



## MKG-125 - Management of International Telecom Traffic & Roaming

### Description

A 5-day training course in which participants will learn how to approach the management of international traffic & roaming as you would a business: by finding ways to improve revenues and reduce associated costs.

**Objectives**At the end of the course, participants will be able to:

- Recognize international traffic management & roaming business opportunities and negotiate more advantageous agreements
- Use a business case approach to improve revenues and reduce costs associated with international traffic management & roaming
- Apply international traffic analysis skills to help identify opportunities for increased profits
- Identify and assess potential strategies and tactics to be used on a short- and long-term basis to increase profits

**Topics\***Note: the course structure may be subject to change as trainings are updated on a regular basis.

## International traffic management

- Key concepts
- International interconnection
- Roles and responsibilities
- Managing interconnection
- Interconnection vs. wholesale services

## Commercial arrangements for international traffic management

- Pricing
- Transit
- Hubbing/refile
- Sender Keeps All (SKA)
- Return traffic
- Complex deals
- Roaming

## International traffic settlement

- Methods of settling
- Issues
- Revenue assurance and fraud

## Alternative routings for international traffic

- Least Cost Routing (LCR)
- Hubbing/refile
- IP interconnection

## Traffic analysis

### Roaming

- Overview of roaming and types of roaming traffic
- Roaming agreements
- Steering of roaming traffic
- Commercial issues in roaming

## Management of interconnection and roaming agreements

- Operator's objectives

- Project evaluation
- Project analysis: business case
- Development of proposal/counter-proposal
- Negotiations and signing of agreement
- Implementation
- Monitoring

#### Practical guide for negotiating international agreements

- Current situation analysis
- Development of scenarios
- Development of proposal and best strategy
- Negotiations
- Agreement
- Implementation and follow-up

#### Target audience

- Telecommunications managers and personnel responsible for international traffic, roaming, commercial arrangements and settlements
- Managers looking to complement their skill-set by gaining a good understanding of the fundamental and basic concepts of the international telecommunications business

## Methodology

Our training courses 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 public training courses are held at regular intervals in selected cities around the world. Upon request, our expert trainers can lead private training courses at the location of your choice or using a virtual classroom (distance training using a web-conferencing platform). For more information, or if interested in a private session, please contact us at [training@neotelis.com](mailto:training@neotelis.com).

## About Neotelis

Neotelis provides training, consulting, conferences and publications to the telecommunications industry 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.

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