Telecommunications:
Meeting the Challenge

TELECOMS COURSE FOR SENIOR MANAGERS

What will be your job requirements, your skill set and your knowledge base in 2 to 4 years time? This course is essential for you if you are an executive senior or middle manager who needs to know how the fast changing world of telecommunications and new media will affect your job and the markets your company serves.

This course will bring you together with your peers from across the industry, add to your knowledge and understanding and provide personal networking that will sustain your efforts in times to come. It is taught by experts and provides a comprehensive overview of the key developments that you need to know about to manage the changes.

Learn about the new and emerging technologies, applications, business models and the impact they will have on your work in the future.

About the course

The course will run three consecutive weekends: Saturdays 2pm - 9pm, Sundays 10am - 5pm (Dinner and lunch included)

Course benefits

> Understand disruptive changes in telecoms
> How to make the most effective use of the new technologies
> What to expect of convergence
> How to avoid pitfalls
> How to handle security threats
> How to address regulatory risks
> Understand emerging markets in the Asia Pacific region

What industry segment is this course aimed at?

> Fixed line operators
> Wireless operators
> Utilities
> Enterprise networking
> New media
> Information technology
> Legal and consulting
> Policy making and regulation

Who should attend?

> Project Managers and senior project team members
> Network planners and strategists (fixed and mobile networks)
> Senior regulatory and planning personnel
> Business development and senior marketing staff
> Personnel in customer care and support

Who is organizing the course?

> The course is organized and certified by the Telecommunications Research Project (TRP) of the University of Hong Kong.
> The TRP is an internationally acclaimed research centre, directed by Dr John Ure who has over fifteen years of experience as a policy advisory to governments and bodies such as the World Bank and the ITU.

Course outline

1. Networks
> Wireline, Convergence, Wireless, Enterprise networks

2. Applications
> Distribution and streaming, Security and billing, Business websites, Emerging and diruptive technologies

3. Business and regulation
> Building business cases, Regulation and risk, The changing economics, China, India and Vietnam

Networking events

> Two cocktail evenings with industry speakers
> Optional weekend in China to meet operators and the regulator

Need more information?

> Contact TRPC at +852 2859 1919
   email: **course@trpc.com.hk**
   web: **www.trpc.com.hk**

This course is endorsed by:

OFTA 電訊管理局

香港互聯網暨通訊業協會 Internet & Telecom Association of Hong Kong

WTIA 香港無線科技商會

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TELECOMMUNICATION NETWORKS AND SYSTEMS

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Course detail

1. Wireline networks

> The next generation network (NGN) technologies overtaking wired systems, such as soft switches and everything over IP, and their radical effects.
> Operational Support Systems (OSS), Business Support Systems (BSS), customer care and call centres for wireline networks
> The move to content and value added over the network services and the business issues facing large telecommunications providers.

What you learn
> The dimensions of the shift from legacy networks to NGNs
> The operational and business tools available to provide customer satisfaction
> The skill sets required to cope with the shift from voice traffic to content delivery

Tutor: Ian W Johnston, Principal, TechnologyWorks
Guest Speaker: Martin Malden, Project Manager Customer Care and Billing, PCCW

2. Wireless networks

> Radio technology fundamentals – technology advances that make each step possible – and what hasn't changed.
> Key considerations for mobile network operators – The Cost, Coverage, Capacity Compromise
> Current mobile/wireless technology, how they work, and their capabilities, future enhancements
> Emerging technologies – Broadband Wireless Access (BWA) technologies – WiMAX, WiBro, HSDPA, HSUPA, Fixed BWA
> The delivery of content over wireless networks to wireless devices and the business issues facing mobilenetwork providers

What you learn
> What existing technologies and emerging wireless technologies can and cannot offer – the laws of physics
> How to assess opportunities for new wireless technologies, and plan business models

Tutor: David Turkington, Comsil Limited

3. Network Convergence

> Fixed-mobile convergence of services, numbering issues, billing issues
> Network security in a converging and broadband world
> Examples of convergence around the world and the lessons

What you learn
> Convergence as a broadband issue
> The OSS and BSS of convergence
> The experience of convergence to date

Tutor: Ian W Johnston, Principal, TechnologyWorks
Guest Speaker: Mr Paul Berriman, Head of Strategic Market Development, PCCW

4. Enterprise Networks

> What are large corporate companies doing with their networks?
> IP-VPNs and the total convergence of voice and data
> Typical implementations, security issues, business models and enterprise networking strategies for the future.

