Strategic Management of Modern Telecom Services Training Course

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Kuala Lumpur

5200 € (Per Person)

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Course Introduction / Overview:

The global telecommunications landscape is undergoing a monumental transformation, driven by the rollout of 5G, the proliferation of the Internet of Things (IoT), and the integration of cloud-native architectures. This dynamic environment demands more than just technical proficiency; it requires a strategic management approach to navigate market complexities, innovate service offerings, and ensure sustainable growth. This course provides a comprehensive framework for mastering the strategic management of modern telecommunications services. As discussed by leading thinkers like Dr. Martin Fransman in works such as "The New ICT Ecosystem," the convergence of technology and business strategy is paramount. This program, offered by BIG BEN Training Center, delves into the entire service lifecycle, from strategic planning and product development to operational excellence and customer experience management. Participants will explore how to leverage emerging technologies, manage service level agreements effectively, and align telecom operations with overarching business objectives, ensuring they are equipped to lead in this rapidly evolving industry.

Target Audience / This training course is suitable for:

- Telecommunications Managers and Directors.
- Network Planners and Architects.
- Service Delivery and Operations Managers.
- Telecom Product and Marketing Managers.
- IT Professionals involved in telecommunications infrastructure.
- Regulatory and Compliance Specialists.
- Business Development Managers in the telecom sector.
- Project Managers overseeing telecom initiatives.
- Strategic Planners and Corporate Strategists.

Target Sectors and Industries:

- Telecommunications Service Providers (Telcos).
- Mobile Network Operators (MNOs).
- Internet Service Providers (ISPs).
- Satellite Communications Companies.
- Managed Service Providers (MSPs).
- Governmental bodies and regulatory agencies.
- Large enterprises with significant telecom infrastructure.
- Technology and IT consulting firms.
- Data Center and Cloud Service Providers.

Target Organizations Departments:

- Network Operations and Engineering.
- Strategic Planning and Corporate Strategy.
- Product Development and Management.
- Service Delivery and Assurance.
- Customer Relationship Management (CRM).
- Information Technology (IT) and Infrastructure.
- Sales and Marketing.
- Regulatory Affairs and Legal Compliance.
- Finance and Revenue Assurance.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a robust strategic plan for telecommunications service management.
- Analyze the impact of emerging technologies like 5G, IoT, and NFV on business models.
- Master the principles of telecom service lifecycle management from conception to retirement.
- Design and manage effective Service Level Agreements (SLAs) and Quality of Service (QoS) metrics.
- Implement advanced customer experience management (CEM) strategies for the telecom sector.
- Navigate the complex regulatory and compliance landscape governing telecommunications.
- Evaluate and integrate Operations Support Systems (OSS) and Business Support Systems (BSS).
- Formulate effective pricing and bundling strategies for competitive telecom services.
- Identify and mitigate cybersecurity risks specific to modern telecom networks.
- Lead digital transformation initiatives within a telecommunications organization.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can translate theoretical knowledge into actionable skills. This course moves beyond traditional lectures by employing a blended learning approach that includes expert-led presentations, dynamic group discussions, and collaborative workshops. A cornerstone of our method is the extensive use of real-world case studies, allowing participants to analyze the strategies of leading global telecommunications firms and learn from their successes and challenges. Interactive sessions will focus on practical exercises such as developing a service roadmap, drafting a comprehensive SLA, and simulating responses to network security incidents. Team-based activities encourage peer-to-peer learning and the exchange of diverse industry perspectives. Our experienced instructors facilitate a supportive learning environment, providing continuous feedback and guiding participants to apply strategic frameworks to their own organizational contexts. This hands-on, problem-solving approach ensures a deep and lasting understanding of strategic telecommunications service management.

Course Agenda (Course Units):

Unit One The Strategic Telecommunications Landscape

- The modern telecommunications ecosystem.
- Key market trends and digital disruption.
- The role of telecommunications in digital transformation.
- Regulatory frameworks and policy impacts.
- Strategic analysis tools for the telecom industry.
- Understanding the convergence of IT and telecommunications.
- Competitive positioning and market analysis.

Unit Two Telecom Service Lifecycle and Product Management

- Fundamentals of service lifecycle management.
- Ideation, design, and development of new telecom services.
- Go-to-market strategies and service launch planning.
- Effective pricing, packaging, and bundling strategies.
- Managing the service portfolio for profitability.
- Service retirement and migration strategies.
- Agile methodologies in telecom product development.

Unit Three Operational Excellence in Service Delivery

- Operations Support Systems (OSS) and Business Support Systems (BSS).
- Managing Service Level Agreements (SLAs) and service quality.
- Network performance monitoring and optimization.
- Distinguishing between Quality of Service (QoS) and Quality of Experience (QoE).
- Incident and problem management in telecom operations.
- Capacity planning and resource management.
- Automating network and service operations.

Unit Four Emerging Technologies and Future Business Models

- The strategic impact of 5G technology on services.
- Leveraging the Internet of Things (IoT) for new revenue streams.
- Network Function Virtualization (NFV) and Software-Defined Networking (SDN).
- The role of cloud computing and edge computing in telecommunications.
- Monetizing data through analytics and artificial intelligence.
- Exploring new business models like Network-as-a-Service (NaaS).
- Blockchain applications in telecommunications.

Unit Five Customer Experience, Security, and Strategic Leadership

- Fundamentals of Customer Experience Management (CEM) in telecom.
- Mapping the customer journey and identifying key touchpoints.
- Cybersecurity threats and mitigation strategies for telecom networks.
- Data privacy and protection in the telecom sector.
- Developing a long-term strategic technology roadmap.
- Financial management and investment appraisal for telecom projects.
- Leading change and fostering a culture of innovation.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As network virtualization (NFV) and software-defined networking (SDN) decouple services from physical hardware, how must traditional telecom management roles and skillsets evolve to remain relevant?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by providing a holistic, strategic business perspective on telecommunications, moving beyond purely technical or operational training. While other programs may focus on specific technologies, our curriculum integrates technology, business strategy, customer experience, and regulatory compliance into a unified framework. We place a strong emphasis on future-readiness, dedicating significant time to emerging technologies like 5G, IoT, and edge computing, not just as technical subjects but as drivers of new business models and revenue streams. The methodology is intensely practical, built around case studies from leading global operators, which allows participants to analyze and solve real-world strategic challenges. Unlike courses that offer a siloed view, this program teaches participants how to connect the dots between network operations, product development, and corporate objectives. This ensures that graduates are not just managers but strategic leaders capable of navigating the complexities of the modern telecom industry and driving sustainable competitive advantage for their organizations.