Telecoms & Tech Academy

THE NEW DIGITAL ECONOMY | BLOCKCHAIN DISRUPTIVE TECH IN TELECOMS & DIGITAL

CUSTOMISABLE IN-COMPANY TRAINING

Telecoms & Tech Academy

The Telecoms and Tech Academy understands that businesses are in vital need of new competencies and skills to drive growth. We also understand that your time is precious. Our new in-company training programme focuses on industry hot topics and emerging technologies.

Build Your Own Learning Path

Choose workshops from a list of 3 focused learning path streams. The workshops are varied and technical in approach, yet integrated and interrelated to each other. Benefit from a 1 day workshop or choose multiple workshops to fit the needs and desires of your company. All of the workshops are conducted within your organisation at a time that is convienent for you.

	Stream 1: **The New Digital Economy**	Stream 2: **Blockchain**	Stream 3: **Disruptive Tech in Telecoms & Digital**
1	Leading in a Digital Economy	Fundamentals of Blockchain	Digital Ecosystems and Partnerships
2	Mapping the Digital Landscape	Blockchain Architecture and Application	Leveraging Cloud
3	Big Data as a Driver of Competitive Advantage	Blockchain Business Models	5G and the Future Network
4	Predictive Analytics	Implementing Blockchain	IoT and Smart Cities
5	Economics and Cryptocurrencies	Building your Blockchain Commercial Proposition	The Digital Consumer
All 5 Workshops	**New Digital Economy Mini MBA**	**Blockchain Mini MBA**	**Disruptive Tech in Telecom & Digital Mini MBA**

Key Benefits

Current - Our course directors are specialists in their field who work with businesses to improve their performance on a daily basis. You will have access to the latest information, trends and case studies for current and future applications within the telecoms landscape.

Engaging - Our workshops are limited to small groups to encourage participation and engagement. You will have the opportunity to network with like-minded professionals who are experiencing similar challenges and motivated by similar business outcomes.

Practical – All of our workshops are delivered with one main intention: to give you practical skills and tools so you can implement your learning into your organisation. It is our objective to enable you to have the latest knowledge which will empower you to improve your organisation's competitive advantage and profitability.

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The New Digital Economy – Topic Outline
(All content is fully customisable, please contact us for more information)

Leading in a Digital Economy
Digital is no longer a luxury, it is the way most businesses are gaining competitive advantage. According to MIT Sloan research, companies that are adapting to a digital world are 26% more profitable than their industry peers. Key workshop outcomes include:

➢ Learn how you can be at the cutting edge of digital transformations
➢ Explore design thinking and innovation and discuss how we can use them as tools to generate new revenue streams

Mapping the Digital Landscape
In business, your goal is to communicate your offering and make it irresistible to your target audience. The maze of digital communication is making it harder to track whether we are actually being effective. Key workshop outcomes include:

➢ Build a map for your organization of all your digital touchpoints including their objectives and measures
➢ Create the most efficient and effective digital communications strategy

Big Data as a Driver of Competitive Advantage
The rise in data volumes is often an untapped opportunity for organizations. Despite the increase in volume of data, over 65% of organizations globally struggle to extract value from their data. Key workshop outcomes include:

➢ Develop a deep rooted conceptual understanding of Big Data which will enable you to generate actionable insights
➢ Understand how to utilise data as a driver of competitive advantage in the new digital economy

Economics and Cryptocurrencies
Leading business analysts agree: one of the biggest disruptions of the modern era will be Blockchain and cryptocurrencies. Some believe cryptocurrencies will disrupt the economy, while others are saying it will BECOME the economy! Key workshop outcomes include:

➢ Learn how cryptocurrencies are part of our economy and will become more important in the future
➢ Understand what we can do now to take advantage of this paradigm shift

Predictive Analytics
Building on knowledge gained from the Introduction to Big Data workshop, this module looks at a key next step for many organisations: predictive analytics. Key workshop outcomes include:

➢ Learn how data can enable you to serve the right product to the right customer at the right time
➢ Explore the techniques used including: data mining, statistics, data modelling, artificial intelligence and machine learning.

