



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



### INTERNATIONAL TELECOM TRAFFIC MANAGEMENT & ROAMING FOR TODAY

Next session: 21 - 25 August 2017, Amsterdam



Neotelis can also deliver a 1 day session of this course specifically for your organization.  
Please contact us at [training@neotelis.com](mailto:training@neotelis.com) for more information and a Proposal.

## Description

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 growing revenues and reducing costs. 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
- Understanding 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.

## DAY 1

### International traffic management

- Key concepts
- Impact of current trends on the international traffic market
  - Broadband and data, content, OTT usage, LTE, etc.
- Interconnection and wholesale
- The international wholesale market
- Security and fraud issues

### Commercial arrangements for international traffic management

- Transit and hubbing
- Sender Keeps All (SKA)
- Return traffic
- Complex deals
- Outsourcing

*Workshop #1: Case Study – Analysis of a wholesale roaming agreement*

## DAY 2

### International traffic settlement

- Full invoicing
- Data reconciliation
- New settlement issues
- Revenue assurance and fraud

### Alternative routings for international traffic

- Least Cost Routing (LCR)
- *Workshop #2: Alternative routings*

## **DAY 3**

### **Alternative routings for international traffic (cont'd)**

- IP interconnection
  - International Internet interconnection
  - VoIP interconnection services
  - NGN interconnection
  - GRX/IPX

*Workshop #3: Traffic analysis*

## **DAY 4**

### **Roaming**

- Fundamental principles
- Impact of current trends on the roaming market
  - Broadband and data, content, new applications, IoT, etc.
- Expanding roaming
- Roaming challenges
- Roaming packages
  - *Workshop #4: Case Study – Borderless roaming*
- Roaming revenue maximization and cost reduction
- Security and fraud issues
- New roaming strategies
  - *Workshop #5: Case Study – WI-Fi Offloading*

## **DAY 5**

### **Concepts of negotiations**

- Preparation for negotiations
- Basic concepts of negotiations
- Practical guide for negotiating international interconnection agreements
- Examples of interconnection and peering agreements

*Workshop #6: Negotiation role play*

### **Internal management of interconnection agreements**

- Operator's objectives
- Support structure
- Roles of departments

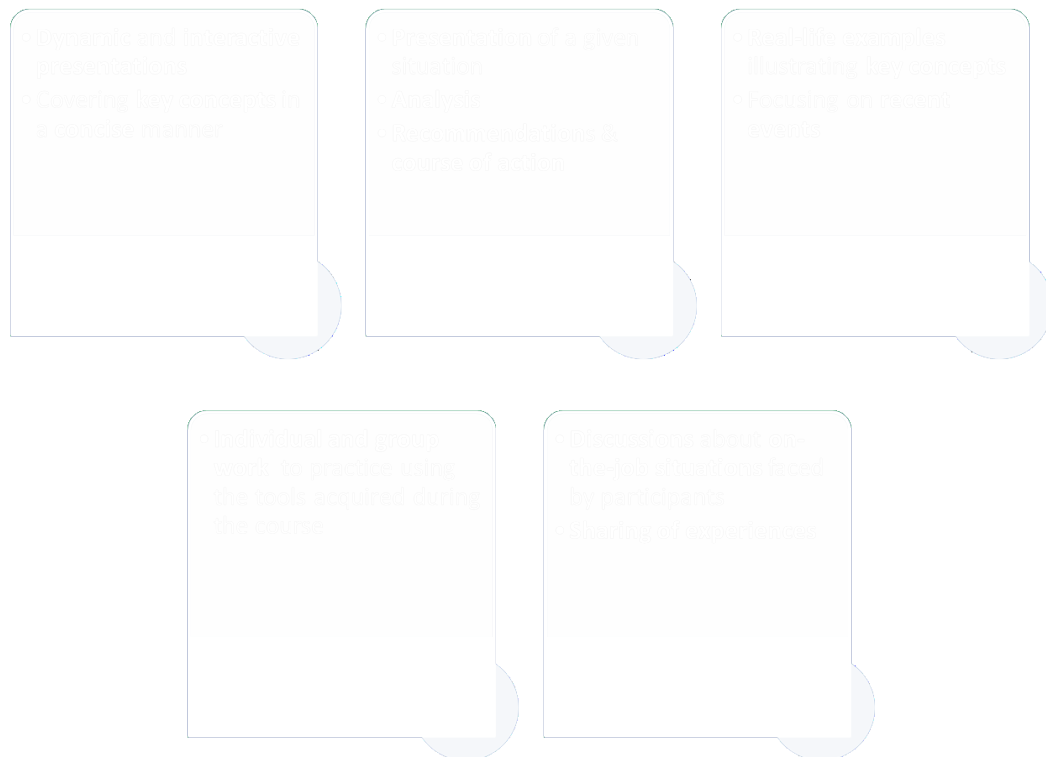
*Business case - Interconnection*

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.

**About Neotelis**

Neotelis provides training, consulting, conferences and publications to the telecommunications industry worldwide. Its team of senior experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 120 countries around the world.

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4802 de Verdun St, Office #1, Montreal, QC, H4G 1N1 Canada  
Tel: +1 514 281 1211 Fax: +1 514 281 2005  
[info@neotelis.com](mailto:info@neotelis.com)