COURSE BACKGROUND

A historic opportunity awaits the communication industry in the years ahead – a chance to connect five billion people using broadband wireless and wireline technologies. But it will take more extensive use of technology with improved performance to offer true broadband connectivity to achieve this level of penetration. Success in broadband lies not just in deploying exciting new technology, but specifically in deploying a network and service creation infrastructure that is both cost effective, and capable of delivering – over time – the range of services that appeal to potential subscribers. But having the raw technology does not automatically lead to new services. For operators to actually create and administer these services, they will need a core set of tools to manage their network and services – and to do so profitably.

Who Should Attend?

Managed Services Head, VP, SME Business Control, Integrated Enterprise Solution, VP Finance, CFO, VP, Technology, Planning & Engineering Head, Network Operating Solutions - Integration and Services Division, VP, Global Mobile Sales VP, Network Services Director of Finance, Budget & Control, Head, Logistics and Administration, Director Business Development, Head, Call Center Operations Revenue Head, Director of Billings, Director of Mobile Content and Services, Value Added Services and Enterprise Market Planning, Chief Marketing Officer, Head of Technology, Director of Sales and Business, Head of Marketing & CRM, Business Services Head. Commercial Director

Why You Should Attend?

- Learn from an expert trainer with practical experience from International Markets (Europe, US, Middle East and Africa)
- Master key insights into Mobile Content Services in the developed markets
- Develop expertise on how to market and deliver content services to your subscriber
- Improve operational efficiencies whilst reducing churn
- Gain advice on reducing OPEX & CAPEX in emerging, developing and mature markets
- Discuss the complex operator-vendor relationship, and learn what both want from each other.
- Benefit from discussions on alternative OPEX & CAPEX reducing strategies
- Gain knowledge via sector by sector format approach to key developments in the Teleco Mobile Sector

Industries

- Business Network Equipment Providers
- Cable TV Operators Broadcasters
- Computers & IT Companies
- Digital Switching System Manufacturers
- Fibre Optic and Satellite Terminal Systems
- Fibre Optic Cable Manufacturers
- Financial Institutions
- Fixed Line Operators
- GSM Equipment Manufacturers
- GSM Operators
- International Associations
- International Investment Banks
- Internet Access Technologies
- Internet Service Providers
- Investment Banks in the sphere of Communications
- Law Firms specialising in Telecoms & IT
- Network Installation
- Public Telephony Equipment Suppliers
- Satellite Equipment Providers
- Satellite Operators
- Satellite TV Broadcasters
- Tax and Business Consultants
- Telecoms & IT Software
- Telecoms Operational Support System
- Testing & Design

UNI training courses are thoroughly researched and carefully structured to provide practical and exclusive training applicable to your organization. Benefits include:
- Thorough and customized programmes to address current market concerns
- Illustrations of real life case studies
- Comprehensive course documentation
- Strictly limited numbers
Workshop Overview

As telco service providers advance toward the IP Multimedia Subsystem (IMS) to converge telecommunication, Internet, and media services in a single standards-based architecture, the rising service demand—for both transaction volume and new services in a competitive market—increases pressure on service providers’ network infrastructures. Operators evaluating broadband (wire and wireless) investments must extend their consideration beyond the accepted virtues of the technology and consider how the platform fits into their specific near and long-term business models, market conditions, and cost advantages to grow subscriptions and generate revenue. While designing new business models, Broadband operators must deploy networks with capabilities, such as mobility, messaging, location, presence, profile, and call control, and combine these with Internet-style services such as social networking, search, advertising, direct marketing and mapping, thereby enabling richer, more compelling, and more personalized services than the Internet can offer.

BUILDING YOUR BUSINESS CASE TO ATTRACT ADEQUATE FUNDING

The network model for broadband wired and wireless installations must consider all aspects of design, deployment, and integration from the core through the systems architecture, service edge, access network, and device. While the initial spend on deployment will have a large focus on capital components associated with procuring the necessary equipment throughout the network and systems architecture, as the broadband network service is introduced and subscriber adoption and usage rates grow, the ongoing operating expenses will consume a growing share of the total cost of ownership. Operators planning investments into broadband installations need to be certain that their front-end strategy and planning efforts consider the end-to-end proposition of the network, systems, and services to truly reap the cost benefits and the revenue potential of broadband wired and wireless services.

DAY 1 | 12th November 2008

TECHNOLOGY: ARCHITECTURE OF NEXT GENERATION NETWORKS AND SERVICE DELIVERY PLATFORMS

THE IMPORTANCE OF NGN AND IMS IN IP BASED CONVERGED BROADBAND NETWORKS

Evolving standards, such as IMS and related IMS-based standards and initiatives such as Telecoms and Internet Converged Services and Protocols for Advanced Networks and Next-Generation Network (TISPAN) and Advances in IMS (A-IMS) are intended to serve as the next-generation convergence enablers that will help transform the future of mobile, voice, video, and data communications for consumers and businesses. Next Generation Networks are based on Internet technologies including Internet Protocol (IP) and Multiprotocol Label Switching (MPLS).