What you learn
> The key characteristics of the enterprise network market
> The challenges and opportunities of IP VPNs
> The business cases for in-house and outsourced enterprise networks

Tutor: Ian W Johnston, Principal, TechnologyWorks

Course tutor

Ian Johnston has over 40 years of experience in public and private telecoms. In addition to engineering, his skill sets include marketing, PR and media presentation. These multiple skills allow him to understand both the current technological advances, and the changing competitive business climate that exists today.

Module

2

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APPLICATIONS

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Course detail

1. Content distribution and channel streaming

> Voice over IP (VoIP), Internet telephony and Internet (SIP) phones, the technical and business models available.
> Video over broadband (VoB), streaming video over wired and wireless (e.g. mobile TV, vPods, etc.) networks and how the technological characteristics influence the content characteristics and revenue models.
> IPTV and digital rights management (DRM), and how the alternative network architectures require different DRM solutions.

What you learn
> How to set up a VoIP network
> The emerging models and architectures for content broadcasting
> What DRM tools are available

Tutor: Craig Norris, Alkira Technologies

2. Websites for business

> How website architecture and design are returning to the original principles of the Web as envisaged by Tim Berners-Lee by observance of W3C standards, and how this makes websites more manageable and future-proof
> What are the principal technologies available to produce the desired result, and how to ensure Web development teams or contractors adhere to best practice
> When is a Web server not a Web server? The functional relationships between the hardware Web server, the software Web server, html code files, auxiliary code files, php and MySql.

What you learn
> First principles for planning a website
> The importance of focusing on the needs of the user, how to do this and how to ensure maximum usability of the website
> What are the basic architectures and technologies required to construct a Website to support a business.

Tutor: Norman Wingrove, Managing Director of Kintak Enterprises Ltd

3. Applications and operation security, billing, credit, service and fraud

> Security of the Web server and the network level
> Security and digital rights management (DRM) of applications delivered from Websites, portals or over proprietary networks.
> Simple steps to enforce internal security; billing, credit, fraud and service

What you learn
> How to design the secure network server architecture and protect your Website and your organization against SPAM, malware, spyware, etc
> How to specify and enforce security rules by staff on their desktops and other access devices.
> Managing credit and Fraud risk while delivering good service cost effectively

Tutor: Martin Malden, Project Manager Customer Care and Billing, PCCW
Guest Speaker: Wilson Cheng, Principal Consultant, OASYS Ltd

4. Emerging and disruptive technology

> How P2P works and why it is so disruptive
> Mobile wallets and telcos as financial intermediaries
> RFID, traffic demands and security risks

What you learn
> The scope, nature and business opportunities of P2P
> The implications of the new DoCoMo and mobile credit card models
> How to turn RFID into a telecom opportunity

Tutor: Waishun Lo, Senior Researcher at Harvard Business School Asia Pacific Research Centre

Course tutor

Norman Wingrove has spent more than 45 years working in the theatre, media and, for more than a decade, website development. He has also written widely for the local and international press and is a two-time gold medallist in the editorial section of the annual New York International Radio Festival.

Module 3

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BUSINESS AND REGULATION

Course detail

1. Building business cases in a changing telecoms and new media environment

> Practical examples of business models and their components and how they apply in a competitive telecom and new media environment
> How business cases are built, together with the key financial information required to ensure that cases meet company requirements
> How to 'read' financial statements and company accounts for due diligence.

