Telecoms & Tech Academy

COURSE DESCRIPTION

ICT, UNIFIED COMMUNICATIONS AND DIGITAL SERVICES

Format:
Face-Face or Live-on -Web

Duration:
2 Days or 4 x 3 Hours

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**

"

"Very enthusiastic and entertaining training, kept my attention!"

DM, ESB Telecoms

COURSE SUMMARY

Implementing the next wave of opportunities within the telecoms sector, requires a deeper understanding of the wider concepts and features of ICT (Information Communications Technology), and in particular, how those concepts are used as the foundation for operators to offer Unified Communication Services and a range of Digital Services - including cloud-based services, enterprise, M2M, wholesale, content and entertainment, advertising, and payments.

This programme examines the major trends and developments within the unified communications and 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. Implementation options are discussed and deployment issues explored.

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.

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:

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

- Assess and analyse the big-picture impact of ICT techniques and features applied to both unified communications and digital services - including in the context of emerging B2C, B2B and B2B2C business models

- Develop their knowledge of ICT, Unified Communications and Digital Services, identifying opportunities that can be monetised and which are likely to generate a high level of ROI or competitive advantage in the medium–to long term

- Evaluate the major implementation options for key ICT-based services - and develop solutions that are aligned with both business and customer requirements

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

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

- 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.

Book online
telecomstechacademy.com

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

Book via email
training@telecomstechacademy.com

COURSE CONTENTS

INTRODUCTION TO ICT

ICT - a Definition
The components of ICT
    Information
    Communications
    Technology
Computer-Based ICT Systems
    Software Tools
    The Human Interface
Handling and Storage of Information
IT Security
Accessing Information
Formatting Information for Use
Enabling Frameworks and Technologies
    User Equipment
    The Internet
    Data Centres
    Mobility
    Cloud-Based Services

DATA CONNECTIVITY AND NETWORK TECHNOLOGIES - IN SUPPORT OF ICT

Networking Concepts and Topologies
Internet Protocol (IP)
    IP Access Networks
    IP Transit Networks
LANs, MANs, and WANs
Mobility
Quality of Service (QoS)
    QoS in Networks
    MPLS
Providing Internet Access
Leased Lines
    Local
    International
Virtual Private Networks (VPN)
    MPLS-VPN
    IP-VPN (GMPLS)
Cloud Access
Network Security Architectures and Techniques

UNIFIED COMMUNICATIONS (UC) -

The Unified Communications Concept
Features and Capabilities of UC
    Voice
    Video
    Messaging
    Presence
Typical UC Usage Cases
The User Interface
Unified Communications for the Telco
    UC for Consumers
    Supporting Enterprises with UC
    Supporting B2B Initiatives
Unified Communications Platforms
Unified Communications Architectures
Deployment Options
Enabling Technologies
Role of the Cloud in UC Initiatives
UC in the Wider Telecoms Context
    Interworking with Legacy Systems
    Roaming and UC

CLOUD CONCEPTS USED IN SUPPORT OF ICT

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

DIGITAL SERVICES

What are Digital Services?
Partnerships and the role of the operator
Enabling Technologies
Identifying the Industry Verticals
Machine to Machine Explained
Examples
    Health, Utilities and Transportation
    Machine to Machine (M2M) initiatives
Technology Supporting M2M and Industry Verticals
Content and Entertainment as a Business
Connected TV
Video and Premium Video
OTT Companies and Content
Technologies for Content Delivery
Content Delivery Networks
Offloading
Payments, e-Money and Financial Services
Payment Technologies
The Role of Advertising for the Telco
Advertising – Types
Targeting of Advertising
Using the Customer Data

THE ROLE OF OTT SERVICES IN SUPPORT OF ICT

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

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.

www.telecomstechacademy.com

KNect365
Learning

an **informa** business