

Telecoms & Tech Academy

SCHOOL OF TELECOMS
& TECH BUSINESS

COURSE DESCRIPTION **ADVANCED BIG DATA FOR TELECOMS**

Format:
Classroom

Duration:
3 Days

**KNect365
Learning**

an informa business

COURSE SUMMARY

HIGHLIGHTS

- **Highly focused and in-depth training from the experts - including relevant updates from Ovum's extensive research team**
- **Trainers and programme directors that are experts, industry experienced, and highly accomplished training professionals**
- **Training outcomes and competency development designed to enable sound business analysis and innovation in pricing**

“Consumer Data will be the biggest differentiator in the next two to three years. Whoever unlocks the reams of data and uses it strategically will win.”

- Angela Ahrendts

COURSE SUMMARY

Businesses have long understood that the key to gaining insights for growth lay in the data it was able to gather from its customers. Big Data is being used in organizations to reduce costs, to enable faster decision-making and in the development of new innovative products.

Many business leaders have proposed that big data is soon to be the core tactic to gain competitive advantage.

The ability for organizations to respond timeously to consumer needs and demands, which ultimately affect market trends is pivotal. Driven by technology, organizations struggle to embed big data into their organizational strategies, often leading to decreased market share and loss of consumers. This is partly due to the lack of understanding of the organizational processes that can be used to generate big data about consumers, operations, suppliers and competitors.

The rise in data volumes is often an untapped opportunity for organizations. Despite the increase in volume of data, over 65% of organizations globally are struggling to extract value from their data. The ability to harness the power of big data and analytics requires a deep rooted conceptual understanding to generate actionable insights from the data and an explicit link to strategic decision-making.

THE PROGRAMME

The three-day advanced workshop is aimed at providing an understanding of the concept of big data and its potential power in combination with the “right” analytic methods and tools; how organizations need to collect and organize the big data; the importance of creating an agile organizational environment to allow for maximum value extraction from predictive analytics; how to use evidence in the form of structured and unstructured data to change industry landscapes; how to meet consumer needs on a 1-to-1 basis (as opposed to in a group); and how to adopt a philosophy and practice of big data analytics in strategy development throughout the organization.

PROGRAMME MODULES

- Leveraging Big Data for strategy
- What is Big Data? An analysis of interesting versus actionable data
- Big Data and Business Intelligence
- Big Data Landscape
- Identification and moving between the phases of analytics in the context of Big Data
- Diagnostic and barriers and challenges
- Framework to build the Business Case (Use Case)
- Practical Business Simulation

Book online
telecomstechacademy.com

Book over the phone
+44 (0)20 7017 4144

Book via email
training@telecomstechacademy.com

OUTCOMES & COMPETENCY DEVELOPMENT

ATTENDING THE COURSE WILL ENABLE YOU TO:

- Understand what is: Big Data, Data Science, the Data Scientist and associated concepts in descriptive, predictive and prescriptive analytics;
- Operate between the descriptive, predictive and prescriptive phases of analytics;
- Understand the intersection between data and strategy;
- Understand how big data affects organisational strategies in the digital world;
- Develop an emergent strategy for your business, leveraging internal and external structured and unstructured data and analytics, using a practically derived and tested framework for your business unit and/or organisation;
- Develop a roadmap for data governance: governance, policies, processes, standards and tools;
- Generate an appreciation of the use of current tools and analytic techniques to exploit the value of big data and analytics specific to the business;
- Understand and de-construct the latest technological, big data and data science trends;
- Apply and understand a framework to ensure C-suite buy-in;
- Identify how to overcome challenges in the use of data and big data within your organisational context; and
- Unpack, refine and analyse current use cases and how to develop a catalogue of these, thereby creating a documented methodology for consistency.

WHAT ARE THE BENEFITS TO THE ORGANISATION?