What you learn
> How to construct a business case for your company
> How to read company financial statements for due diligence
> How to critique a business model

Tutor: Baljinder Lal, Director, Jenesis Consulting

2. Changing economics of next generation telecoms and new media

> The economics of transition from POTS to NGNs, from core network non-traffic-sensitive costs to the incremental costs at the edge of the network
> Examination of fixed-mobile convergence (FMC) as a commercial issue and new technologies such as broadband wireless access (BWA) as bringing opportunities and problems for both existing carriers and new entrants
> The economic and commercial challenge of triple play and quadruple play; alternative models of IPTV and Web 2-based and P2P services as sustainable business propositions.

What you learn
> Where the new costs and revenues are coming from.
> The commercial viability of new technologies.
> The economically sustainability of new commercial strategies.

Tutor: John Ure, Associate Professor and Director of the Telecom Research Project

3. Changing patterns of regulation and regulatory risk

> Shifts in regulation, from ex ante to ex post, from 'vertical' to 'horizontal', and towards unified regulation and licensing in a competitive environment.
> Scarce resources 1: Spectrum policy, spectrum management, spectrum pricing, spectrum trading, auctions
> Scarce resources 2: Numbering for FMC, for VoIP, for SIP (Internet) phones, for P2P Internet telephony; unbundling, interconnection, rights of way, essential facilities doctrine and bottleneck facilities.

What you learn
> How to prepare arguments to present to a regulator
> How spectrum pricing and spectrum trading will impact a market
> How to hedge regulatory risk

Tutor: John Ure, Associate Professor and Director of the Telecom Research Project
Guest Speaker: M.H.Au, Director General, OFTA

4. Policy, regulation and business opportunities in China, India and Vietnam

> Policy and regulatory risk in China after WTO
> Policy and regulatory risk in the emerging markets of India and Vietnam
> Foreign investment trends in telecoms in Asia-Pacific since 1997

What you learn
> Understand the policy-making process in China, India and Vietnam
> The structure of regulation and the markets in China, India and Vietnam
> An overview of foreign investment and business opportunities for telecom and new media companies in Asia-Pacific.

Tutor: John Ure, Associate Professor and Director of the Telecom Research Project
Guest Speaker: Peter Lovelock, Deputy Director of the Telecom Research Project

Course tutor

John Ure is associate professor at the University of Hong Kong and director of the TRP. His studies of telecom economics, policy and regulatory reform are well known as conference and published papers. John consults for the World Bank, the ITU, the private sector, and public regulators around the Asia-Pacific region.

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REGISTRATION FORM

Please register the following participant(s) for the training course

1st Participant name: (Mr/Mrs/Ms) ....
Company: ....
Job title: ....
Email: ....
Telephone: ....
Facsimile: ....

2nd Participant name: (Mr/Mrs/Ms) ....
Company: ....
Job title: ....
Email: ....
Telephone: ....
Facsimile: ....

3rd Participant name: (Mr/Mrs/Ms) ....
Company: ....
Job title: ....
Email: ....
Telephone: ....
Facsimile: ....

Course Fees

HK$ 27,500 per person (includes course tuition, lunch, refreshments, dinner, networking cocktail evening and teaching materials)

Payment Methods

Cheque
Please cross cheque made payable to:
Telecoms InfoTechnology Forum Ltd
And mail with the registration form to:
Dr. John Ure, TRP, Centre of Asian Studies,
The University of Hong Kong, Pokfulam Road, Hong Kong

Transfer
A/C Name: Telecoms Infotechnology Forum Limited
A/C Number (Hongkong Bank): 500-309919-838
Please fax the receipt after the transfer to +852 2857 9434
A formal confirmation will be sent to you via email upon receiving the payment.

Cancellations and substitutions

Registered participants can be substituted at no extra charge prior to the start of the course by providing us with the name and the title of the substitute participant. A complete set of course documentation and a 50% refund will be given for cancellation received in writing by 13 May 2006.

No refund can be made for cancellation received thereafter. A complete set of documentation will however be sent to the registered participant.

The organizer reserves the right to make any amendments to the program, speaker or venue if warranted by circumstances beyond its control. In the unlikely event of course cancellation by TRP Corporate, a full refund of the fee will be made without any further liability.