

Marketing and Pricing of Next Generation Services

29 February – 4 March 2016,
Kingston, Jamaica



COMMONWEALTH
TELECOMMUNICATIONS
ORGANISATION



Overview

The emergence of increasingly complex high capacity networks brings both challenges and opportunities for operators. This five-day course reviews the underlying technologies in concept, it investigates the importance of broadband access in the provision of next-generation multimedia services. It explores the Next Generation Business Model and the impact of current and future APPs, multimedia services and digital content. Pricing is discussed in the context of various licensing environments, including unified licensing, as well as for different operating models and more segmented markets.

For more information:
about this course, or to register,
contact us on:
Tel: **+44 (0) 208 600 3808**
email: **f.tambeayuk@cto.int**

Objectives

Participants will be able to apply the knowledge and experiences gained during the workshop to the execution of their responsibilities. They will:

- understand the drivers leading of the telecom markets and the emergence of non-traditional multimedia service bundles;
- understand in concept, the technologies deployed in a telecommunications network and the subsequent cost components for cost-based pricing models;
- understand the NGN (Next Generation Network) Business Model and associated pricing strategies;
- understand principles, policies and standards pertaining to the NGN platform;
- be able to apply technical understanding to discuss, plan, manage, monitor and correct job functions.

Target Audience

Telecommunications professionals working in marketing and sales as product development or sales executives, and customer account managers, economists, or regulators responsible for tariffs monitoring and control.

Course Outline

1. NG (Next Generation) Services, Characteristics and Requirements

- Service Descriptions
 - Traditional telecom services
 - Basic NG services
 - Multimedia services
 - Cloud services
 - What is distinction between Application, Content and Cloud Services, Rich Services?
 - Bandwidth requirements
 - Service QoS (Quality of Service)
 - Service mobility
 - Service security

2. NG Service Business Model, markets, customer demands and customer needs

- NGN Business Models
- NGN APPs in verticals
- Consumer market
- SME/SMB market
- Enterprise market
- Government
- Health and education

3. NG Technology Platforms

- Core network
- IMS for multimedia services
- CSP Platforms for Cloud Services
- Access networks
- Interconnection requirements and standards affecting NG services
- Network QoS
- Network security

4. Pricing Strategies

- NG Service Value Chain
- Cost components
- Applications, content, off-premise infrastructure
- Price components
- Separate access pricing
- Interconnection cost components and pricing
- Premium pricing
- Premium QoS (Bandwidth)
- Premium security
- Flat Rate Pricing vs. Utility Pricing
- Impact on uptake, price elasticity

5. Regulatory Implications

- How far to extend regulation?
- Traditional Telecom: Network and Access only?
- Application regulation
- Telecom operator
- Non-telecom operator
- Application provider over telecom transport?
- Regulatory safeguards necessary to ensure Competitive Compliance by multiple providers of NG Service Components
- Equality of access to Telecom Network Resources
- Extent of regulation to non-telecom NGN Service Sources
- Cloud Service regulation
- What are the non-telecom components of Cloud Services?
- How far does Cloud Service Regulation by OUR extend?
- What should ideally be regulated?
- Other Nations' examples

6. Service Quality Monitoring and Enforcing, including determination of appropriate KPIs

Course trainer

Karl Hentschel

Karl Hentschel carries a BEng (Bachelor in Electronic Engineering) and an MBA (Betriebswirtschaftsverwaltung) obtained in Germany. In addition, he participated in deep dive training throughout his career, specifically in project management, risk mitigation, business continuity, marketing concepts and other topics relevant to his responsibilities. From 1968 to 1990 Karl held senior line and staff positions in the areas of regulatory relations, network operations, planning and expansion, customer service, marketing, training and product development at AT&T Canada. He was a senior member of the team supporting long distance competition in Canada, responsible for developing the operational plan and the underlying budgets. He worked closely with regulatory staff at the CRTC in Canada and with the FCC in the US on cross border services and facilities.

In his consulting practice, Karl conducts training courses and workshops globally ranging from competitive marketing strategies in Saudi Arabia to detailed technology topics in both fixed wireline and wireless network environments in several Commonwealth countries. He conducted courses covering a similar topic in Jamaica, Fiji, Cameroon and The Gambia previously. He is a member of BICSI, PMI and IEEE.

For more information about registration please contact **Fargani Tambeayuk** at **+44 20 8600 3808** or email **f.tambeayuk@cto.int**

ICT Sector Membership

Reaching out to members in the Commonwealth and beyond

Why Join CTO Membership?

- Networking**
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This is your opportunity to become a part of the most exclusive ICT network of decision-makers in the Commonwealth and take your place at the very heart of the global ICT business.

Contact Us

Please call our Membership Department on:
+44 (0) 20 8600 3800 or email us at **m.belingue@cto.int**

Who we are

The CTO is the oldest and largest Commonwealth organisation engaged in multilateral collaboration in the field of ICTs. Using in-house and partner experience, it supports members in integrating ICTs to deliver effective development interventions that emancipate, enrich, equalise and empower people within the Commonwealth and beyond.

