



The Digital Revolution is here! It changes the way our customers behave, brings new waves of competition and business opportunities, and enables new, more efficient, ways of working. This training brings together the understanding of the five pillars of the digital revolution and cases of how Telecoms can benefit from these new trends.

## Who Should Attend?

The training is targeted at Senior & Middle Managers who would like to consolidate their understanding of the Digital Revolution and learn from what others in the industry are doing.

## Course Content

The training comprises of 3 parts:

1. Part 1- Understanding Digital Revolution:
  - Digital Revolution Impact.
  - Five Pillars of Digital Revolution in Telco.
  - Benefiting from Digital – Customer Intimacy, New Business Models, Efficiency Gains.
2. Part 2 - Telco Digital Use Cases – this section comprises 8 cases from different Telecoms on how they progress digital transformation. Each case is followed by a case discussion and how the case can apply to their own company.
3. Part 3 - Digital Platform as a Digital Transformation enabler – What is it and why it is needed in a Telco?
  - Digital Platform building elements.
  - Culture Change.
  - Managing the Digital Transformation Roadmap.
4. Training Summary and What Next?

## Course Objectives

The objective of this training is to bring together understanding of Digital change, what other Telco and non-Telco leaders are doing, and discuss how these cases can be applied in the participants' own company.

## Prerequisites

None.

## Training Structure



Training is delivered either as a 4-part interactive Internet session (Part 2 is split into two sessions) or as one-day in-class training.

## **Methodology**

Presentation and facilitated discussion.