

## DISRUPTIVE TECHNOLOGIES FOR TELCO AND CSPs

- Applied artificial intelligence for business growth
- Blockchain prospects in telecoms

In-depth training on disruptive technologies for a non-technical audience, featuring detailed implementation use cases, evaluations of the current solution landscape and a thorough understanding of the commercials behind each technology.

**21-22 April 2020** | Johannesburg

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# A CUSTOMISABLE TRAINING WEEK COVERING KEY DISRUPTIVE TECHNOLOGIES IN TELECOMMUNICATIONS

In-depth training on disruptive technologies suitable for a non-technical audience, featuring detailed use cases, evaluations of the current service landscape and a thorough understanding of the commercials behind each disruptor.

Telecommunications and Communication Service Providers (telcos and CSPs) of all types, mobile, cable, fixed, wholesale, resale, etc. face the same issues: discovering new sources of value whilst reducing their existing cost base for providing their traditional services.

**“13%–36% decline in APRU in all regions globally since 2012.” – World Economic Forum**

At the same time, an intensely competitive landscape, changing regulatory environment, the entrance of innovative players and emergence of new technologies has contributed to the ongoing restructuring of this industry. To combat these forces, telcos and CSPs are adopting technological disruptors such as cloud, Internet of Things (IoT) and Artificial Intelligence, whilst evaluating the commercial opportunities represented by 5G and blockchain.

**“The digital transformation of telecommunications represents a \$2 trillion opportunity for industry and society.” – World Economic Forum**

The adoption of emerging technologies and trends are enabling telcos and CSPs to transition away from their traditional product and service offerings, thereby enabling their digital transformation into Digital Service Providers (DSPs) of tomorrow.

This course has been specifically designed to educate non-technical (and technical for day five on blockchain) telco professionals as they help their organisations offer this new range of services, realise new revenue streams and transform into DSPs.

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

– WORLD ECONOMIC FORUM

**TUESDAY,  
21ST APRIL 2020**

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# APPLIED AI FOR BUSINESS GROWTH

The potential for AI-enabled solutions in telecommunications is vast, from network optimisation and predictive maintenance, to customer experience management and marketing chat bots. Join this training day to understand the application and benefit of AI, predictive analytics, machine learning, etc. as a driver for business growth in marketing, sales, customer experience and Human Resources (HR) job functions.

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## COURSE MODULES:

**UNDERSTAND:** Gain an essential grasp on AI basics and key related terms

**USE CASES:** Demonstrating AI as a business growth driver

**MARKET EVALUATION:** Evaluating the landscape of AI solutions, options and providers

**COMMERCIALISE:** Building the case for implementing AI solutions to deliver new opportunities for business growth

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## COURSE AIMS:

- Gain a high-level understanding of AI, its essential terminology and the related terms such as; Big Data, Predictive Analytics, Machine Learning, Robotic Process Automation, Natural Language Processing and Deep Learning
- Understand how AI is a business growth driver across marketing, sales, customer experience and Human Resources (HR) job functions
- Discover how AI is delivering value and new opportunities across multiple operational areas within verticals of telecommunications and DSPs
- Evaluate the landscape of AI solutions, providers and service partners
- Dive into the commercials and business case justifications for implementing AI solutions to deliver new opportunities for business growth



**WEDNESDAY,  
22ND APRIL 2020**

# BLOCKCHAIN PROSPECTS IN TELECOMS, IOT & NETWORKING

Can blockchain adoption make meaningful impacts on telecoms revenues, costs or operational effectiveness over the next few years? There are dozens of distributed-ledger projects and initiatives already in play, and there is huge interest from all sectors of the telco, IoT and network vendor community. This training day will discuss not just the opportunities, but crucially also the state of adoption and pilots, the hows and whys behind applications, and the emerging telco blockchain landscape, all with a dose of realism to offset the hype.

