

ConneXion

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From the CEO

This edition contains an article on ICT convergence. This topic is one of great importance for the continued success of the Canadian telecommunications sector. The ICT sector in Canada is highly deregulated, very competitive, and already exhibiting a high degree of convergence, with the major ICT service providers deploying converged networks (broadband IP network for all voice, video, and data communications) and offering a 'quadruple play' of services in bundles. But there are still several important issues to resolve, a key one being that this convergence brings into question the continued viability of maintaining two separate policy and regulatory frameworks for telecommunications and broadcasting. How will it evolve to ensure that Canada continues to have a strong, internationally competitive telecommunications industry that delivers world-class products and services at affordable prices for the economic and social benefit of all Canadians? Stay tuned.

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The New Era of ICT Convergence

Since a few years ago, we hear more and more about a new reality in telecommunications: ICT convergence. Convergence is the new trend to bring together data, voice and video services on a single network, an IP-based Next Generation Network. There are a lot of examples of the fusion of technologies and media in today's world: Blogging, YouTube, Wikipedia, Skype, Facebook and other social networking sites, that are all examples of how this convergence culture is playing out in the networked world. Many operators have already taken the step to Third Generation Networks (3G), certainly giving them a competitive advantage. Companies now offer more services using the same

network. Not only do they broaden their product line, but they also have more satisfied customers. Doing business with only one company for all the services represents a true advantage for customers: only one bill and only one place to call for their fixed line, mobile phone, Internet access and TV. Moreover, customers can receive rebates for their loyalty when they choose to add more services or benefit from a package deal for a bundle of services. Goulet Telecom International possesses the expertise and the resources to assist you in facing the challenges represented by ICT convergence. Convergence is a new reality of which ICT service providers have to be very aware

Publication of our 2008 Training Program Schedule

Goulet Telecom International is pleased to announce the publication of its 2008 Training Program Schedule. Next year, we will hold Training Programs in Cape Town (South Africa), Dubai (United Arab Emirates), Kingston (Jamaica), London (United Kingdom), Montreal (Canada), Paris (France) and Port of Spain (Trinidad

& Tobago). Our 2008 Schedule is composed of over 30 Training Programs in our areas of expertise: Strategy & Management, Marketing & Sales, Engineering & Operations, Human Resources, Finance, and Policies & Regulations. For complete information on our 2008 Schedule, we invite you to consult our website at

What Clients Say

"I specifically enjoyed the clarity of the content, the relevance of the workshops and the updated theoretical content" said a participant of the 'Planification stratégique en télécommunications' Training Program held in Kinshasa, Democratic Republic of Congo on 2-6 July 2007.

since it will strongly influence their businesses. Convergence represents a challenge but also an opportunity.

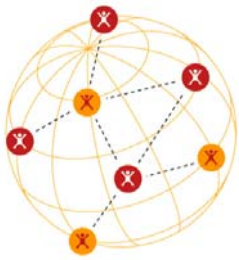
For further information on ICT convergence, please contact Mr. Michel Bruyère at mbruyere@goulet-telecom.com.

www.goulet-telecom.com. We are convinced you will find Training Programs of interest and hope we will have the opportunity to count you amongst our participants in 2008!

For more information on our 2008 Schedule, please contact Ms. Ekaterina Cheina at echeina@goulet-telecom.com.

Upcoming Training Programs

- Telecom Regulation Essentials, 11-22 November 2007, Dubai, United Arab Emirates
- Human Resources Management in Telecommunications, 19-30 November 2007, Paris, France
- Management of Regulatory Affairs, 27-31 January 2008, Dubai, United Arab Emirates
- Fundamental Interconnection Principles, 3-7 February 2008, Dubai, United Arab Emirates
- Interconnection Agreements Negotiation & Management, 11-22 February 2008, Kingston, Jamaica
- Overview of Telecom Technologies & Services, 18-22 February 2008, Cape Town, South Africa
- Financial Management in Telecommunications, 2-13 March 2008, Dubai, United Arab Emirates
- Fixed & Mobile WiMAX: Planning, Design & Deployment, 10-14 March 2008, London, United Kingdom



