

# Telecoms & Tech Academy

## DISRUPTIVE TECHNOLOGIES FOR TELCO AND CSPs

- MON, 10TH JUNE: Commercialising cloud, multi-cloud and cloud-based services
- TUE, 11TH JUNE: Capitalising on internet of things and machine-to-machine
- WED, 12TH JUNE: Opportunities of 5G and the future network
- THU, 13TH JUNE: Applied artificial intelligence for business growth
- FRI, 14TH JUNE: 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.

**10 - 14 JUNE 2019**  
London Tech Week

POWERED BY

**Ovum** 

# 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



## WHAT SETS THE PROGRAMME APART?



### CUSTOMISABLE

Pick and choose which training day you attend to suit your interest, role and / or organisational need



### FOCUSSED

Dedicated training for non-technical job roles on cloud, IoT, 5G & AI, with more in-depth detail on blockchain



### UNBIASED AND RELIABLE

Vendor independent information and training, powered by Ovum's industry leading research



### INDUSTRY FOCUSSED

Featuring telecoms specific use cases, worked examples and interactive sessions



### RELEVANT

Experienced trainers specifically chosen for their subject matter expertise and telecoms knowledge



### GUEST SPEAKERS

Industry relevant, inspirational guest speakers to begin or end the training day

**Growth in telecoms business services is set to outgrow the consumer market at 2.6% compared to 0.6%.**

– BAIN & COMPANY

“ Operators' share of the [digital operator] industry profit pool has declined from **58% in 2010 to 47% in 2015**, and is forecast to drop to **45% in 2018**. ”

– WORLD ECONOMIC FORUM



# DISRUPTIVE TECHNOLOGIES FOR TELCOS AND CSPs

Customisable training on disruptive technologies for a non-technical telco audience.  
Pick the number of training days you want to attend to suit your personal and organisational need.

10 - 14 JUNE 2019 | LONDON TECH WEEK

## MONDAY

## TUESDAY

## WEDNESDAY

## THURSDAY

## FRIDAY

|    |  | COMMERCIALISING CLOUD, MULTI-CLOUD AND CLOUD-BASED SERVICES                           | CAPITALISING ON INTERNET OF THINGS AND MACHINE-TO-MACHINE                        | OPPORTUNITIES OF 5G AND THE FUTURE NETWORK   | APPLIED ARTIFICIAL INTELLIGENCE FOR BUSINESS GROWTH  | BLOCKCHAIN PROSPECTS IN TELECOMS   |
|----|--|---|--|--|--|--|
| AM |  | Understanding cloud, the terminology and the technology                               | Understanding IoT and M2M concepts, terminology and ecosystems                   | Understand 5G as technology, disruptor and a new service opportunity                             | Gain an essential grasp on AI basics and key related terms                                       | Understanding blockchain, the technology and essential terminology   |
|    |  | Demonstrating where and how cloud-based services are being applied and commercialised | Demonstrating enterprise and consumer applications of IoT and M2M                | Discover 5G capabilities, product and service offerings for consumer and enterprise environments | Demonstrating AI as a business growth driver   | Understanding blockchain's applications, uses, benefits and limitations in telecommunications, IoT, networks and enterprise communications |
| PM |  | Evaluating the cloud ecosystem of solutions, providers and partners                   | Evaluating the IoT landscape and ecosystem of providers, solutions and operators | Evaluate the 5G landscape and ecosystem  | Evaluating the landscape of AI solutions, options and providers                                  | Evaluating the blockchain landscape and ecosystem for potential solution, providers and partners   |
|    |  | Building business cases and monetising cloud-based service implementation             | Commercialising IoT and building business cases for implementing IoT services    | Building business cases for 5G dependent service offerings                                       | Building the case for implementing AI solutions to deliver new opportunities for business growth | Building the business case or proposals for adoption of blockchain solutions on realistic timescales                                       |

### ADDITIONAL SESSIONS (SEE WEBSITE FOR FULL DETAILS)

|   |  |   |  |
|---|--|---|--|
| Lunch and learn on network virtualisation | Leading industry speaker on IoT adoption and outlook | Guest industry speaker on 5G adoption and potential | Guest industry speaker discussing their adoption of AI |
|---|--|---|--|

JOIN US FOR ONE DAY  
ONLY £599 + VAT

book before 3rd November and pay just £450+VAT

BOOK NOW

# 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.

### Suggested days for you:

- **MONDAY:** Commercialising cloud and cloud services
- **TUESDAY:** Capitalising on IoT and M2M
- **WEDNESDAY:** 5G and the future network
- **THURSDAY:** Applied AI in telco

