MKG-124 - Strategies to Capture Growth Opportunities in Telecom

Description

A 5-day course for telecom operators and industry stakeholders examining how the telecom market is transforming, the threats and opportunities presented by this transformation, and new ideas and ways to generate revenue and growth.

Objectives

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

- Describe the transforming ecosystem in which telecom operators compete
- Explain the risks to operators caused by this transformation
- Recognize how threats to the traditional business of telecom operators can also present opportunities for new business
- Outline some of the different strategies available to telecom operators to develop new revenue streams and growth by leveraging market changes, evolving customer demands and emerging technologies and applications

Topics

Competitive transformation

- The changing telecom ecosystem
  - Digitization of infrastructure
  - The move from two-sided to multi-sided markets
- The changing customer mindset

    - Consumerization of technology
- Monetization of traffic
    - Who captures customer revenues?
- Environmental changes
    - Changing expectations from governments and regulators – net neutrality, national broadband plans, spectrum reallocation and auctions

Strength and weaknesses of operators, risks and challenges

- Internal threats

Challengers in the new ecosystem

- Over the Top (OTT) players- Google (Android, FTTH roll outs, …), Facebook (Home, Messenger. VoIP feature), NetFlix, etc.
- Content Delivery Networks (CND) - Akamai, Limelight Networks, Level 3, etc.
- Traditional cable operators
- Equipment manufacturers - Avaya (Aura, Skopia), Cisco, etc.
- Microsoft (Lync, Skype)
- Mobile OS's (iOS, Android, BlackBerry OS, Windows Mobile)and app stores
- Terminal manufacturers (Apple, Samsung, etc.)
- Others- Amazon, Dropbox, WhatsApp, etc.

Threats and opportunities presented by:

- Technology: VoIP, Wi-Fi (offloading), LTE, FTTx, M2M, cloud/xaaS, virtualization, M2M, Big Data
- Services and applications: Unified communications (UC), collaboration, Mobile commerce, mobile money, IPTV, Mobile TV, quadruple play (bundling)
- Others : BYOD, security
- Governmental/regulatory intervention
- New players

Defensive and growth strategies – examples and case studies

- Collaboration/cooperation strategies: partner for new capabilities
- Consolidation strategies: acquire/merge for new capabilities, backward/forward integration
- Realignment strategies: Shed some businesses
- Functional strategies: Differentiation through customer experience and operational excellence

Workshops

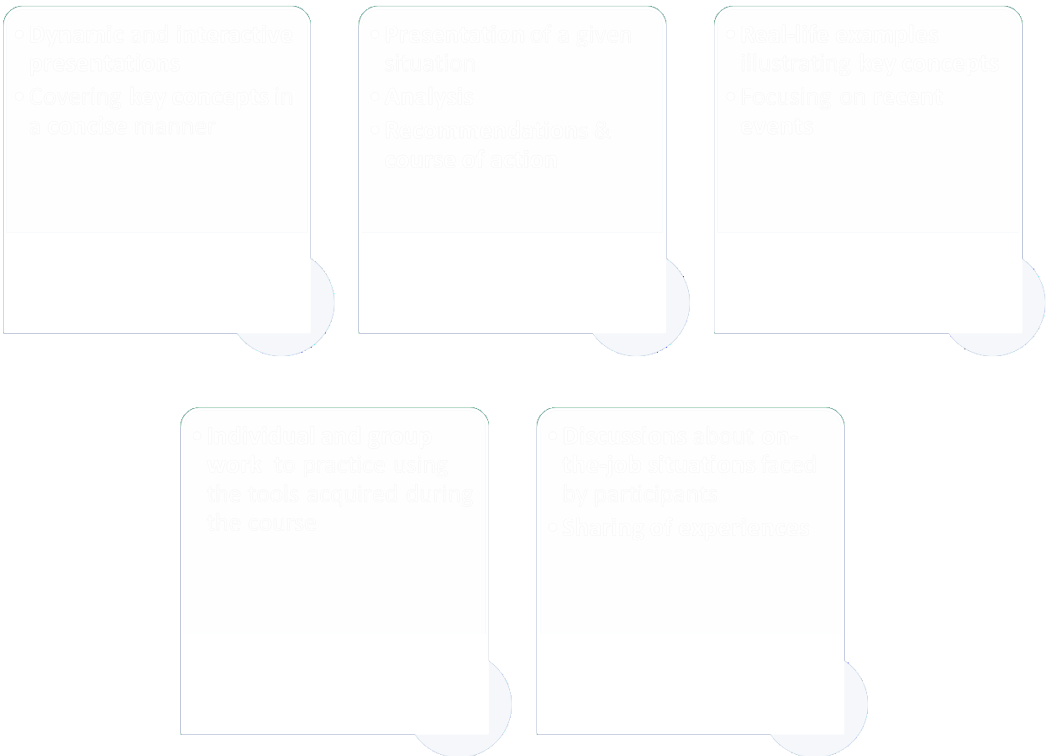
- How to combat main new threats?
- How to capture key new opportunities?
- Strategic action plan

Target audience

- Telecommunications managers and personnel responsible for strategy, marketing and innovation
- Professionals looking for a better understanding of new opportunities in telecommunications and of new ways to generate revenue and growth.

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 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 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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