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The Korea Technology Tour Organized for the Second Consecutive Year

Goulet Telecom International is glad to organize for the second consecutive year the Korea Technology Tour (KTT) that offers you another possibility to broaden your horizon in telecommunications. This one-week guided tour in Korea consists of over 15 meetings, on-site visits and product demos with leading Korean mobile operators, content and solutions providers. The objective is to help telecom executives and managers analyze new mobile services and technologies in the Korean market, evaluate innovative business

models and best practices, and allow them to effectively apply service and technology innovations in their own markets.

The Korea Technology Tour will take place in Seoul, Korea from 18 to 23 November 2007 and will be organized in partnership with Vectis Corporation, a Korean company providing business development support services in the Korean market.

For more information on the KTT, please contact us at ktt@goulet-telecom.com.

New Marketing Techniques: How to Seize the Opportunity

Nowadays, with the continuous increase of Internet users, the web represents a very interesting opportunity to reach potential customers. Not only does the Internet not have geographical constraints, but it also allows direct interaction with users. The Internet has 3 main functions: it provides information, it allows communication, and it facilitates business (e-commerce). Each of these functions can be exploited by marketing specialists and be part of their marketing strategies. Different marketing techniques can help a company benefit from these advantages. The first action a company usually takes to enter the 'new marketing era' is to build a website. It allows the customers to find information on the products and allows the company to have control on the information released, and also to provide relevant and coherent information in line with the company's objectives. It is important that the website be convivial, user-friendly and

answers the clients needs. Internet users are not patient and can rapidly leave a website if they don't easily find the information they are seeking. Companies also need to find ways to bring users on their site, keep them there, and have them revisit it on a regular basis. There are different techniques to generate this traffic. The website has to be built in a way that it appears in search engine results and the content has to be relevant to the search queries. Companies can also use different types of marketing campaigns: banners, pop-ups, positioning campaigns and affiliations with other websites. Each technique has its advantages but all of them have to be planned carefully in order to generate the expected results. Even if the marketing has evolved, the basic principles have not changed; the '4 P' are still valid.

Goulet Telecom International has the expertise and the knowledge to help your company seize the opportunities of new

What Clients Say

"That Training Program gave me the opportunity to have a clear understanding of the global and competitive telecommunications environment and its impact on the activities of a regulator in Haiti" said a participant about the 'Telecom Regulation Essentials' Training Program that took place in Petion Ville, Haiti from 10 to 14 September 2007.

"The interaction and sharing of experience was excellent. One gets exposed to some practical experience from different organizations and administrations" said a participant about the 'International Settlement & Traffic Management' Training Program that took place in London, United Kingdom from 13 to 17 August 2007.

"I specifically enjoyed the fact that the trainer gave explanations on present questions and preoccupations, on certain problems we had to face and on an actual regulation case" indicated a participant about the 'Connaissances essentielles en réglementation des télécoms' held in Niamey, Niger from 17 to 21 September 2007.



marketing techniques.

For further information on new marketing techniques, please contact Ms. Amélie Fournier at afournier@goulet-telecom.com.

Canto 'Change Management & Business Transformation in a Competitive Environment' Workshop

Goulet Telecom International organized a Workshop on 'Business Transformation & Change Management in a Competitive Environment' in Antigua on 17-18 September 2007 for CANTO members. More than 20 professionals attended the workshop which objectives were to provide the basic concepts of change management, including the change management process, and to present the existing models and key elements that organizations need to succeed in the new telecom environment. The Workshop gathered operators and regulators from Antigua, Grenada, St. Kitts, St. Marteen, St. Vincent, Suriname, The Bahamas, and Trinidad & Tobago.

For further information on our training expertise, please contact Ms. Hélène Duran at hduran@goulet-telecom.com.