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Blockchain – Topic Outline
(All content is fully customisable, please contact us for more information)

Fundamentals of Blockchain
This workshop takes a high-level look at the concept of a blockchain and explores in detail how a blockchain works to provide trust at the heart of digital ledgers in the case of digital currencies. Key workshop outcomes include:

> ➢ Develop a deep understanding of the concept of smart contracts
> ➢ Explore leading commercially applicable blockchain platforms and possible applications thereof

Blockchain Architecture and Application
In this workshop, we delve deeper into the Blockchain platform itself. You will discover the role of Nodes and how the node discovery process works. Key workshop outcomes include:

> ➢ Understand how security of transactions is generated
> ➢ Gain a thorough technical understanding of how Blockchain works

Blockchain Business Models
Businesses know that Blockchain is the new technology needed to automate business operations; cut human labour costs; reduce risk and thereby increase profits for shareholders. Key workshop outcomes include:

> ➢ Explore different business model options including: the creation of local private networks; using blockchain to substitute laborious parts of business operations; self-executing contracts and more

Implementing Blockchain
To implement Blockchain, you need to understand it thoroughly and be aware of the risks associated with it. We recommend you complete the Fundamentals of Blockchain and the Blockchain Architecture and Application workshops before joining this one. In this workshop, you will learn how to implement Blockchain using a 4-stage process. We will discuss each stage in detail and provide the tools and techniques that will allow you to start implementing Blockchain in your organisation immediately. The stages you will work through in depth:

> ➢ STAGE 1 – Developing the Use Case
> ➢ STAGE 2 – Generate a Proof of Concept
> ➢ STAGE 3 – Conduct an infield trial
> ➢ STAGE 4 – Execute full volume roll out

Building Your Blockchain Commercial proposition
At the core of this workshop is an advanced, comprehensive business simulation. This exercise requires participants to critically appraise company positioning within the wider blockchain eco system, and to build a commercially viable project offering. Working in small teams, delegates explore and evaluate all the major aspects of selecting and articulating a blockchain business case including aspects such as commercial acumen, value creation, strategic leadership issues and selection of new business models.

Disruptive Tech in Telecoms and Digital – Topic Outline
(All content is fully customisable, please contact us for more information)

5G and The Future Network
5G represents not only a new generation of technologies that impact the core and access of the operator's network, but also more importantly, a restructuring of the business models leading to many, previously economically inaccessible markets such as Internet of Things (IoT) on a much larger scale. Key workshop outcomes include:

- Be empowered to evaluate implementation options for 5G
- Learn how to effectively develop technology solutions and roadmaps

IoT and Smart Cities
This workshop looks at the systems, frameworks, control mechanisms, and technologies behind smart city and IoT initiatives, as well as the opportunities, ecosystems, and the global community behind much of the progress. Key workshop outcomes include:

- Objectively analyse the requirements, as well as the dangers in implementing IoT technologies within a smart city
- Devise the roles and opportunities for leading and coordinating specific elements of the overall system

Leveraging Cloud
This workshop provides a comprehensive overview of cloud services and technologies and explains in detail what it means for both cloud services providers and customers. We start with the concepts and features of cloud services before looking at the underlying technology and architecture that underpins the cloud. Key workshop outcomes include:

- Gain a deep understanding of the features and benefits of the cloud
- Be able to implement various options on which secure cloud services can be built

Digital Ecosystems and Partnerships
Digital advances are allowing us to create more and more interconnected ecosystems. The power of these partnerships will allow us to innovate more and with greater speed. Key workshop outcomes include:

- Understand how your business model can adapt to include more digital partnerships
- Discover the right partnerships for different phases and areas of your operating model

The Digital Consumer
The future of marketing will be shaped by digital consumers. As they adopt more technology into their daily lives, their behaviour will begin to change. Organisations can no longer focus on driving consumers to their preferred marketing touchpoints, we now have to go to the consumer. Key workshop outcomes include:

- Understand how technology effects consumer browsing and buying behaviours
- Learn key techniques on how to effectively communicate with your consumer to leverage their wants and needs more efficiently

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Is it for You?

The course is not sector specific, but aimed at professionals anywhere in the world involved in digital transformation, corporate strategy, strategic marketing, product development, leadership development or corporate finance, including:

- Executives
- Senior Management
- Mid-Level Managers
- Technology Specialists
- Engineers
- Subject Matter Experts
- Commercial Specialists
- Strategy Specialists
- Emerging talent

ENQUIRIES

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