

Digital Transformation - New ways of using eTOM and TM Forum Framework to Transform Telco Company



Telecommunication companies are facing a digital revolution and need to find tools that will help them in the transformation process. For years eTOM was considered the de facto standard approach to performance improvement in communications, but now new trends on the market require more innovative and flexible approaches. TM Forum has extended its research to those areas of innovation, and there are already good case examples of companies using the whole portfolio of TM Forum tools to drive transformation.

The workshop brings together the best practices for combining eTOM efficiency with new TM Forum innovation around Customer Experience Management, practical use of Big Data, use and extension of TM Forum's TAM for digital purposes, and enables participants to use all those tools in their own company.

Who Should Attend?

This workshop is targeted at senior and middle managers, analysts, and senior employees who will be responsible for driving and executing digital transformation in their company.

Course Content

The four-day workshop comprises of 5 parts:

1. Part 1 — Understanding the Digital Revolution Impact on Telecommunication Companies.
 - What is digital revolution and how it changes the way Telcos operate.
 - How other Telco companies cope with digital revolution — case studies.
 - Digital and Traditional Processes — two-speed Telco.
 - Workshop: Map how the company should approach its own processes in digital transformation.
2. Part 2— eTOM and TAM for efficiency improvement comprises introduction and deep dive into eTOM with a focus on processes where efficiency is most important:
 - eTOM Introduction and Building Block.
 - Understanding eTOM Level 2.
 - Workshop using eTOM Level 2 to define your company “heatmap”.
 - eTOM Level 3 business process mapping exercises.
 - Best practice processes using eTOM.
 - TAM (Telecommunication Application Map) as IT tool to implement process change, Telco use cases.
 - Workshop to map your existing systems with TAM.
 - TAM Extension for Digital Transformation.
3. Part 3 — TM Forum Framework for Customer Experience, Digital Process Management — What is it and why it is needed?
 - Customer Experience Management and Telco use cases.

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- Workshop to use Customer Journey Mapping for real processes in your company.
 - Practical Improvements to be proposed based on Customer Journey workshop.
 - TM Forum Social Experience Measure, Social Management.
 - Using Digital Personas to define new Digital Process Requirements.
4. Part 4 — Leveraging TM Forum Frameworks Big Data cases.
- What is Big Data and why it is important for Telco?
 - Use case for Big Data — Customer Engagement, Location-based Offerings, Operations Improvement, Data Monetisation.
 - Workshop to define Big Data use cases for your company.
 - Building cost-effective Big Data platform — best practices.
5. Part 5 — Innovation Management for Digital Transformation, Cloud in Telco, other TM Forum tools, Course Summary.
- Innovation Management for B2B and B2C — Telco cases, best practices.
 - B2B/Enterprise Innovation Management workshop.
 - Planning B2C Innovation.
 - Cloud in Telco — practical approach.
 - Workshop — where will Cloud use be beneficial and practical in your company?
 - Other TM Forum tools and their use for digital transformation.
6. Post-workshop — as part of the workshop feedback, your company will receive a short PowerPoint report summarising the workshop results, practical steps for your company, and proposed action plan.

Course Objectives

The objective of this training is to bring together understanding of digital change, apply existing and emerging best practices in Telco, and workshop application of those tools in the participants' own company.

Prerequisites

None.

Training Structure

Four-day interactive workshop dedicated to your specific Telco company.

Methodology

Presentation, participative workshop sessions, facilitated discussion.