Essentials of Mobile for Management

"Highlighting the key concepts and terminology of the mobile telecoms industry"

Overview

As telecommunications networks evolve there is a requirement to have competent staff that can plan the network, plan migration strategies, evaluate equipment, manage & troubleshoot the infrastructure and ensure that customers have a quality experience. This workshop will provide a brief overview of the capabilities and issues related to mobile technology and how the network is evolving. It will highlight the relationships between the technical operation of the network and the business operations from a number of perspectives including financial, HR, legal and procurement. All of the terminology and jargon is explained in a clear and precise manner as the course progresses by our highly skilled trainer.

Who Can Benefit

This workshop is designed for management personnel and decision makers who need a basic understanding of the key concepts and terminology that is prevalent in the industry, how the various technologies relate to each other and the impact on business operations.

Pre-requisite Knowledge

None

Course Content

The Technology of Mobile Communications

- Introduction
  - What are the critical issues facing mobile operators?
  - How has the business environment changed?
  - Increased local & international competition
  - Saturation of the voice market
  - Regulatory considerations & issues
  - Disruptive services: example, Viber

- Mobile standards, radio spectrum and licencing
  - What is meant by triple & quad play
  - Overview of the key standards for cellular
  - What is the role of the ITU internationally
  - What is 'spectrum'?
  - What is the role of the national regulator?

- Basic mobile network architecture & equipment requirements
  - Description and role of the different pieces of equipment in the cellular network
  - Overview of how they interconnect
  - Redundancy and backups

  - Explanation how equipment is evaluated
  - How networks are rolled out (Site acquisition, planning & optimization)
  - Issues with power generation at remote sites
  - What do we mean by 'Quality of Service'?
  - Managing the network to meet customer requirements and regulatory obligations
  - How the network evolves to support data service
  - Introduction to KPIs
  - Key features of GSM, GPRS (General Packet Radio System) & EDGE (Enhanced Data for Global Evolution)
  - What is a 3G network?
  - How is it different from the GSM/GPRS network?
  - What are HSDPA, HSPA+ and mobile broadband?
  - What impacts the ability to offer broadband

- Why is the Internet Protocol so important?
  - What is IP
  - Why is it being used in telecoms?
  - What benefits does it bring?
  - What is an IP backbone?
  - What is IPv6?

- ➢ What benefits does the IMS bring?
- What is LTE (Long Term Evolution)?
  - ➢ What is the 3GPP LTE roadmap?
  - ➢ What does it mean for a mobile operator
  - ➢ What benefits does it bring
  - ➢ What is LTE-Advanced

The Business of Mobile Communications

- The Business & Financial Environment
  - ➢ Industry challenges and opportunities
  - ➢ New business opportunities
  - ➢ OPEX and CAPEX
  - ➢ Charging & billing
  - ➢ Prepaid & postpaid subscriptions
  - ➢ Roaming & interconnect: who pays?
  - ➢ Corporate & consumer subscriptions
  - ➢ Diversified service billing
  - ➢ Micro billing & micropayments
  - ➢ Fraud management
  - ➢ Issues for Procurement
  - ➢ Relationships with vendors/suppliers/subcontractors
  - ➢ In sourcing & outsourcing
  - ➢ Ensuring equipment lifespan & continuity
  - ➢ Third party services
  - ➢ Spectrum licencing
- Issues for Human Resources
  - ➢ Relationship between organizational structure & network architecture
  - ➢ Competence requirements
  - ➢ Talent management & staff retention
  - ➢ Maintenance of transferable skills base
  - ➢ Succession planning and the roadmap of upskilling towards leadership
- Legal Issues
  - ➢ Regulatory requirements
  - ➢ Patent issues
  - ➢ Content licencing
  - ➢ Lawful interception

- ➢ Illegal downloading
- ➢ Defining/managing SLAs
- ➢ Fraud & security breaches
- Sales & Marketing
  - ➢ Creating & maintaining customer loyalty
  - ➢ What is number portability & its impact
  - ➢ Managing customer churn
  - ➢ Customer personalization
  - ➢ How to measure customer service & sales workforce effectiveness?

Mobile Services & Devices

- Creating mobile communities
- Explanation of VAS and Intelligent Network (IN)
- Cloud services
- Machine to machine market
- Developing/customizing services in-house
- What is VoIP & VoIP issues
- Managing a large service portfolio
- What is an MVNO (Mobile Virtual Network Operator)
- Security implications & issues
- Partnerships for content & applications
- Key device platforms
- Device bundling
- Device software customization
- Automated device updates and OTA (Over the Air)
- Bundled applications
- The Blackberry framework
- The role of the SIM/USIM and SIM applications

Discussions & Q&A Sessions throughout

DURATION	2 days
CLASS SIZE	12