What we do

The work of the CTO goes back to the Organisation's creation in 1901 as the Pacific Cable Board. Since then, the CTO has been at the centre of continuous and extensive international communications development funding, cooperation and assistance programmes. Since 1985, the Organisation has delivered to its members in Europe, the Caribbean, the Americas, Africa and Asia-Pacific over 3,760 bilateral and multilateral telecommunications and ICT capacity building projects in the form of policy, operational and regulatory training, and expert assistance. Moreover, the CTO has been at the forefront of generating cutting-edge knowledge through its research and consultancy services, as well as sharing ideas through its conferences and workshops held around the world. This long history as a development facilitator provides the Organisation with a unique and growing delivery capacity for ICT4D programmes and services.

Supporting ICT4D in the Commonwealth

The CTO seeks to work collaboratively with other Commonwealth bodies to build mutually beneficial synergies in the interests of its members. The CTO has a key role to play in leading ICT4D initiatives across the Commonwealth, and it is committed to working together with other Commonwealth entities to reduce overlap and replication of activities. The CTO welcomes the opportunity to offer secretariat support to any Commonwealth ICT initiatives that reflect the needs and interests of its members.

Registration Form

Personal Details

Mr/Mrs/Ms/Other _____ First Name _____ Last Name _____
Job Title _____
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Address _____
City _____ Postcode _____ Country _____
Tel. _____ Mobile _____ Fax _____
E-mail _____
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REGISTRATION DEADLINE

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Fill in and fax this form back at
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Call the programme team at
+44 20 8600 3800

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"Event ID" above.

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Call us now on +44 20 8600 3800
or e-mail the Programmes team at
programmes@cto.int

Payment Options

1. Select Delegate Rate

	Standard Rate	Early Registration
CTO Members	<input type="checkbox"/> £1,200	<input type="checkbox"/> £1,000
Others	<input type="checkbox"/> £1,500	<input type="checkbox"/> £1,300

2. Payment Mode (choose from either Invoice, Bank Transfer, Cheque, or Credit Card)

Invoice

Invoice me at the above address
(Discounts do not apply, payment
must be received by us prior to the above
event's start date)

Bank Transfer

To: Coutts & Co., 440 Strand, London WC2R 0QS, UK
A/c Name: CTO; A/c Number: 83675071
Reference: GB72COUT18000208367507
Sort Code: 18-00-02; Swift Code: COUT GB22

Cheque

Cheque enclosed,
payable to "CTO HQ"

Credit Card: Visa / Mastercard (circle as appropriate)

Card Holder's Name _____

Card Holder's Billing Address (if different from above) _____

Card Number

Valid From _____ Expiry Date / / 3-digit security code on back of card

Signature

Date _____ Name _____ Signature _____

Additional Information

To help us improve our services to you and your organisation, please tell us more about you and your organisation.

Your role in the organisation

Strategic/executive
 Planning
 Control
 Operational

Your area of work in the organisation

<input type="checkbox"/> Business development	<input type="checkbox"/> Marketing and sales
<input type="checkbox"/> Corporate affairs	<input type="checkbox"/> Public relations and corporate communications
<input type="checkbox"/> Customer service and care	<input type="checkbox"/> Regulatory and legal affairs
<input type="checkbox"/> Engineering and technical management	<input type="checkbox"/> Telecoms network management
<input type="checkbox"/> Financial, purchasing and investor relations	<input type="checkbox"/> Human resources
<input type="checkbox"/> IT/IP management	<input type="checkbox"/> Other

Your organisation type

Government
 Regulator
 Operator
 Manufacturer
 Other

Your organisation's service areas

<input type="checkbox"/> Fixed network/services	<input type="checkbox"/> Broadcast
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<input type="checkbox"/> Satellite network/services	<input type="checkbox"/> Support
<input type="checkbox"/> Internet	<input type="checkbox"/> Other service

Summary Terms and Conditions

The CTO will endeavour, as can be reasonably expected, to ensure that the course is delivered to meet delegates' expectations. Registration is subject to availability and payment received by the deadline where specified, or else before the course start date, whichever applies. Dates may be subject to changes. Travel, accommodation, daily transportation to venue, subsistence and other costs are the sole responsibility of the delegate and are not included in the above fees. Applicants are responsible for their visa arrangements and other formalities wherever required. Course bookings may be cancelled at the discretion of the CTO or its partners. Applicants paying by bank transfer are responsible for bank charges and any other such costs and should ensure the exact amount in GBP Sterling is credited in the CTO bank account. Applicants requiring additional information prior to their booking should ensure they provide sufficient time before the booking deadline. Cancellation rules apply, as summarised below. For a full version of our Ethical Framework or our Terms and Conditions, please visit our website at www.cto.int

Cancellations / Refunds

For delegate cancellations/withdrawals, the following refund rules apply:

- 31 days or more prior to event: the full amount less a handling charge of 10% or a minimum of £55, whichever applies

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Refunds will be made by bank transfer only.

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Fax it back to +44 20 8600 3819, or return to the CTO at programmes@cto.int.