

# ConneXion

November 2008 – No.15



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## From the CEO

Dear readers of ConneXion,

We are reminded on a daily basis of what a great industry *telecommunications* is. It is challenging, rewarding, entertaining, useful and uniting. It is constantly and quickly evolving, always changing. It's also an industry full of great people. As the manager of a consulting and training specialist to this industry, I have the chance to meet many such people all over the world. I did so again on recent travel to central Africa and Dubai (read below). This interaction with wonderful human beings is what makes it such a joy to do what Neotelis does. And it is this human element that is THE key success factor for telecom organizations, beyond technology and networks. Let's never forget this value. I thank for your support of Neotelis and take this opportunity to wish you, your colleagues, your friends and your family a Happy New Year. May the year 2009 be a truly rewarding one for you.

Michel Bruyère  
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## The Importance of Strategic Thinking for Business Success

In order to maximize business success, the people who lead the company's direction need to constantly re-establish an ideal vision of the organization in the ever-changing environment in which it is evolving. Strategic thinking focuses on widening the boundaries of thinking to continuously improve the position of the organization in the market in a proactive way, whereas conventional thinking is a reactive way of responding to changes, opportunities, problems and threats. Strategic thinking allows the development of assumptions based on potential opportunities that will lead to value-adding results. Managers must take into account questions regarding the competencies and skills of the

organization, its offering, its environment and industry, its markets and customers, its competitors and subsidiaries, and its suppliers and buyers. Questions such as 'What is making our company vulnerable?', 'Are there other companies targeting the same market?' and 'Does the brand fit with the goals of the company?' will generate ideas to input in strategic planning in order to harmonize the organization's resources to the future environment it is led to. This proactive approach of thinking is important to ensure long-term business success in tomorrow's world.

Neotelis will soon add a Training Program on Strategic Thinking to help managers play a more active and strategic role in their

## What Clients Say

"Good logistics, fabulous content, good facilitation, all questions were answered, very affordable" said a participant of the 'Strategic Planning in Telecommunications' Training Program that took place in Cape Town, South Africa from 18 to 22 August 2008.



organization. We invite you to visit [www.neotelis.com](http://www.neotelis.com) regularly to obtain the latest update on this new Training Program.

For further information on this topic, please contact Ms. Hélène Duran at [hduran@neotelis.com](mailto:hduran@neotelis.com).

## Publication of our 2009 Training Program Schedule

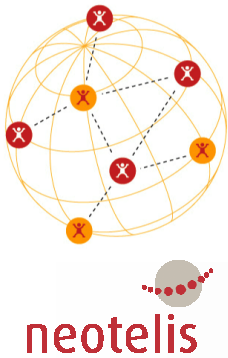
Neotelis is pleased to announce the publication of its 2009 Training Programs Schedule. Next year, we will be holding Training Programs in Cape Town (South Africa), Dubai (UAE), London (UK), Montreal (Canada), Paris (France) and, for the first time, in Amsterdam (Netherlands). Our 2009 Schedule is composed of 28 Training Programs in our core areas of expertise: Strategy & Management, Marketing & Sales, Engineering & Operations, Human Resources, Finance and Policies & Regulations. For complete information on our 2009 Schedule, we invite you to consult our website at [www.neotelis.com](http://www.neotelis.com). We hope you will find Training Programs of interest and that we will have the opportunity to count you amongst our participants next year!

For more information on our 2009 Schedule, please contact Ms. Yacine Prosper at [yprosper@neotelis.com](mailto:yprosper@neotelis.com).

## Upcoming Training Programs

- International Settlements & Traffic Management, 2-6 February, Cape Town, South Africa
- Fixed & Mobile WiMAX: Planning, Design & Deployment, 8-12 February, Dubai, UAE
- Telecom Billing Fundamentals, 2-6 March, London, UK
- Interconnection Agreements Negotiation & Management, 22 March – 2 April, Dubai, UAE
- Gestion financière en télécommunications, 30 mars – 10 avril, Paris, France
- Gestion des affaires réglementaires, 20-24 avril, Paris, France
- Cost Modeling in Telecommunications, 27 April – 1 May, London, UK