THE BROADBAND ACCESS NETWORKS: THE DAWN OF 4G:

WIMAX, 3G LTE AND FTTX

Broadband-enabled networks use IP bit pipes with enough bandwidth to deliver all kinds of services to the end-user. Now metro aggregation and backbone networks are migrating towards pure packet networks, and service control core networks towards unified IP service control. The radio access network is a masterpiece in the transport of high-speed ad hoc services and will demonstrate its flexibility to achieve the most stringent performance-to-cost ratio objectives. It offers multi-access provisioning, the highest data rates, the lowest latency and best QoS in the nomadic and mobile environments. What is the best technology to select? Are there any bad technologies that we can forget? How can an operator ultimately satisfy the unmet demands of its users, while simultaneously meeting its own business, technical and strategic challenges?

THE RISE OF FIXED MOBILE CONVERGENCE

Fixed-mobile Convergence (FMC) has traditionally been used by the telecom industry when discussing the physical integration of wireline and wireless telecommunications. Simply defining convergence as how wireless technology should integrate with wireline technology effectively misses the broader importance and implications of convergence which is also about convergence between the media, datacom and telecommunication industries. Convergence will influence a host of companies and change the way end-users access their information, thereby enabling a new paradigm of “anytime, anywhere, any device” information exchange and access.

MIGRATING TO AN IP CENTRIC NETWORK: MANAGING INTEGRATION AND COMPLEXITY

Fixed and mobile service providers must quickly launch, customize, extend, and blend those services according to changing user needs and tastes, across wireline and wireless IP networks and to multiple subscriber devices. With the introduction of unique applications, the network must account for the widespread deployment of DSL, fibre optic, cable, 3G and Wi-Fi/Wimax broadband access networks. To succeed in the future, service providers must be able to manage effectively the process of integrating cost effectively different access technologies and new applications from a wide pool of sources.

SOCIAL AND ENTERPRISE NETWORKING PLATFORMS: WEB 2 TO TELCO 2

A portfolio of exciting IMS compliant applications exist to meet today’s mobile and highly distributed nature of the Enterprise and retail customer, and provide Mobile and Fixed Operators to up sell and deepen their relationships with these customers. Through using its unique knowledge of its customers and their buying behaviour, Telcos are in a unique position to offer Application and Content Service Providers with the information they need for delivering highly focused advertising and promotional content.

BUSINESS: SELECTING NEW SERVICES & APPLICATIONS TO ENHANCE REVENUE WHILST REDUCING CAPEX AND OPEX

UNDERSTANDING THE VALUE CHAIN AND CREATING PARTNERSHIPS IN COMMUNICATION, INFORMATION AND ENTERTAINMENT SERVICES

For network operators—pressured to increase ROI on existing network assets, and to become more agile and responsive to the changing needs of existing and prospective customers—a challenging business climate increases the need to develop an integrated perspective of the value chain and forging partnerships. An integrative strategy can help operators realize the full financial benefits of investments in both legacy networks and next-generation network architectures. The ROI benefits lie in areas of Revenue gains, Cost reductions and operational efficiency gains and Customer satisfaction gains.

HOW TO LEVERAGE THE MVNO AND MVNE BUSINESS MODEL IN YOUR STRATEGIC GAME PLAN

Based on industry estimates, the overall MVNO market will generate annual revenues of $10-12 billion by 2010. Future growth of voice services will be driven by marketing and distribution strategies that are segmented by discrete affinity groups. Even more important is the prospect of non-voice or data services fueling a new wave of network growth. Enabled by more advanced networks and consumer devices, data, or content, this is expected to be the next wave of communications transformation.

CONVERGENCE IN CHARGING AND CRM: NEW REVENUE GENERATION MODELS: CONTENT, VOLUME SENSITIVE, APPLICATION BASED AND ADVERTISING BASED.

Today, communications service providers deliver traditional and IP services that span voice, data, video, content, prepaid and postpaid, fixed, and mobile. To succeed, service providers must change to an infrastructure that supports a new business proposition of new real-time customer interactions, and modern partners and channels. Driving this transformation are underlying business applications such as billing and revenue management (BRM), customer relationship management (CRM), and enterprise resource planning (ERP).

HARNESSING THE POWER OF E-GOVERNMENT INITIATIVES

Governments the world over are embracing technology to improve public service delivery ...in essence e-Government is about transforming government to be more citizen oriented. Broadband technology can play a critical role by increasing worker efficiency and reducing total costs for service delivery for municipalities. From security and traffic monitoring, to parking fees, payments for support, wireless devices in public spaces, and building governments can reduce costs while improving services for citizens and visitors.

