

Fixed-Mobile Convergence Strategies and Business Models



Who Should Attend?

This course is aimed at Sales, Marketing, and Strategy employees responsible for product and technology development, recommendation, and implementation.

Course Scope

1. General Market Overview – fixed vs. mobile evolution.
2. Fixed Market Life Cycles.
3. Fixed Line Business Evolution:
 - Business models.
 - Technological impact.
 - Regulatory impact.
 - FMC – Fixed-mobile-convergence.
 - FMS – Fixed-mobile-substitution.
4. Incumbents' Strategies – examples of successful / failed market strategies.
5. Challengers' Strategies – examples of successful / failed market strategies.
6. Defending against OTT Applications and Building Valuable Partnerships to Protect Margins.
7. Value-added Services in a Fixed Telco Market.
8. Summary.

Course Objectives

This course provides participants with the comprehensive knowledge needed to develop fixed Telco strategies. The participants will become familiar with key trends in fixed and mobile markets, technological and regulatory impacts, and successful strategies from different markets. They will also learn how to develop a successful fixed market position and the most profitable value chains.

Prerequisites

None.

Training Structure

Two-day training divided into logical sessions.

Methodology

Instructor-led training.