

## COURSE DESCRIPTION **THE COMMUNICATIONS SERVICE PROVIDER IN 2018 - FOCUS AND OPPORTUNITIES**

**Format:**  
Classroom or Live  
on Web

**Duration:**  
3 Days or 5 x 3Hr  
Live On-Line  
Modules

# COURSE SUMMARY

## HIGHLIGHTS

- Explores the major trends and topics that are changing the landscape for the operator
- Real data from Informa Telecoms & Media Research Team
- Highlights new opportunities in the telecoms industry
- Includes the Cloud, M2M, Wholesale, video, App Stores, payments, Social Networking, Search, and Advertising
- Explores the key enablers, including technologies & partnerships
- Asks how internet brands such as Facebook, Google, Microsoft, and Apple change the business environment and what the response should be



“The course was very insightful and the lessons learnt from the course will be very relevant to the telecoms industry

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## COURSE SUMMARY

Understanding the business we are in is the fundamental requirement for operators to ensure long term success in a rapidly changing customer environment and an increasingly fragmented competitive market.

Operators have focused on maximising revenues and profits from traditional telco services – voice, sms and “data” – but now need to successfully embrace the new services and capabilities that are at the heart of the wider ICT industry. Those concepts include communication and information exchange via social networking; an anticipated explosion of machine to machine applications; video – the major driver of traffic on broadband networks; and the application store. Add in wholesale; payments; advertising; cloud technology; and convergence, and the telco has a whole range of exciting new opportunities to focus on going forward.

This programme looks at the major trends and developments within the industry, highlighting what they mean for a modern telecommunications operator and their customers. We set out the role of the telco in the new business environment and highlight the key enablers for success - including the technologies and partnerships that need to be adopted.

The interactive sessions look at fundamental concepts around customer proposition / experience, partnerships, and, key enablers such as technology and platforms. Data from the Informa Telecoms Research Team is used throughout to back-up the ideas and to put concrete evidence into the equations and discussions.

## OUTCOMES COMPETENCY DEVELOPMENT

The delegate will be better able to:

- Engage more effectively in the organisations’ future development to ensure key business initiatives are backed up with the required key enablers, including technologies, platforms, people and partnerships
- Assess and analyse the impact of new customer-centric propositions and services on the customer and telco – including social media, video, M2M, search, app stores, payments, convergence, advertising, cloud, wholesale and partnerships
- Identify the key initiatives and business opportunities that the telco should focus on to maximise ROI and competitive advantage
- Contribute more effectively to their specific areas of operation, with a greater degree of innovation and commercial acumen
- Work more effectively with other functions within the organisation through a greater understanding of the requirements and enablers required for successful implementation of new services and business initiatives

# COURSE CONTENTS

## A DIGITAL WORLD

- Significant Facts & Statistics for the Telecoms and Media Industry
- The role of the Telco in the Internet Era
- The evolving digital economy - making sense of new opportunities
- Mobility and Mobility Scenarios
- The Telco View of Communications
- The Customer View of Communications
- Monetising Service and Contents
- The Significance of Brands within the Communications Industry

## THE IMPACT OF SMARTPHONES AND MOBILE OPERATING SYSTEMS

Making sense of the smartphone market:

Definitions and segmentation

The rise of Android

Global OS shares and activations

A Place for Linux, BBX, Symbian?

Smart Phones—Penetration to

Profitability smartphone

Pricing segmentation of the smartphone market

Current trends in mobile application store content

### Case Study:

Apple iOS looks beyond smartphones

Microsoft and Nokia—New Opportunities

Vodafone's own-branded

## APPLICATIONS AND CONTENT

- The Significance of Application to the Telco
- What do the trends indicate
- Applications by Geography
- Applications by segment and demographic
- What are the motivations behind applications?
- Focus on the big applications
- Social Networking and Web 2.0
- The rise and significance of app stores

Optimising and positioning the products

- Partnering – The significance to the Telco
- Partnering – The significance to the Customer
- How can the operator add value and make money?

## INTERNET AND THE CLOUD

- Cloud Technology
  - Connections
  - Security & Privacy
  - Consistency
- Cloud Facts, Figures and Trends
  - Regional Figures
  - Cloud Partnerships
  - Recommendations for Cloud Operations
- SME and the Cloud
  - Why is the SME important?
  - How are cloud services sold to SMEs?
  - What commercial models are used?
  - How can operators differentiate?
  - Dumb Terminal or Smart Terminal?
  - The influence of Google, Apple, Facebook and Microsoft
- Customer Data – a huge resource

### Case Studies

- Samsung's Music Hub
- Alibaba's mobile OS and smartphone strategy

## THE NEW TELCO BUSINESS

- Changing Business Environment
- The new Value Chain(s)
- New Voice and SMS Business Models
- Evolving Data and Connectivity Business
- Smart pipes
- Applications, Content, and TV Business
- Wholesale Business
- Internet Service Provision
- Partnering

## FOCUS & OPPORTUNITIES

- Key trends reviewed
- Key Strategic Issues for Operators
- Next Generation Revenue Opportunities
- Technology Opportunities
- The Customer Proposition
- Cloud Opportunities for Telcos
- Industry Survey
  - Focusing on the best business case

### Case Studies

- Operators Advanced Market
- Operators Developing Market
- Operators and the Cloud

## CONNECTIVITY AND MOBILITY

- The Local Loop - DSL Technologies
- Bonding Vectoring & Omega DSL
- Fibre and FTTx
- Passive Optical Networks
- GPON, EPON, PtP and Beyond
- Ethernet in the First Mile (EFM)
- WiMAX
- The Radio / Cellular Network
- Mobile Generations
- GSM Voice and GPRS Data
  - Next Generation Mobile Access:
    - 3G W- CDMA, HSPA & HSPA+, LTE & LTE Advanced
- Radio Issues - The Speed / Distance trade-off
- Effect of smartphones and connected devices,
  - Wi-Fi Connectivity and Wi-Fi Offload
- Femto Cells - 3G/4G in the home
- Heterogeneous Networks & Small Cells
- Efficiency and Cost per Megabyte Considered
- Practical Technology Convergence
- Technology Roadmaps

# 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 Management

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 KNet 365 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 Post-Graduate 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.**



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