Attending the course will assist your organisation to develop or be able to:

- Understand how to practically leverage big data within the organizational and industry context (individual and business level take-out in the context of industry);
- Develop organizational strategies enabled by data (organizational level take-out);
- Understand how to develop use cases that show impact in a short time frame for executive buy-in (individual and business unit level take-out);
- How to overcome barriers and challenges within the organizational context for the effective leveraging of big data (organizational level take-out);
- Develop a MDM (people, process, technology and data) organizational strategy that is tied to the development of an emergent organizational strategy that may be disruptive (organizational and industry level take-out).

PROGRAMME CONTENTS

DISCOVERY SESSION (ONLINE ONE MONTH PRIOR TO TRAINING)

- Understand the current and potential use of data and analytics for different functional units within the business;
- Understand and evaluate where the business is, where it envisions going, its priorities, use and application of business cases (use case/s specific to the business); data and data availability; and tools used;
- Select current business cases (use cases) that the business has for further analysis; and
- Identification of a current high-priority problem the business has, and the solving of the problem through the workshop, in an agile method.

WORKSHOP SESSION

- Leveraging big data for strategy: application of use cases;
- Framework for the development of an emergent strategy in a data rich-world, and why current strategic frameworks are failing;
- What is big data? An analysis on interesting versus actionable data: Demystifying big data, the trends and how to move between the descriptive, predictive and prescriptive phases of analytics
- Use cases of Big Data and Business Intelligence: the difference to unearth value (4 bespoke Telecoms use cases will be analysed.)
- Organisational readiness for exploiting Big Data, and framework on how to overcome barriers and challenges;
- Review of use cases throughout, common areas for improvement; and the development of a catalogue of use cases that are client specific. Inclusive of how to build effective use cases with complete budgeting and project management effectively and efficiently.
- Develop a Master Data Management roadmap as the foundation to leveraging data for strategy;
- Develop an emergent strategy linked to the master data management roadmap, inclusive of showing value, and identification of barriers and challenges and how to overcome them;

DAY 1:

LEVERAGING BIG DATA FOR STRATEGY

- What is strategy in a digital world?
- Why current strategic frameworks fail in a big data and digital world
- Strategy as the vector
- Towards an emergent approach to strategy and big data
- Understanding the interaction between big data and business strategy
- How big data can be leveraged for strategy development
- Leveraging big data to change the industry landscape – the basis of fulfilling consumer needs; and
- **Case application:** Client Specific
- **Application of framework** for developing a data driven strategy, developed from leading companies.

WHAT IS DATA? AN ANALYSIS OF INTERESTING VERSUS ACTIONABLE DATA

- Understanding the different forms of data, allowing for the demystification of the commonly used big data terms;
- The past, present and future of Big Data, where have we come from and where are we headed towards?
- The role and need for a data scientist;
- Understanding and building a roadmap for Master Data Management (governance, policies, processes, standards and tools)
- The technological and governance drivers of data, including understanding of Master Data Management;
- How to move between the phases of descriptive, predictive and prescriptive analytics;
- How to mine data effectively;
- Interesting and actionable data
- The difference between the two
- How to put actionable data to use

DAY 2:

BIG DATA AND BIG DATA AND BUSINESS INTELLIGENCE

- Defining the boundaries of what is big data and what it is not
- Understanding the nature of big data:
- Foundational volume, velocity and variety
- Understanding veracity and value as drivers of big data
- Difference between Big Data and Business Intelligence

BIG DATA LANDSCAPE

- Where are we, and where are we going? Trends past, present and future affecting the telecommunications sector;
- The drivers of change: technology and skills;
- Who, why and the skills of the data scientist

IDENTIFICATION AND MOVING BETWEEN THE PHASES OF ANALYTICS IN THE CONTEXT OF BIG DATA

- The different phases of analytics (descriptive, predictive and prescriptive) and how to move between the phases to create business value
- From knowledge to action: Uncertainty to useable probability for business efficiency in decision-making; and
- Common analytic techniques used in the context of big data: Which one's and why? Developing an easy reference guide for your organisation

