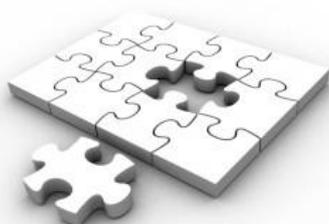


# Memogram AB

## A Business oriented approach to LTE, 2 days

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### Course description



The telecommunication industry is in the middle of a transition towards a single internet based technology. The roll out of 4G (or LTE) will complete this development.

But, the industry transition is far from 'technical only': The users' communication habits are changing dramatically, too. The new usage pattern that evolves is typically internet centric, with an ever increasing demand for bandwidth and data volume. From the end user perspective, traditional

operator services like telephony and SMS are becoming commodity services among popular 'Over the Top' services.

The business implications for the operator are enormous: on the one hand, operators need to invest in new technology and add more data capacity. On the other hand, these investments open up for more competition, by enabling 3rd parties to offer 'Over the Top' services, thus undermining traditional revenue streams from operator voice and messaging services.

This course delivers a business oriented view on the introduction of the 4th generation mobile systems. Threats and opportunities are acknowledged and operator strategies to defuse and embrace the new situation are discussed.

New features and capabilities of the technology are presented and matched to new business opportunities. Among the features discussed is the ability to support a new and more dynamic business modelling, embracing 3<sup>rd</sup> party participation and integration of cross-business sponsorship. User and subscription differentiation in terms of quality, priority and charging is presented and the new multi service/QoS enabled roaming and interworking scenarios are explained. Finally, the new operator services based on VoLTE are presented, and the technical and commercial rollout challenges are discussed.

### Course Content

- Market trends and technology drivers
- The technical achievements of 4G LTE
- 4G LTE system overview
- Spectrum re farming and cost savings
- GSM/UMTS and 4G LTE dependencies
- CSFB, alias Reuse of 2G/3G services
- Adopting an IP centric platform
- The business model challenges
- Protect. Defuse. Embrace strategies
- New features for a dynamic business environment
- Policy driven QoS in 4G LTE
- Business model driven charging rules
- OTT services inclusion in the portfolio
- Sponsors as new paying customers
- The role of the Diameter platforms
- Redesigning voice/SMS on VoLTE
- eSRVCC Service framework
- QoS based Roaming, interwork and inter-operator accounting challenges

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## Who should attend

This course is attended by executives and business managers, strategic decision makers, product and service managers and similar experienced professionals within the ICT community.

Instructor on this course is: [Thomas Giarimi](#), Senior Consultant

## Prerequisites

The participants should have experience from mobile operator business and good understanding and working experience from ICT area.

## Duration

2 days full time. The first day focuses on the new LTE features, QoS, business and charging support, while day two is dedicated to the new business opportunities that are present among those features.

## Ordering information

Request a quote by emailing course ID '1211' to:

[admin@memogram.com](mailto:admin@memogram.com)