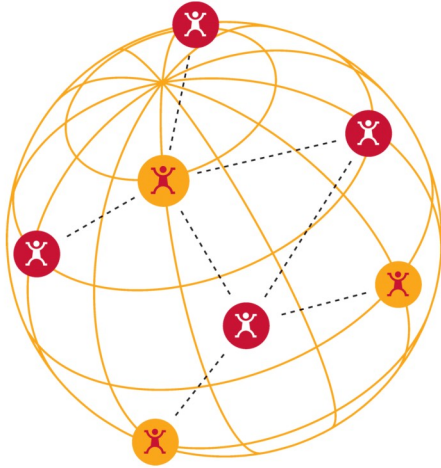


TRAINING PROGRAM OUTLINE



MGT-104E **BUSINESS INTELLIGENCE IN TELECOMMUNICATIONS**

DESCRIPTION

A 5-day Training Program to provide participants with the basic concepts, tools and techniques to successfully perform business intelligence tasks and activities.

OBJECTIVES

- Provide a good understanding of the new telecommunications environment and its impacts on the business of operators
- Provide participants with the basic concepts, challenges and issues of business intelligence
- Present the different steps of an environment assessment
- Present the different elements that need to be reviewed in a competition analysis
- Present how to identify, gather, analyze and use data to increase the competitiveness of an organization



TOPICS

- The global and competitive telecommunications environment
 - Deregulation
 - Globalization
 - New players
 - New technologies and services
 - International trends and issues

- Business intelligence
 - Basic concepts
 - Importance
 - Challenges and issues
 - The business intelligence cycle
 - Ethics

- Environment assessment
 - Porter's five forces
 - Market analysis
 - Identification of competition
 - Direct and indirect competitors
 - Substitutes
 - Analysis of others stakeholders
 - Suppliers
 - Customers

- Competitors analysis
 - Overall strategy
 - Structure of the organization
 - Financial situation
 - Network and technologies
 - Products and services
 - Marketing strategy
 - Customers and their satisfaction

- The data collection process
 - Identification of necessary data

- Definition of data sources
 - Formal
 - Informal
- Development of a data gathering plan
- Data gathering tools and methods
- Data mining and processing techniques

- Analysis of collected information
 - Recommendations
 - Development of business models

- Integration of business intelligence in the corporate strategy

TARGET AUDIENCE

- Telecommunications managers and personnel responsible for business intelligence
- Managers looking to complement their skill-set by gaining a good understanding of business intelligence fundamental concepts

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.