## 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.

### Suggested days for you:

- **MONDAY:** Commercialising cloud and cloud services
- **TUESDAY:** Capitalising on IoT and M2M
- **WEDNESDAY:** 5G and the future network
- **THURSDAY:** Applied AI in telco
- **FRIDAY:** Blockchain prospects for telco

## 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.

### Suggested days for you:

- **THURSDAY:** Applied AI in telco
- **FRIDAY:** Blockchain prospects for telco

## 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.

### Suggested days for you:

- **THURSDAY:** Applied AI in telco
- **FRIDAY:** Blockchain prospects for telco

## 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.

### Suggested days for you:

- **MONDAY:** Commercialising cloud and cloud services
- **TUESDAY:** Capitalising on IoT and M2M
- **WEDNESDAY:** 5G and the future network
- **THURSDAY:** Applied AI in telco
- **FRIDAY:** Blockchain prospects for telco

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



**MONDAY,  
10th JUNE 2019**

**JOIN US FOR ONE DAY  
ONLY £599 + VAT**

**BOOK NOW**



## **COURSE LEADER**

### **Philippe Erard**

Founder and Senior Consultant  
**DIGITAL CONVERGENCE SOLUTIONS SARL**  
Switzerland

**READ FULL BIO**

# **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.

## **COURSE MODULES:**

**UNDERSTAND:** Understanding cloud, the terminology and the technology

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

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

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

**IMPLEMENTATION:** Essential considerations for complex cloud cases, including migrations

## **COURSE AIMS:**

- 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

**CLICK TO VIEW FULL COURSE DESCRIPTION**



**TUESDAY,  
11th JUNE 2019**

**JOIN US FOR ONE DAY  
ONLY £599 + VAT**

**BOOK NOW**



## **COURSE LEADER**

**Patrice Slupowski**

SVP Digital Innovation  
**ORANGE**  
France

**READ FULL BIO**

# **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.

## **COURSE MODULES:**

**UNDERSTAND:** Understanding IoT and M2M concepts, terminology and ecosystems

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

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

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

## **COURSE AIMS:**

- ✦ 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

**CLICK TO VIEW FULL COURSE DESCRIPTION**

**WEDNESDAY,  
12th JUNE 2019**

**JOIN US FOR ONE DAY  
ONLY £599 + VAT**

**BOOK NOW**



## **COURSE LEADER**

### **Mark Newman**

Chief Analyst  
**TM FORUM & CONNECTIVITYX**  
Former Chief Research Officer  
**OVUM**  
UK

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## **5G AND THE FUTURE NETWORK**

5G promises considerable improvements in speed, network capacity, service quality, network coverage, etc., but comes at considerable investment during a time of declining spending by customers. This training provides key understanding of 5G technologies before diving into the deployment scenarios, service offerings and monetisation strategies that will justify telco's investment in the future network.

### **COURSE MODULES:**

**UNDERSTAND:** Understand 5G as technology, disruptor and a new service opportunity

**USE CASES:** Discover 5G capabilities, product and service offerings for consumer and enterprise environments

**MARKET / LANDSCAPE EVALUATION:** Evaluate the 5G landscape and ecosystem

**COMMERCIALISE:** Building business cases for 5G dependent service offerings

### **COURSE AIMS:**

- Gain an essential understanding of 5G as a technology, market disruptor and opportunity for new services
- Discover 5G's capabilities and service offerings by evaluating consumer and enterprise use case examples
- Discuss how 5G will open new opportunities, markets and revenues
- Understand the 5G landscape, ecosystem and leading players
- Examine how 5G will change the behaviour and hold new offerings for consumer and enterprise markets
- Learn key details on how 5G service offerings could be monetised by telcos and other participants in the value chain

**CLICK TO VIEW FULL COURSE DESCRIPTION**



**THURSDAY,  
13th JUNE 2019**

**JOIN US FOR ONE DAY  
ONLY £599 + VAT**

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## **COURSE LEADER**

**Katie King**

CEO  
AI IN MARKETING  
UK

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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.

## **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

## **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

**CLICK TO VIEW FULL COURSE DESCRIPTION**

**FRIDAY,  
14th JUNE 2019**

**JOIN US FOR ONE DAY  
ONLY £599 + VAT**

**BOOK NOW**



## **COURSE LEADER**

**Dean Bubley**

Director & Founder  
**DISRUPTIVE ANALYSIS**  
UK

**READ FULL BIO**

# **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

**CLICK TO VIEW FULL COURSE DESCRIPTION**

# 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