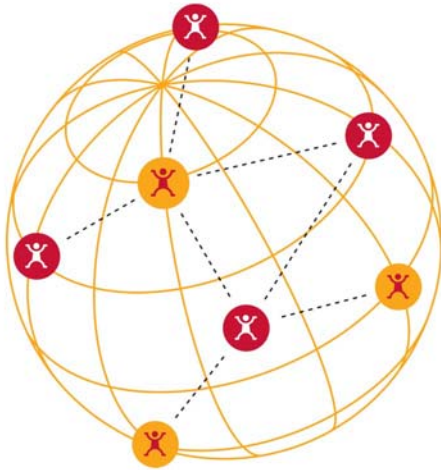


TRAINING PROGRAM OUTLINE



ICT-100E

DEVELOPMENT OF ICT STRATEGIES & ACTION PLANS FOR GOVERNMENT AND BUSINESSES

DESCRIPTION

A 10-day Training Program to provide participants with an understanding of what is required to develop ICT strategies and action plans for governments and businesses. This includes how to prepare and put into place an effective and workable ICT strategy and action plan that can transform the way governments and businesses operate in order to enhance the delivery of goods and services online, cut costs, increase efficiency, and improve the bottom line. For government and businesses in many developing countries, ICTs, including wireless technologies, are tools that offer innovative opportunities for pro-poor growth.

The Training Program will consider how to develop a ministry or sector specific or business strategy that is consistent with corporate strategy. It will look at demand and how ICTs can be used to enhance service delivery and competitiveness as well as the factors such as trust, policy environment, awareness and level of technical development that affect the take up of e-commerce in many developing countries and that underpin service delivery in the public as well as the private sectors. One focus will be on delivering e-government and e-commerce services in a developing world context in



general and at the local and community level in rural areas in the developing world in particular.

The program will help government and business planners and operators think strategically about how ICTs are and can be used to enhance the delivery of services and process efficiency while contributing to the competitive and comparative advantage of the institutions, countries or companies involved.

OBJECTIVES

- Promote an understanding of the steps involved in developing ICT strategies and action planning
- Assist participants in understanding and identifying key trends and the factors that influence the use of ICTs for delivering services that better meet the needs of the market place
- Provide participants with methods to develop appropriate strategies and plans to take advantage of ICT trends and developments
- Help participants learn from best practice in e-government, e-commerce and related areas
- Help participants to think innovatively about practical and doable pro-poor growth options that are based on ICTs
- Present key information and knowledge resources that participants can use to track and understand trends
- Provide participants with an understanding of how to plan online service delivery

TOPICS

- How to develop an ICT strategy and associated action plan
 - Linking with overall corporate strategy and actions
 - Understanding the value of using ICTs for business: the relationship between productivity, economic development, and ICT diffusion and use
- Nature and characteristics of ICT and e-government / e-business projects



- What is e-government? Relationship to e-business and e-commerce
 - Why ICTs? The reasons for automating business processes
 - Enhanced service delivery to the public
 - Risks associated with ICT projects and how to manage these risks
- The ICT / e-business / e-government planning cycle
 - Setting the stage: assessing needs and circumstances (e-readiness)
 - Identifying and characterizing target groups: the importance of understanding demand and the market
 - Using available statistics: working with the Statistics Office and with market research firms – the importance of household surveys
 - Develop a stakeholder consultation plan, working with focus groups
 - Dealing with public demand, expectations and capacity to use e-government
 - The role and importance of e-commerce
 - Factors affecting e-commerce: trust, fulfillment, technology
- Business process efficiency and shared services
 - Definition
 - Shared services and data centres
 - Workflow and business process analysis
 - Trends, current thinking and practices about shared services
 - Advantages and disadvantages of shared services
 - Business process analysis: what to automate and interoperate? Why and how?
 - Data centres: a major source of energy consumption and trends to limit energy use
- Determining project objectives and scope
 - Defining and measuring expectations: Results Based Management (RBM) framework
 - Managing implementation: dealing with shared services
 - Maintaining communications: develop a project communications plan and implement it
 - Sector specific considerations: agriculture, education, health, social services, etc.
 - Case studies and best practices
- Trends in application development: e-government



- Models of e-government and e-commerce
 - Measuring the success of e-government
 - Balancing the offer vs. the demand for public services
 - Lessons learned and best practices worldwide: some case studies
- Best practices and lessons learned: examples of e-commerce and e-government applications
 - In agriculture (enhancing local market performance), the service sector, government service provision
 - For telecommunications service providers: novel services for e-government and e-commerce using wireless devices
- Trends in application development: e-commerce
 - Enhancing the efficiency of trade: e-commerce and online marketplaces
 - E-commerce
 - Measuring the success of e-government
 - Lessons learned and best practices worldwide: case studies
- ICTs and new technologies for SMEs
 - Challenges faced by Small, Medium and Micro Enterprises (SMMEs) in using e-commerce and accessing e-government services
 - The role and promise of wireless technologies and Next Generation Networks (NGNs) in extending the reach of e-commerce and e-government
- E-business and e-government under conditions of low e-readiness: opportunities and options
 - E-government and e-commerce in rural and less connected areas
 - Universal access and e-government / e-commerce
 - Developing country perspectives and issues

TARGET AUDIENCE

- Business operators and entrepreneurs
- Government officials, planners and decision-makers, including local government officials and administrators



- Managers, analysts and program officers working in international development
- Managers and staff in Non-Governmental Organizations (NGOs)
- Professionals working in the media: journalists, editors, publishers
- Telecommunications and ICT service providers looking to diversify their service offerings for users in the developing world
- Researchers and academics interested in learning more about ICT for development
- Organizations and individuals working at the local and community level in the developing world
- Professionals interested in international development looking to complement their skill-set by enhancing their understanding of the role of ICTs in development

METHODOLOGY

Our Training Programs combine expert presentations, workshops, case studies and discussions based on real-life situations faced by participants. Emphasis is placed on examining issues of local importance and looking at ways in which the material discussed during the program can be used by participants in the context of their own realities or work situation. Complete training material is provided to all participants for future reference and follow-up action plans.

LOCATION

Our Training Programs are held at regular intervals in selected cities around the world. Upon request, our expert trainers can lead Training Programs at the location of your choice. If interested, please contact us at training@neotelis.com.



EXPERTISE

Neotelis provides consulting and training services to telecommunications organizations worldwide. Its team of experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 100 countries around the world.

