MKG-125 - Management of International Telecom Traffic & Roaming





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 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
- 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

- 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 issues
- 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 settlement
  - Full invoicing
  - Data reconciliation
  - New 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
    - Fundamental principles
    - 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

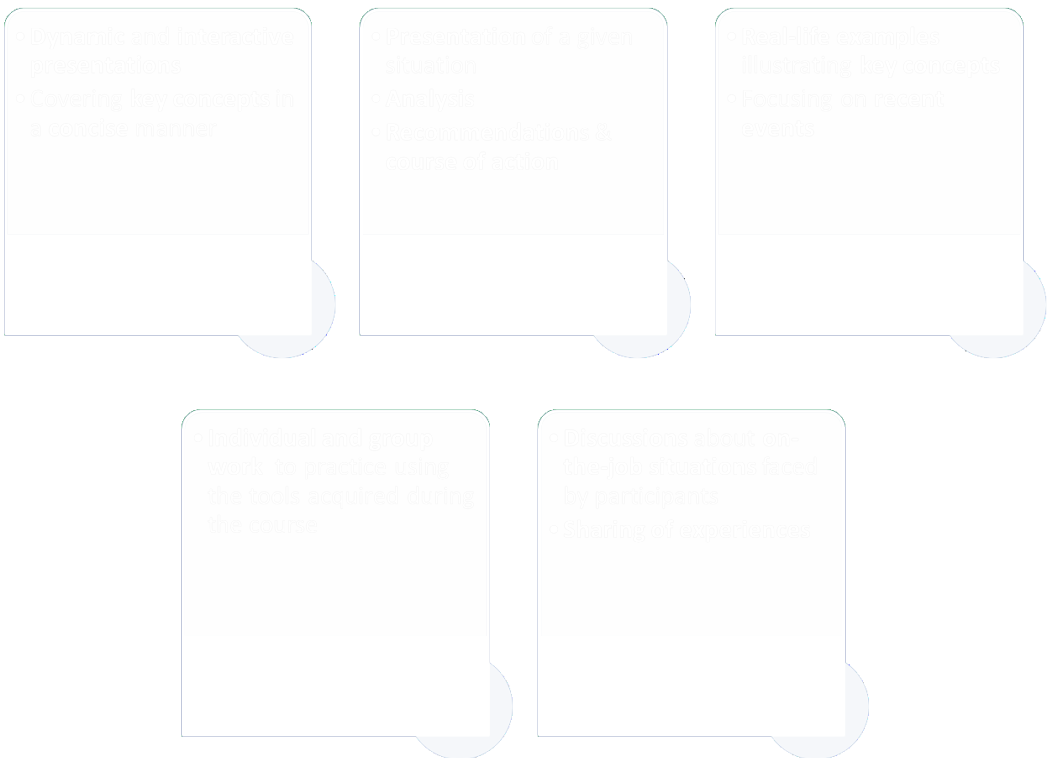
- *Role-Play: Negotiation of an interconnection agreement*

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 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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