

Telecoms & Tech
Academy

CAPITALISING ON INTERNET OF THINGS AND MACHINE TO MACHINE

Part of Disruptive Technologies for Telco and CSPs
Tuesday 11th June 2019 – London Tech Week



CAPITALISING ON INTERNET OF THINGS (IOT) AND MACHINE TO MACHINE (M2M)

The number of IoT enabled devices continues to explode across industry verticals. The opportunity to telcos and CSPs is far greater than simply providing connectivity and extends into superior service provision, network scale, device management and more. Attend this day to understand IoT, its enterprise and consumer applications, and how CSPs commercialise this disruptive technology.

Aim of session

- Understand key IoT, M2M, and supporting concepts
- Compare the different IoT network technologies on licensed and non-licensed spectrum
- Evaluate a variety of implementation use cases across consumer and enterprise applications
- Gain an in-depth understanding of the IoT ecosystem of services, devices, solutions and key players
- Discover where telcos and DSPs of different sizes and operational ability can operate in the IoT ecosystem
- Learn how IoT and M2M is being commercialised, and presents additional revenue opportunities for telcos and DSPs
- Determine how IoT and Data are intimately linked
- Review key details for making the IoT business cases and understand common adoption challenges

Course leader:

Patrice Slupowski, SVP Digital Innovation, **Orange**, France

Patrice Slupowski is Senior Vice-President Digital Innovation running the open-innovation corporate product marketing team of Orange, in charge of several projects around APIs, Internet of Things, mobile applications & mobile OS, personal data aggregation, privacy or emerging technologies (AI, VR, ...).

Patrice Slupowski is a marketing expert in IoT, social networks, connected TV, wellness & personal data and mobile multimedia services. He founded a start-up called Waptoo in 1999, one of the first companies to believe in the opportunities around mobile data, creating WAP and mobile services and proposing some automated mobile testing software, for companies and telcos, which has been acquired by Lagardere Group.

Agenda outline

UNDERSTAND: Understanding IoT and M2M concepts, terminology and ecosystems

- Gaining a background understanding around IoT and M2M, including network, connectivity, infrastructure, devices, protocols and software
- Providing insight on the state of IoT / M2M adoption by telcos, DSPs and associated partners
- Sharing key details on questions around interoperability and security with IoT and M2M applications
- Understanding network technologies, including mobile IoT, LPWA and alternatives such as Mesh networks

USE CASES: Demonstrating enterprise and consumer applications of IoT and M2M

- Enterprise IoT use case examples, including [insert examples]
 - Understanding the use case
 - Providing detail on network / connectivity, device, integration and service requirements
 - Discussing monetisation strategies
- Consumer IoT use case examples, including [insert examples]
 - Understanding the use case
 - Providing detail on network / connectivity, device, integration and service requirements
 - Discussing monetisation strategies
- Evaluating opportunities for low up-front investment and small operators
- Studying the features of IoT and LPWA, their advantages, and the relation between use cases and technology choices
- Assessing the options for using existing / legacy infrastructure vs. investing in new infrastructure
- Practical lessons for moving from proof-of-concept to full scale roll out

MARKET EVALUATION: Evaluating the IoT landscape and ecosystem of providers, solutions and operators

- Evaluating service / solution options in IoT, including advantages, disadvantages, limitations and intricacies of these options
- Discussing the role of telcos and DSPs in the ecosystem of players and partners in IoT applications and the implications for commercialisation
- Understand how data collected thanks to the IoT is paving the way to new business models

COMMERCIALISE: Commercialising IoT and building business cases for implementing IoT services

- Essential details for cloud business case modelling, including: market size, rights to play, tech access, risks, costs and measuring outcomes
- Discussing how IoT can disrupt and add value to your business model and that of your client
- Why can IoT in business-to-consumer applications represent a greater commercial challenge for providers, and how can this be overcome?
- Identifying, understanding and overcoming common challenges faced when monetising IoT services
- Addressing the drivers behind IoT adoption, including revenue, profit, cost, and / or efficiency

Programme Fees

Single Day: £599+VAT

Book before 11th 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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