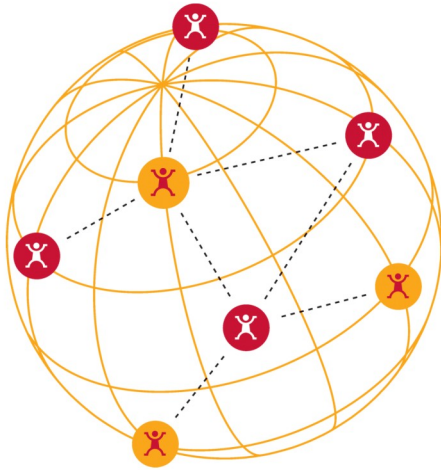


TRAINING PROGRAM OUTLINE



MGT-103E ESSENTIALS FOR MOBILE OPERATORS

DESCRIPTION

A 10-day Training Program to provide participants with the fundamental concepts and principles of mobile telecommunications covering technical, commercial and financial aspects.

OBJECTIVES

- Provide a good understanding of the global and competitive telecommunications environment and its impacts on operators
- Review the global mobile network services as well as its market trends and opportunities
- Present the technical aspects of the various generations of mobile networks with particular emphasis on Global System for Mobile (GSM), Code Division Multiple Access (CDMA) and Universal Mobile Telecommunications System (UMTS) technologies
- Discuss the commercial aspects of mobile networks from marketing new products and services to negotiating interconnection agreements with other operators



- Present the fundamental principles of cost modeling and billing in mobile telecommunications
- Provide an understanding of fraud and revenue assurance in mobile telecommunications

TOPICS

Part I – Introduction

- Global and competitive telecommunications environment
 - Deregulation and competition
 - Globalization
 - New telecom players
 - New technologies and services
 - Global trends, impacts and challenges
- Global mobile market review
 - Major service providers
 - Major equipment providers
 - Mobile market statistics and trends
 - Opportunities

Part II – Technical aspects

- Mobile concepts
 - Frequency reuse
 - Channel assignment strategies
 - Handoff strategies
 - Interference and system capacity
 - Trunking and grade of service
 - Number portability
 - Roaming
- Historical overview of mobile technologies
 - Early years



- First Generation (1G) mobile technology
- Second Generation (2G) mobile technologies
 - Time Division Multiple Access (TDMA)
 - Global System for Mobile (GSM)
 - Architecture
 - Services and features
 - Network functionality
 - Protocols and standards
 - Operation
 - Code Division Multiple Access (CDMA)
 - Architecture
 - Services and features
 - Network functionality
 - Protocols and standards
 - Operation
 - Personal Communications Service (PCS)
- 2.5G mobile technologies
 - General Packet Radio Service (GPRS)
 - Enhanced Data rates for Global Evolution (EDGE)
- Third Generation (3G) mobile technologies
 - Universal Mobile Telecommunications System (UMTS)
 - Architecture
 - Services and features
 - Network functionality
 - Protocols and standards
 - Operation
 - Code Division Multiple Access 2000 (CDMA2000)
 - EVolution–Data Optimized (EV–DO)
- Fourth Generation (4G) mobile technologies and beyond
- Global coverage mobile satellite systems
 - Globestar
 - Inmarsat–P
 - Iridium



- Odyssey
- Equipment
 - Network (operator) equipment
 - Terminal (user) equipment

Part III – Commercial aspects

- Marketing, sales and customer care management
 - Marketing research
 - Marketing plan
 - Marketing mix (4Ps)
 - Pricing concepts, methodologies and strategies
 - New product introduction
 - Sales, Customer Relationship Management (CRM) and account management techniques
 - Customer care/satisfaction
 - Average Revenue Per Unit (ARPU)
 - Churn
 - Bundling
- Mobile products and services
 - Voice
 - Short Message Service (SMS)
 - Multimedia Message Service (MMS)
 - Internet
 - Prepaid versus postpaid services
 - Value Added Services (VAS)
 - Mobile Virtual Network Enabler/Mobile Virtual Network Operator (MVNE/MVNO)
 - New applications for mobile
 - Location-based services
 - Music
 - Games
 - Payments
 - Advertising
- Interconnection
 - Commercial, technical and regulatory aspects



- Principles of mobile interconnection
- Negotiation and management of agreements
- International settlements
- Fixed/mobile competition
- Mobile termination rates
- Roaming

Part IV – Financial aspects

- Cost modeling in mobile networks
- Billing
- Fraud and revenue assurance

TARGET AUDIENCE

- Recently hired telecommunications managers or personnel who are new to the mobile sector
- Managers looking to complement their skill-set by gaining a good understanding of the technical, commercial and financial aspects of mobile telecommunications

METHODOLOGY

Our Training Programs combine expert presentations, workshops, case studies and discussions on real-life situations faced by participants. 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.

