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.

Overview

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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
### Registration Form

**Personal Details**
- **First Name**: 
- **Last Name**: 
- **Job Title**: 
- **Organisation**: 
- **Address**: 
- **City**: 
- **Postcode**: 
- **Country**: 
- **Tel.**: 
- **Mobile**: 
- **Fax**: 
- **E-mail**: 
- **Authorising Line Manager’s Name**: 
- **Authorising Line Manager’s E-mail**: 
- **Fax it back to +44 20 8600 3819, or return to the CTO at programmes@cto.int.**

**Payment Options**

1. **Select Delegate Rate**
   - **Standard Rate**
     - CTO Members: £1,200
     - Others: £1,500
   - **Early Registration**
     - CTO Members: £1,000
     - Others: £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
     - Sort Code: 18-00-02; Swift Code: COUT GB22
     - 3-digit security code on back of card
   - **Cheque**: Cheque enclosed, payable to ‘CTO HQ’

**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**: Business development, Marketing and sales
  - **Your area of work in the organisation**: IT/IP management, Telecommunications network management
  - **Your organisation type**: Government, Corporate affairs
  - **Your organisation’s service areas**: Fixed network/services, Mobile/wireless network/services

**Registration Deadline**

### 3 SIMPLE WAYS TO REGISTER!

**.registration deadline**

- **Call the programme team at +44 20 8600 3800**
- **E-mail the programme team at programmes@cto.int, quoting the course “Event ID” above.**

**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, whatever 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**: full amount less a handling charge of 10% or a minimum of £55, whichever applies
- **30 days or less prior to event**: no refund

For CTO cancellations/withdrawals, delegates are entitled to a 100% refund within 60 days of the withdrawal/cancellation. Refunds will be made by bank transfer only.

**Data Protection / Privacy**

The CTO does not sell, rent or lease its customer information to third parties. We may, from time to time, contact you on behalf of a third party/partner about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information—e-mail, name, address, telephone number—is not transferred to the third party/partner. In addition, we may share your information with trusted partners to help us perform statistical analyses, send you by e-mail or postal mail, provide customer support, or arrange for deliveries of other such services. All such third parties are prohibited from using your personal information except to provide these services to the CTO and they are required to maintain the confidentiality of your information.

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