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## ICT & the Millennium Development Goals

All the world's countries and leading development institutions are gathering unprecedented efforts trying to keep the promise of achieving the Millennium Development Goals (MDG) in order to bring economic growth in developing countries and save millions of lives. Eight MDGs have been established in 2000 and target the same achievement year of 2015. The Goals concisely refer to enabling developing countries to eradicate extreme poverty and hunger, achieve universal primary education, promote gender equality, reduce child mortality, improve maternal health, combat major diseases and ensure environmental sustainability. The last goal – to develop a global partnership for development – if reached, will facilitate reaching the first seven. One of the targets of the MDG 8 is to 'make available the benefits of new technologies, especially information and communications technologies'.

The concept of ICT for Development (ICT4D) has come into being and is widely recognized as one of the new tools for

efficient development. Many studies and researches have established the correlation between ICTs and socio-economic development. Investment in ICTs is thus an important matter that needs to be a priority on the agenda of world leaders in order to show consistent and efficient development in sectors such as agriculture, education, health and justice. For example, the use of ICTs in e-learning can greatly accelerate the training of teachers and nurses to help build a highly skilled workforce. It is estimated that some 4.5 million new teachers will be required to meet the education Goal by 2015. In another example related to environmental issues, ICTs used in e-environment devices and tools can contribute to monitor and respond to environmental and man-made disasters in developing countries. Governmental leaders will not be the only ones contributing to the progress toward 2015 by providing sound public policies and investments; the private sector through innovation in ICTs and their deployment will foster an increased quality of life for rural and urban populations.

## Neotelis Organizes a Seminar in Dubai jointly with Etisalat Academy

Neotelis was honoured to collaborate with Etisalat Academy in the organization of a Seminar entitled 'A View of Today's Telecom Industry and Current Regulatory & Policy Issues' on 26 & 27 October 2008 in Dubai, UAE. The Seminar was aimed at telecom VIPs working for operators and regulators in the Middle East and North African regions and marked the start of a partnership between Neotelis and Etisalat Academy. Mr. Michel Bruyère, CEO of Neotelis, Mr. Patrick Fernet and Mr. Edgardo Sepulveda, Senior Experts of Neotelis, were the three speakers at the Seminar and addressed the topics of today's telecom industry, network consolidation & convergence, and current regulatory & policy issues in telecommunications. Neotelis' CEO and Senior Experts had the opportunity to meet with senior telecom managers and executives from Bahrain, Jordan, Lebanon, Libya, Pakistan, Palestine, Saudi Arabia, Sudan and the UAE.

For further information on Training Programs and Seminars, please contact Ms. Ekaterina Cheina at [echeina@neotelis.com](mailto:echeina@neotelis.com).

## CEO of Neotelis visits central Africa

Mr. Michel Bruyère, CEO of Neotelis, visited 4 countries during his business development trip to central Africa from 21 September to 4 October 2008. The objective of this trip was to meet with current and potential clients and discuss future collaborations in the areas of telecom and ICT consulting and training. Mr. Bruyère had the opportunity to meet with over 40 top executives working for operators, regulators, policy-makers and other telecom organizations in Cameroon, Congo, Democratic Republic of Congo and Gabon.

For more information, please contact Ms. Yaëlle Philippe-Auguste at [yphilippe-auguste@neotelis.com](mailto:yphilippe-auguste@neotelis.com).

## What Clients Say

"The trainer has the unique ability to break down technical aspects of engineering into a format that's easily understood by non-technical people" said a participant of the 'Overview of Telecom Technologies & Services' Training Program held in Montreal, Canada from 11 to 15 August 2008.

"Very useful training course, I recommend to conduct this course to all who are managing interconnection & regulatory affairs" said a participant from the 'Fundamental Interconnection Principles' Training Program held in Nairobi, Kenya from 14 to 18 September 2008.

If you would like to learn more about ICT4D, Neotelis offers a wide range of Training Programs in this area of expertise.

For further information on our expertise in ICT4D, please contact Ms. Hélène Duran at [hduran@neotelis.com](mailto:hduran@neotelis.com).



Mr. Michel Bruyère, CEO of Neotelis at the Seminar in Dubai