



Business planning for MBB — MKT001

This course provides in depth view of business planning for mobile broadband with special focus on LTE/LTE-A. It is intended for business professionals, Managers, division Heads, executives who need to dress up business models for MBB services.

In this course, ExceIiacom MBB technology strategy tools will be used. Our tools represent a complete end-to-end suite to perform real time traffic forecasting and network dimensioning and evaluate business cases in order to derive the entire business plan. This course allows you to:

- Learn the key elements of winning business planning
- Understand the impact of Mobile Broadband on the network capacity
- Evaluate the impact of introducing new services and applications on your network capacity
- Learn to choose the best model for collecting network statistics that can be used for trending and forecasting
- Develop a capacity planning model that can be used for budgeting and network planning
- Develop the skills to dress up a business planning for new services
- Based on the technology and network evolution plan, simulate the main changes that you will need to make your next business plan
- Develop a cohesive sales and marketing strategy to lead and stay competitive in your market place

Marketing Courses

Business Planning for small cells and Wifi Offload — MKT002

This course focuses on the study of wifi offload concepts and strategies for Wireless networks. It covers motives behind the introduction of Wifi and Small cells in conjunction with 3G and LTE. The course provides technical concepts of seamless mobility between Wifi and 3GPP systems and focuses on wifi offloading requirements as described in 3GPP R8 and R10. This course allows you to:

- Learn the importance of WiFi offloading in the case of 3G/4G networks
- Understand the basic principles behind seamless offloading between WiFi and 3G/4G
- Learn the key elements and the difference between the 11n standard, 11ac, 11u and the passpoint
- Understand WiFi equipment and tools used to implement wireless carrier-grade network
- Assimilate a couple of carrier aggregation and wifi offload case studies

Product Development for MBB — MKT003

This course focuses on Product Development for MBB. It is intended for product managers, marketers and executives involved in services and product innovation based on LTE/LTE-A and Wifi. This course allows you to:

- Have an executive level understanding of MBB networks i.e., UMTS/HSDPA, LTE and LTE-A
- Understand segmentation techniques and product packaging and pricing for MBB
- Learn the key elements of strategic forecasting of MBB products
- Explore key strategic tools used for MBB product development: Business intelligence, datamining, benchmarking and Geomarketing
- ExceIiacom MBB technology strategy tools will be used. Our tools represent a complete end-to-end suite to perform MBB products forecasting.

MBB Retail Market Strategies — MKT004

This course covers the topic of market theory, regulation, and costing for the retail market. Indeed to ensure global fairness among all Telecommunications players, wholesale market regulation has to be jointly performed with a continuous supervision policy of the retail market. This course is intended for operator regulatory staff involved in retail market operations. This course allows you to:

- Understand concepts related to retail market supervision such as dumping and squeezing
- Understand cost analysis of offers submitted by operators and preparation for approval
- Understand different strategies of mobile broadband retail market
- Understand business development related to retail market
- Understand regulatory frameworks adapted to the retail segment
- Master retail market concepts through workshops and practical case studies

Financial Modeling and Pricing for MBB — MKT005

This course focuses on financial modeling and pricing for Telecommunications services. It targets financials, marketers and sales staff involved in MBB products pricing. This course allows you to:

- Understand the principles of Telecom finance and its main KPIs
- Get the basics of pricing of Telecom services
- Describe pricing processes together with their corresponding procedures
- Understand techniques and models used for production costs estimation of Telecom services
- Explore how to choose modeling techniques depending on services type
- Put all together through objective case studies

MBB Data Monetization — MKT006

This course focuses on MBB Data Monetization. It is intended for managers and executives involved in MBB Data Monetization. This course allows you to:

- Understand how to leverage and exploit MBB Data to generate new revenue streams
- Understand the importance of DPI and PCRF/PCEF in modern MBB networks
- Explore the most commonly accepted OTT monetization models
- Explore VoIP OTT monetization models to ensure successful coexistence with carrier voice traditional services
- Learn how to exploit your customer data such as location and data usage pattern to generate new revenue streams whilst ensuring customer privacy and security under different legal environments
- Explore expanding M2M ecosystem and determine key M2M applications and corresponding business models to be addressed by carriers in the short-term