

# Telecoms & Tech Academy

**SCHOOL OF TELECOMS  
& TECH BUSINESS**

## COURSE DESCRIPTION **BIG DATA FOR TELECOMS**

**Format:**  
Classroom

**Duration:**  
2 Days

**KNect365  
Learning**

an informa business

# COURSE SUMMARY

## HIGHLIGHTS

- **Highly focused and in-depth training from the experts - including relevant updates from Informa'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**

Book online  
[telecomstechacademy.com](https://telecomstechacademy.com)

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

Book via email  
[training@telecomstechacademy.com](mailto:training@telecomstechacademy.com)

## COURSE SUMMARY

How to process large volumes, varieties and veracities of data coming in at different velocities for value can set organisations apart in a volatile, uncertain and complex world. This can be the difference between success and failure. With the rise of digital and open-source technologies, data is often readily available, yet making sense of this data and leveraging it for business value remains the largest challenge for over 65% of all companies globally. This is partly driven by the analytics skills needed to make business sense of the data, but also the conceptual understanding of the value of data.

Undoubtedly, the ability to leverage data has great potential for organisations, however this requires an understanding of the tenants of Big Data. The term is often misunderstood, ascribed to the volume of data solely; yet, it is multi-dimensional in nature. Understanding this multidimensionality is critical for successful leveraging of Big Data for organisational value.

This two-day workshop is aimed to empower the participants to understand how to fish out insights from an ocean of data. The workshop will cover the fundamentals of Big Data and its intersection with the development and execution of strategy: What is data? What is Big Data? The difference between Big Data and Business Intelligence; identification, and the difference between interesting and actionable data; the Big Data technological landscape; the different phases of analytics used in Big Data analytics and how to move seamlessly between the phases; barriers and challenges in value extraction from Big Data; framework for the building of the business case for Big Data; and the application of data thinking to a case scenario.

The course is premised on the application of Big Data and analytics concepts as it relates directly to business. Ultimately, participants will have a deeper appreciation of data, how this can be leveraged for innovation, programme design, problem-solving and strategy development.

## OUTCOMES & COMPETENCY DEVELOPMENT

Attending the two-day workshop will empower you to develop or be able to :

- A granular understanding of what is meant by data: where this data is generated, how it is generated, why it is generated and how to mine it effectively and efficiently
- Understand the difference between interesting and actionable data: the limits of interesting data, how to make interesting data, actionable - knowledge to action, uncertainty to usable probability
- Defining Big Data: what is Big Data and what it is not
- Difference between business intelligence and Big Data
- Understanding the nature of big data
- Understanding the big data landscape: conceptual and technological
- Who is the data scientist and what does this person do?
- Identification and moving between the phases of analytics in the context of Big Data
- Commonly used big data techniques and how to ensure the correct analytic technique is used
- Common barriers and challenges in the application of big data analytics: diagnostic on classification of your organisation's readiness for the leveraging big data
- How to build the business case for big data analytics and the importance of experimentation
- Case application that spans the sports, telecoms, insurance and social media: Big Data focus
- Understanding the interaction between big data and business strategy: how big data can be leveraged for strategy development
- The key tenants of business strategy in a data rich world
- Leveraging big data to change the industry landscape: the basis of fulfilling consumer needs
- Case application: retail sector using data to disrupt.

# COURSE CONTENTS

## DAY 1

### WHAT IS DATA & INTERESTING VERSUS ACTIONABLE DATA

- Understanding the different forms of data
- Demystifying the commonly used data terms
- The data problem?
- Mining data
- Looking at the “right” data
- Interesting and actionable data
  - ◊ the difference between the two
  - ◊ how to put actionable data to use

### BIG DATA & 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

- What the landscape currently is and the drivers of change
- Importance of understanding the changes in the big data landscape
  - ◊ technological changes
- The rise of the data scientist
  - ◊ who is the data scientist?
  - ◊ why the data scientist
  - ◊ the skills of a data scientist

### IDENTIFICATION & MOVING BETWEEN THE PHASES OF ANALYTICS IN THE CONTEXT OF BIG DATA

- The different phases of analytics
- How to move between the phases
- From knowledge to action
  - ◊ understanding uncertainty and how to move into a usable probability
- Analytic techniques used in the context of big data
  - ◊ which techniques and why

### DIAGNOSTICS, BARRIERS & CHALLENGES

- Application and briefing of big data diagnostic for organisational readiness for leveraging big 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
  - ◊ master data management: governance, policies, processes, standards and tools

## DAY 2

### FRAMEWORK TO BUILD THE BUSINESS CASE

- Unpacking the 4-step framework to build the business case:
  - ◊ quick wins, quick value in a data world
- 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
  - ◊ case application that spans the sports, telecoms, insurance and social media: Big Data focus

### LEVERAGING BIG DATA FOR STRATEGY

- Understanding the interaction between big data and business strategy
  - ◊ how big data can be leveraged for strategy development
- The key tenants of business strategy in a data rich world
- Leveraging big data to change the industry landscape – the basis of fulfilling consumer needs; and
- Case application: Retail sector using data to disrupt



# 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 Knect365 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](http://www.telecomstechacademy.com)

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