



## MKG-125 - International Telecom Traffic Management & Roaming for Today



### Description

*\*This course is also available as a live distance learning course\**

With increasing pressure on operator revenues, international traffic and roaming can be a significant source of revenue for operators - and a significant source of costs. It is therefore essential to approach these activities as businesses and to focus on driving as much revenue and margin as possible from the traffic. This 5-day training course teaches participants how to approach the management of international traffic & roaming as a business: by finding ways to improve revenues and reduce associated costs. The course includes discussions and analysis of the current market and of potential strategies and tactics available to increase profits.

## Learning Outcomes

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

- Approach international traffic management and roaming as business opportunities and negotiate more advantageous agreements
- Use a business case approach to improve revenues and reduce costs associated with international traffic management and roaming
- Apply international traffic analysis skills to help identify opportunities for increased profits
- Apply potential strategies and tactics to be used on a short- and long-term basis to increase profits
- Apply best practice negotiation principles to negotiation of international interconnect agreements

Topics\*Note: the course structure may be subject to change as trainings are updated on a regular basis.  
DAY 1

- The business of International traffic management
  - Key concepts
  - Impact of current trends on the international traffic market
    - Broadband and data, content, OTT usage, LTE, etc.
  - The international wholesale market and its future
    - Customer evolution
    - Service evolution
    - Evolution of voice
    - Evolution of data
    - Convergence: voice is no longer just voice
  - Ecosystem and business model evolution
    - Declining voice traffic and margins
    - Evolution away from the per minute pricing model
    - Specialist wholesaler
    - New global non-telecom players
  - Technology changes
    - Coexistence of multiple technologies and networks – TDM, IP, fixed, mobile
  - Security and fraud
- Commercial arrangements for international traffic management
  - Direct versus indirect routes
  - Transit and hubbing
  - Sender Keeps All (SKA)
  - Return traffic
  - Complex deals
- *Case Study – Wholesale roaming agreement*

DAY 2

- International traffic analysis and settlements
  - Full invoicing
  - Data reconciliation
  - Settlement issues
  - Revenue assurance and fraud
- Routing international traffic
  - Least Cost Routing (LCR)
  - *Workshop: Routing International Traffic*

### DAY 3

- Routing international traffic (cont'd)
  - IP interconnection
    - IP Peering and IP Transit
    - International IP interconnection
    - VoIP interconnection services
  - IPX
    - What is it?
    - Services offered
    - Advantages and disadvantages
- *Workshop: Traffic analysis*

### DAY 4

- Roaming
  - Types of roaming
    - Voice, SMS, data
  - Expanding roaming
  - Roaming challenges
  - *Case Study: Borderless roaming*
  - Roaming revenue maximization and cost
  - New roaming strategies
  - *Case Study: Wi-Fi Roaming*
  - VoLTE roaming

### DAY 5

- Negotiations
  - Preparation for negotiations
  - Basic concepts of negotiations
  - Practical guide for negotiating international interconnection
- Internal management of interconnection

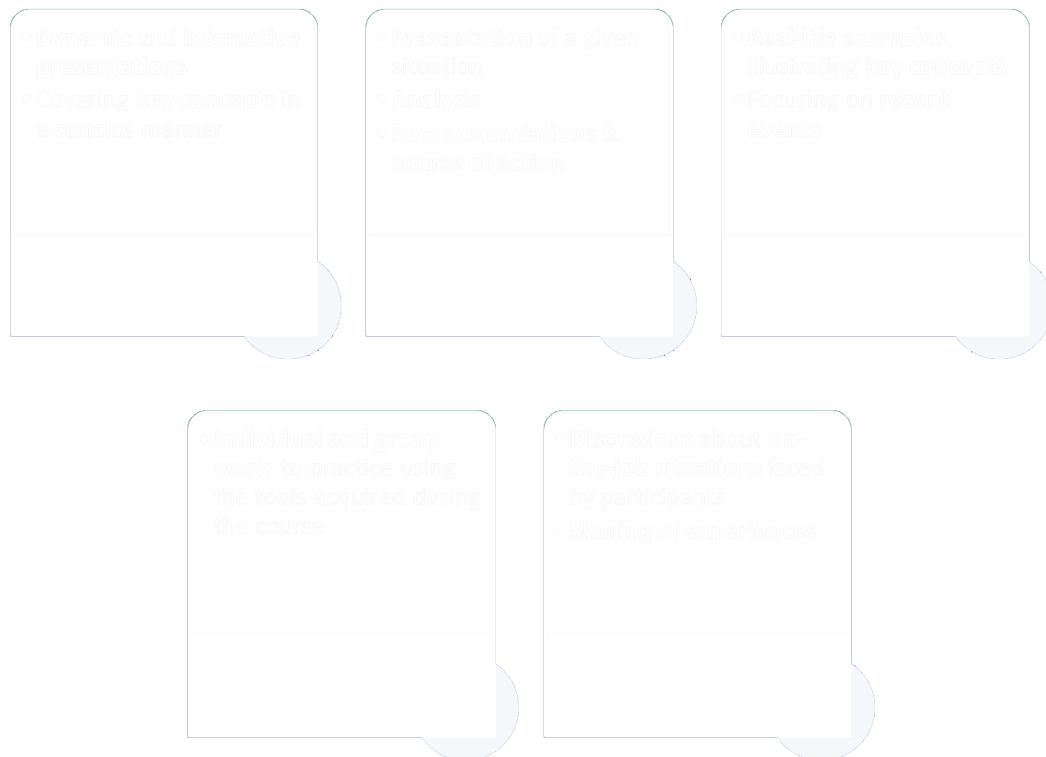
- *Role-Play: Negotiation of an interconnection agreement*

## 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

A combination of engaging activities and dynamic presentations to stimulate and maximize participants' learning.



## Location

A selection of Neotelis' training courses is held in various cities around the world. Please contact us at [training@neotelis.com](mailto:training@neotelis.com) for the complete Yearly Training Calendar.



Neotelis can also deliver in-house sessions of this course specifically for your organization. Please contact us at [training@neotelis.com](mailto:training@neotelis.com) for more information and a Proposal.

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