namely:
 - Infrastructure as a Service (IaaS)
 - Platform as a Service (PaaS)
 - Software as a Service (SaaS)
 - Data as a Service (DaaS)
- How will the telecommunication legacy business be used as business enabler of cloud services in the new digital ecosystem?
- Sharing insight on cloud trends and the state of service provision within the telecommunications industry
- Addressing data centres vs. private vs. public and hybrid cloud models, and the implications for maintenance, flexibility, resilience, redundancy, availability, configurability, security and costs
- Discussing cloud as an enabler of digital transformation for DSPs, their clients and as part of the industry 4.0 transformation

USE CASES: Demonstrating where and how cloud-based services are being applied and commercialised

- Providing examples of IaaS, PaaS, SaaS and DaaS services
- Illustrating benefits, advantages and limitations of IaaS, PaaS, SaaS, DaaS cloud models
- How has virtualisation via. cloud disrupted business models across industry verticals?
- Evaluating the business case and value realisation for both client and provider
- Highlighting the complexities and challenges in cloud migration projects

MARKET EVALUATION: Evaluating the cloud ecosystem of solutions, providers and partners

- Evaluating the cloud options, below, including advantages, disadvantages and solution specific features
 - AWS, Google, Microsoft, Ericsson, IBM, Oracle, VMware, Apple, Open Source Cloud and other key players
 - Evaluation of key national key players (examples chosen depending on attending audience)
- Understanding and identifying key differences in flexibility, resilience, redundancy, response times, availability, configurability, and security between cloud models and solutions
- Understanding the market size, scope and risks associated to cloud-based service options

COMMERCIALISE: Building business cases and monetising cloud-based service implementation

- Essential details for cloud business case modelling, including: market size, rights to play, tech access, risks, costs and measuring outcomes
- Demonstrating how cloud-based models are disruptive and adding value to the client and provider business models
- How are DSPs monetising cloud services?
- How are DSPs enabling cloud services businesses?
- Overcoming the “what’s in it for me?”, legacy migration, and security considerations in cloud roll-outs
- Layering in additional services and advisory services for multi-cloud applications

IMPLEMENTATION: Essential considerations for complex cloud cases, including migrations

- Moving between data centres, private and public cloud models using hybrid and step-by-step models
- Assessing technical, business redundancy and risk analysis
- Setting expectations and building awareness of common cloud adoption complications
- Working with and integrating legacy systems and developing proposals for migration projects

For more information and to register contact us on the details below

Programme Fees

Single Day: £599+VAT

Book before 10th May and pay just £450 + VAT

How to Register

You can register via the following methods:

Web: www.telecomstechacademy.com/programme/disruptive-technologies

Email: training@telecomsacademy.com

Tel: +44 (0)20 7017 4144

About Telecoms & Tech Academy

Telecoms & Tech Academy 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. To provide you with leading-edge knowledge, our learning is influenced by our partners including Ovum and Google.

What competencies are you looking to build in your teams? Here's a snapshot of where we can help:

Build technical skills

- Big Data, Analytics & Artificial Intelligence
- Network Virtualisation (NFV & SDN)
- 5G Network Technology
- Emerging Services Including: Internet of Things, Smart Cities & Connected Innovation

Build Telecoms Management Skills

- Telecoms & Leadership: Our flagship Telecoms Mini MBA has trained over 15,000+ professionals
- Innovation & Digital Transformation
- Customer Focus

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