PROGRAMME CONTENTS

DIAGNOSTIC AND BARRIERS AND CHALLENGES

- Application and briefing of big data diagnostic for organisational readiness for leveraging big data;
- Understanding the role and interaction between, skills, attributes and behaviours of individuals and technology (People, processes, technology and data).
- Common barriers and challenges in the use and implementation of big data initiatives;
- Framework on how to identify the barriers and challenges in your context
- Framework on how to overcome barriers and challenges
- Technological challenges and barriers and initiatives to overcome

FRAMEWORK TO BUILD THE BUSINESS CASE (USE CASE)

- How to create, evaluate and prioritise use cases.
- Unpacking the 4-step framework to build the business case: How to get quick wins and demonstrate value with data;
- How to leverage big data for strategy – and why should big data be leveraged
 - How big data intersects with strategy: You need a business strategy supported by data, not a data strategy
- **Case study application:** Client specific

DAY 3:

PRACTICAL BUSINESS SIMULATION

- Develop a Master Data Management roadmap as the foundation to leveraging data for strategy;
- Develop an emergent strategy linked to the master data management roadmap, inclusive of showing value, and identification of barriers and challenges and how to overcome them.

OUR TRAINING SERVICES

TELECOMS & TECH ACADEMY STRUCTURE

Our training programmes are delivered worldwide as part of the training and development plans of many operators, vendors, and service providers. The programmes cover a wide range of competency development requirements.

To ensure we meet the training needs of the industry as effectively as possible, we operate three schools:

School of Telecoms & Tech Business

Business training tailored to the telecoms industry, ranging from the intensive 5-day Telecoms Mini MBA to specialist leadership and marketing training.

School of Advanced Communication Technologies

Covering a multitude of technologies, these courses range from overviews aimed at nontechnical staff to in-depth engineering training.

Distance Learning

Our comprehensive suite of Distance Learning programmes provide an excellent opportunity to expand knowledge and build confidence.

OUR TRAINERS

We only use trainers and programme directors that satisfy the following three criteria:

- Experts in their field
- High level of industry experience
- Expert facilitators and training professionals.

All our trainers have undergone a rigorous selection process and are subject to continuous monitoring and evaluation. Each trainer is accredited for specific courses or topic areas. Whether engineers or business experts, all our trainers are required to continue their own development within their specialist areas, and to broaden their Industry view of trends, best practice and technology.

This is achieved by our on-going work with many tier 1 operators and vendors, and by full exposure to Ovum research and KNet365 TMT worldwide events.

UNIVERSITY ACCREDITATION

Some of our programmes have been accredited by the University of Derby Corporate; a UK-based university highly acclaimed in the area of employer engagement. They are at the forefront of the drive to integrate highly focused industry-led training with the academic rigor and quality control of university-based education. Our comprehensive Advanced Telecoms Management Series have been accredited postgraduate level, with our extensive suite of Distance Learning at undergraduate level)

We would be happy to discuss extending accreditation to tailored ATMS or programmes based on our Distance Learning modules. Although accreditation is specific to these programmes, the work we do with the University of Derby enable us to develop and apply best practice across our portfolio.

CUSTOMISED IN-HOUSE TRAINING

Telecoms & Tech Academy has worked with countless companies to deliver customised training programmes. We take time to understand your requirements, you'll work with our specialist training team to ensure that we deliver your perfect training programme for your business.

A customised training programme from Telecoms & Tech Academy ensures you get a course that precisely matches your organisation's needs, presented by a first-rate training organisation, with access to all the latest industry research and analysis.

WHY CHOOSE IN-HOUSE TRAINING FROM TELECOMS & TECH ACADEMY?

- Content can be customised to focus on the issues you want – work with us to develop the training course to match the exact needs.
- Unique industry research – from Ovum's team of industry leading analysts
- Expert trainers – our team of versatile trainers have the knowledge and experience to deliver a highly effective learning experience
- The most efficient way to train your staff – at the time and location to minimise disruption
- Flexible delivery options – with a range of instructor led, distance learning and virtual classroom formats available you can build a blended solution to maximise training effectiveness over the long term
- Pre and post course assessment – can be included in programmes to measure competencies and check on the required progress.

Contact us to discuss how we can build your perfect programme.



www.telecomstechacademy.com

KNect365
Learning
an **informa** business