Telecoms & Tech Academy

COURSE DESCRIPTION

DEVELOPING THE DIGITAL SERVICES OPPORTUNITY

Format:
2 Days or 4 x 3 Hours

Duration:
Face-Face or Live-on-Web

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 meet your specific requirements**

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"I've learnt so much over the 2 days"

AB, MTN

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telecomstechacademy.com

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

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COURSE SUMMARY

Historically telecoms operators have focused on maximising revenues and profits from traditional telco services – voice, SMS and "data". With growth in these areas stagnating and to capitalise on changing customer expectations, service providers now need to embrace the opportunity provided by emerging digital services and capabilities across the Telecoms and Media market.

Although such services are currently in their infancy, they will provide a significant new source of revenues and profits in the longer term, enabling operators to build sustainable competitive advantage, maximise their return on network investment and diversity their business models way from networks into the digital services space.

To capture new digital service opportunities, operators need to develop strategies in a range of areas, including but not limited to: Over the Top (OTT) Services, Machine to Machine (M2M) and Industry Verticals, Cloud Services, Content and Entertainment, Premium Video, Payments and e-Money and Advertising.

This programme examines the major trends and developments within the digital services arena, highlighting the opportunities for telecommunications operators and their customers. We set out the role of the telco as well as the key enablers for success - including the technologies, platforms and partnerships that need to be adopted. Data from the Informa Telecoms & Media Research Team is used throughout to back up the ideas and to put concrete evidence into the equations and discussions.

OUTCOMES & COMPETENCY DEVELOPMENT

Participants will be able to:

- Develop their knowledge of which digital services opportunities can be monetised and which are likely to generate a high level of ROI or competitive advantage in the medium– to long term

- Assess and analyse the big-picture impact of new digital services on the customer and the telco - including in the context of emerging B2C, B2B and B2B2C business models

- Engage and contribute more effectively to the organisation's future development to ensure digital services initiatives are underpinned with key enablers, including technologies, platforms, people & partnerships

- Develop solutions that are aligned with both business and customer requirements

- Identify key platforms, technologies and features that maximise the emerging business environment

- Evaluate the major implementation options for key digital services

- Critically assess the initiatives of other operators in their approach to digital services development around the world

- Gain confidence to make decisions on digital services implementation and procurement that are commercially viable, minimise risk, and in line with the strategy and goals of the wider organisation

- Strengthen their position with partners and vendors through a more commercially-confident approach

- 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 digital services and business initiatives.

COURSE CONTENTS

DEFINING DIGITAL SERVICES

- Defining Digital Services
- What are Digital Services?
- Digital Services in the Wider Context
- Enabling Digital Services
    - Access Technologies
    - Network Technologies
    - Billing Systems
    - Policy Control & Charging
    - Security
- Partnerships and the role of the operator

DEALING WITH OTT

- Dealing with OTT
- Defining OTT
- Example OTT Services
- Understanding OTT Business Models
- The Operator and OTT
    - Partnerships
    - Emulation
    - Resistance / Blocking
    - Bundling and Positioning
- Technology and OTT
- Monetising OTT services

MACHINE TO MACHINE AND INDUSTRY VERTICALS

- Identifying the Industry Verticals
- Machine to Machine Explained
- Examples
    - Health, Utilities and Transportation
    - Machine to Machine (M2M) initiatives
- The Operator's Role
- Technology Supporting M2M and Industry Verticals
- Monetising M2M

THE CLOUD FOR OPERATORS

- The Cloud Defined
- Cloud Services
    - SaaS, PaaS, IaaS
- Cloud Examples
- Operator – Key Advantages
- Operator – Supporting the Cloud
- Partnering for Cloud Services
- Technology
    - Access
    - Cloud Technology
    - Security
- Monetising Cloud Services

CONTENT AND ENTERTAINMENT

- Understanding the Content & Entertainment Landscape
- Content and Entertainment as a Business
- Connected TV
- Video and Premium Video
- OTT Companies and Content
- The Role of the Operator
- Partnering
- Technologies for Content Delivery
- Content Delivery Networks
- Offloading
- Monetising Content Delivery

PAYMENTS, E-MONEY, FINANCIAL SERVICES AND ADVERTISING

- Defining Payments, e-Money and Financial Services
- The Role of the Operator
- Partnering for Services
- Industry Examples
- Payment Technologies
- The Role of Advertising for the Telco
- Advertising – Types
- Targeting of Advertising
- Using the Customer Data
- Technologies that Enable Advertising
- Monetisation of e-Money and Advertising

BUSINESS SUPPORT SYSTEMS FOR DIGITAL SERVICES

- Defining Next Generation Business Support Systems
- Billing Evolution
- Policy Control and Charging (PCC)
- User Data
- Security

DEVELOPING DIGITAL SERVICES BUSINESS MODELS

- Forecasts and Predictions
- Realigning the Organisation
- Monetising Digital Services
- Digital Services and Loyalty / Churn
- Pricing
- The Importance of Partnering
- The Need for a Mind-Set Shift

OPERATOR CASE STUDIES

- Orange
- Deutsche Telekom
- Etisalat
- NTT
- Vodafone
- Telefónica

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 Leaning
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 election 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 KNect 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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