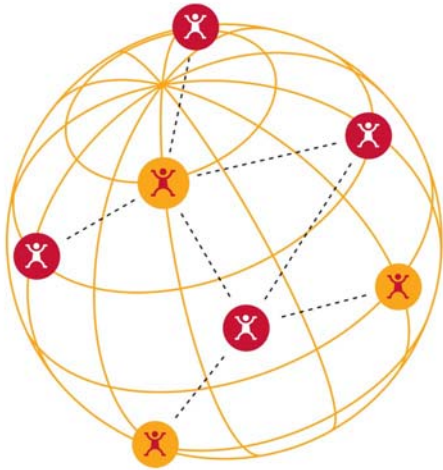


TRAINING PROGRAM OUTLINE



MKG-109E **MARKETING & SALES OF MOBILE DATA SERVICES**

DESCRIPTION

A 5-day Training Program to provide participants with an overview of mobile data services and devices and with an understanding of the business models and approaches available for the development of marketing strategies and plans for implementing mobile data services and applications.

OBJECTIVES

- Provide a good understanding of the global and competitive telecommunications environment and its impacts on operators
- Review mobile technologies and their evolution towards supporting faster data speeds
- Explore different devices available for mobile data services and their evolution
- Provide an overview of the various mobile data services available today and potential future services
- Present a review of the market for mobile data services - who uses them, potential business models and barriers to growth



TOPICS

- Global and competitive telecommunications environment
 - Deregulation and competition
 - Globalization
 - New telecom players
 - New technologies and services
 - Global trends, impacts and challenges

- Mobile technologies
 - Evolution of mobile networks
 - GSM, CDMA, TDMA, GPRS, CDMA2000, EV-DO, EDGE, HSDPA and beyond
 - Access
 - Wireless broadband versus wireless access to wired networks
 - Wi-Fi
 - WiMAX
 - Devices
 - Handsets, PDAs, computers/laptops

- Mobile data services
 - PC-based mobile services versus handsets
 - Mobile Internet - WAP 2.0
 - Messaging
 - SMS, MMS, email, IM
 - Music
 - Ringtones, realtones, ringback, full track downloading/streaming
 - Location awareness, presence
 - Mobile advertising
 - Mobile payments
 - Gaming
 - Mobile TV
 - Community-based applications - taking communities mobile
 - End-user generated (blogs, chat, photos, videos)
 - Content oriented (artist sites)
 - Mobile video



- Mobile data services market
 - Mobile value chain
 - Customers
 - Who uses mobile data applications?
 - What drives adoption and usage?
 - Key marketing measures
 - ARPU, AMPU, ROI, churn/attrition
 - Main players
 - Business models
 - Operator model versus mobile ISP model
 - Other potential models to fund mobile data services
 - Key issues
 - Barriers to growth – spectrum availability, handset variability, demand
 - Digital Rights Management (DRM)
 - Trends in the mobile data services market

- Case studies

TARGET AUDIENCE

- Telecommunications managers and personnel responsible for marketing, sales, business development and strategic planning of mobile data services and applications
- Managers looking to complement their skill-set by gaining a good understanding of marketing and sales strategies for mobile data services



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.