## COURSE MODULES:

**UNDERSTAND:** Understanding blockchain, the technology and essential terminology

**USE CASES:** Understanding blockchain's applications, uses, benefits and limitations in telecommunications, IoT, networks and enterprise communications

**MARKET EVALUATION:** Evaluating the blockchain landscape and ecosystem for potential solution, providers and partners

**INTERACTION:** Delegate participation in roundtable discussions, knowledge-sharing and group role-plays on private/public blockchain use-cases

**COMMERCIALISE:** Building the business case or proposals for adoption of blockchain solutions on realistic timescales

## COURSE AIMS:

- Gain a detailed understanding of blockchains and distributed ledger technologies (DLTs) and their technical basics
- Distinguish between public and private use-cases of blockchain, and the role of cryptocurrencies/tokens
- Discover the state of blockchain's application inside telcos, networks and IoT, whilst outlining hurdles for adoption, and defusing the hype
- Evaluate the fit of decentralised systems with 5G, Wi-Fi, billing systems, NFV, enterprise networks, IoT connectivity and more
- Understand where, why and how blockchain-enablement offers customer-facing opportunity and revenue potential for telcos and networks
- Discuss the emerging blockchain service, product, vendor and open-source landscape of offerings relevant to telcos, IoT and networking
- Understand the broader context for blockchain, such as; regulation, or wider adoption of decentralised tokens and cryptocurrencies
- Appreciate the commercial benefits and opportunities of early pilots, collaborations or full deployments of blockchain offerings

# IS THIS COURSE FOR YOU?



## COMMERCIAL AND CONSUMER FACING PROFESSIONALS

Non-technical, but commercially focussed telco professionals responsible for sales, marketing, business development, customer experience and human resources. This training is designed to give you the essential understanding of the technology before diving into the commercial depths.

### Job functions:

Product and Solutions, Sales and Marketing, Propositions, Business Development, Customer Experience, General Managers, Pre-Sales, Information and Communications, Human Resources.

## TECHNICAL TEAMS BRIDGING THE TECHNICAL / COMMERCIAL DIVIDE

Senior technical staff often working alongside their customer facing or commercial colleagues responsible for defining the technical project scope. This training is designed to enable you to better understand the commercial application and business drivers behind your technology's application, whilst giving you insight on new disruptive technologies outside your remit.

### Job functions:

Enterprise / Solutions Architects, Engineering, Technology & Infrastructure, Research and Development, Services & Planning, Data Services, Project Management Office, Networks, Innovation and Technology, Operations.

## INNOVATORS, TECHNOLOGY INVESTIGATORS, STRATEGISTS AND PLANNERS

Innovation managers, product owners, strategy advisers and planners – the blockchain day has been designed with you in mind. This training is designed to give full sight of the technology, telco applications, the emerging service, product and vendor ecosystem before addressing at adoption options.

### Job functions:

Innovation, Strategic Relations & Integration, Customer Experience, Digital Strategy, Strategic Planning, Service Strategy, Research & Development.

## TECHNOLOGY, SERVICE AND SOLUTION PROVIDERS TO TELCO AND CSPS

Join your telco colleagues as we examine how each technology serves as a business model disruptor enabling operators to realise new markets, revenues or cost base savings. Learn about their challenges and how your offerings are supportive of the industry's digital transformation journey.

## C-LEVEL AND ASPIRING C-SUITE

Onboard, upskill and learn how each technology is a business model disruptor for your organisation and that of your clients. Gain the technological understanding and commercial insight you need to understand how these technologies can contribute to the growth of your organisational arm or department.

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



# BENEFITS FOR THE INDIVIDUAL

- Gain a high-level critical understanding of key technologies and demystify their associated terminology
- Discover why these technologies are forces for business model and commercial transformation in telecommunications and digital services provision
- Hear, learn and gain new insight from an extensive number of applied use cases across industry applications and verticals
- Develop new understanding on the commercial detail required to build business cases for adoption by your organisation or that of your clients



## WHAT ARE DELEGATES SAYING ABOUT OUR COURSES?

“Excellent, comprehensive. The trainer was very good and extremely good at explaining the concepts.”

BUSINESS DEVELOPMENT – CLOUD, CISCO, UK

“This is extremely well done, I especially appreciate how it builds up for the non-technical people. Makes the course relevant and valuable to all.”

– ACCESS NETWORK MANAGER, MTN, DUBAI

# BENEFITS FOR THE BUSINESS

- Have your staff understand how disruptive technologies deliver value and represent new revenue streams for your organisation and those of your customers
- Equip your customer facing commercial professionals with the knowledge, language and confidence to communicate, engage and convince colleagues and clients in the provision of your new digital services
- Ensure your employees have the thorough understanding of the service, solution and partner market for each technology, realising your organisation's competitive position within the ecosystem and how you can exploit it
- Gain unbiased, reliable training that does not lean to any vendor, provider or solution – all powered by industry leading insight and analysis from Ovum