INNOVATIONS AND MARKETING AND BRAND MANAGEMENT

In the deregulated markets of today’s telecom industry, having a distinguishing brand may be more important than ever as telecom providers seek to define their places in a complex web of supply options. The brand must define and deliver differentiators that represent a value proposition to customers. Developing brand strategy is a task that requires intimate understanding of the company strategy and therefore should be developed by the executive team and be handed over to the operator’s MarCom dept. Unlike the caps in the functional domain (limited to network capabilities) and financial domain (restricted by profitability and business sense), a brand’s emotional appeal is always limitless and only capped by the operator and its communication agency’s creativity.

CASE STUDY IN GROUPS:

MANAGING AN APPLICATION ENHANCED REVENUE GENERATING BROADBAND TELCO NETWORK TO BOOST REVENUE AND REDUCE COSTS
A 25 year career experience has been enriched from senior management positions in Marketing, Operations, and Training and Strategic communication technologies. He has extensive experience in international Pharmaceutical and Cellular Industries including Motorola Inc and Abbott Labs. He is a visiting lecturer at Wits and UCT Business School as well as the University of San Diego for Total Quality Management and Business Process Reengineering. He is a member of the Chartered Institute of Marketing and the American Society for Quality. Sadiq is considered one of the leading authorities on Lean Six Sigma techniques. He is speaker at various mobile and telecommunications conferences on wireless, broadband and telecommunications technologies and their impact on enterprises, operators and public sector.

Sadiq co-founded BCT Global to catalyse the growth of wireless technology in South Africa. BCT Global has implemented the largest enterprise converged LAN’s in South Africa using a mix of wireline and wireless technologies. BCT Global also provides consultancy services to telcos and enterprises that wish to transition to all IP based broadband networks.

Some of the organizations Sadiq has worked with and consulted include:

- AFRISPA
- ARMSCOR
- BOTSWANA MINISTRY OF TRADE AND INDUSTRY
- BUFFALO CITY MUNICIPALITY
- BUSINESS CONNEXION
- CELL C
- CELTEL
- CISCO SYSTEMS
- CITIGROUP
- CITY OF CAPE TOWN
- COSCOM
- DEVELOPMENT BANK OF SOUTH AFRICA
- DIMENSION DATA
- DONTELECOM
- ECONET WIRELESS
- EMTEL LTD.
-ERICSSON
- ETISALAT
- G.S. TELECOM PTY LTD
- GUIMAAST
- GLOBECAST
- GRINTEK TELECOM
- GS TELECOM
- JORDAN MOBILE TELEPHONE SERVICES/FASTLIN
- KMOBILE (KAR-TEL)
- LIBANCELL
- MAROC TELECOM (IAM)
- MASCOM WIRELESS
- MERAKA INSTITUTE
- MOBINIL
- MTC
- NAMITECH
- NAMPOWER
- NETONE
- OMANTEL
- PAKISTAN MOBILE COMMUNICATIONS (PVT) LTD
- Q-TEL
- SHELL SA ENERGY PTY LTD
- SIEMENS
- STANDARD BANK GROUP IT
- SUN INTERNATIONAL
- TELECEL MADAGASCAR
- TELECOM NAMIBIA
- TELKOM TSI
- URETA
- UJUNET SA PTY LTD
- VODACOM
- X-TEL
- YEMEN INTERNATIONAL TELECOMMUNICATIONS COMPANY LLC- TELEYEMEN
- BRITISH AMERICAN TOBACCO
- SASOL
- NORTEL
- SA PORTS AUTHORITY
- TURKCELL
- VODAFONE TURKEY
- ALGERIAN TELECOM
- BATELCO GULF
- ZAIN GULF

**PARTICIPANTS WILL LEARN ABOUT**

- The evolution of telecoms networks from voice-centric “legacy circuit switched” technologies towards data and multimedia-centric technologies based on IP, such SIP and IMS
- How the choice of network architecture affects your capex and opex over time: looking at hybrid networks and infrastructure sharing
- The critical role of billing engines and CRM systems and how to convert these into revenue generating assets
- How to build up a solid business case covering all critical parameters: technical, commercial and financial
- The role of new generation applications, content and platforms to generate revenue from broadband networks assets
- Innovations in telco brand management to boost subscriber acquisition and reduce churn.
- Leveraging the MVNO model and E Government initiatives to accelerate time to market and generating positive cash flow

**Program Schedule (Day 1 & Day 2)**

08:30  Registration
09:00  Morning Session Begins
10:40 - 11:00  Refreshments & Networking Break
12:45  Luncheon
14:00  Afternoon Session begins
15:30 - 15:50  Refreshments & Networking Break
17:00  Course Ends

**PRE-COURSE QUESTIONNAIRE**

To ensure that you gain maximum value from this course, a detailed questionnaire will be forwarded to you upon registration to establish your exact training needs and issues of concern. Your completed questionnaire will be analysed by the course trainer prior to the event and addressed during the event. You will receive a comprehensive set of course documentation to enable you to digest the subject matter in your own time.