



Castille®



Advanced Strategic Planning and Decision-making

creating value through effective strategy, planning and decision

Since the early years of telecommunication industry, in both the local and global scope, the only constant factor is change. Nowadays telecommunication Executives need to understand the environment in which they work, especially when they have to make crucial decisions that impact the path of their organisation. Accompanying industries that share the need to seek cooperation with, are the media and finance. Challenges for telecommunication Executives are to obtain value of the constantly changing scenario to forecast market developments correctly and to determine the organisation's optimal positioning and pricing strategy, thus requiring a targeted, high-level strategy and marketing training made by professionals for professionals, constantly working within a global marketplace.

The training course is specifically designed to help telecommunication Executives in filling their needs, it assists to comprehend concepts and figures such as the product and technology evolution curve, the importance of commercial and technical innovation and the associated pricing models.

During the sessions the focus will mainly permeate on the more advanced technologies telecom operators are working on with the purpose to: (i) build sustainable foundations for operators in the digital world and (ii) achieve a healthy trajectory for all players in the telecoms industry.

“GSMA Vision 2020 sets an aspirational vision for the telecoms industry coupled with a priorities set of collaborative activities to move the industry towards realising that vision”

During the training course past real projects will be analysed, particularly those conducted within or on behalf of telecommunication companies on Transport, Media and Financial Services integration. Implementing technology such as **QR Code Advertising, NFC, Secure element, HCE ...** will also be addressed.

Key Benefits

The following are some of the key benefits to be reaped from the training course:

- ✓ Hear and learn from a leading expert how to build strategic planning tools for forecasting mobile operator markets and designing optimal positioning, pricing and distribution strategies.
- ✓ Expand aptitude to recognise opportunities positioning at the right place in the business chain value, considering all corporate business units and asses the competition.
- ✓ React and promptly respond to business and corporate segments needs effectively, improving marketing abilities targeted for the telecommunications sector.

Abstract

Network Operators in next years will focus on:

- ✓ Improving their network in order to increase IP protocol integration, all IP-based infrastructure and services enables operators to deliver a broader, deeper communications portfolio – incorporating voice, data, video and other rich communication services.
- ✓ Helping Mobile commerce and financial service to integrate their Mobile Wallet with other industries such as Finance, Media, Retail and Transport.
- ✓ Improving our lives at home or away from home, in car or during a daily journey, implementing M2M and IOT technology
- ✓ Safe managing our identities for Government or any other services that may require a safe and secure identification or authentication on their domain before the usage of any physical or digital services.
- ✓ Realising industry wide or cross industry Digital Commerce & Mobile Money services in developed and developing world

The training course will moreover focus on contemporary and future challenges that operators or Telecommunications industry need to consider and hoe they can move forward in the coming years. Technology is the key point which will aim to answer topical questions such as:

- LTE and 5G usage for real service for business and consumer segment
- Integration between Digital Television and Mobile Technology (voting, companion devices, ...)
- Leverage on Customer Service infrastructure to support new service adoption for customer base
- How to refurbish or improve existing services and how to design new ones with a better ROI
- How to develop new Marketing Campaigns and promotional Communications using new technology.

Material

The course will be facilitated through the use of Power Point presentations enriched by book suggestions, journals and blog article references. All the sessions will be interactive and will delve deep into the real use case in order to give a full comprehensive competitive edge to the Senior Marketing team.

Brief Overview

Day 1

- ❖ Telecommunications: contemporary and future market(s)
- ❖ Differences by geography and markets
- ❖ Integration in Transport
- ❖ Integration in Smart Cities/Towns/Villages

Day 2

- ❖ Position in Identity
- ❖ Position in Retail
- ❖ Position in Digital & Mobile Commerce
- ❖ Conclusions

Trainer Profile



Francesco Iarlori

Francesco is a versatile and dynamic manager providing decisive advices, leadership, management and guidance with a proven ability to dramatically increase revenues, in intensely competitive environments. As a professional with over 20 years of experience in sales, strategic planning and business development with major players in Global Information and Communication technology companies, he is constantly asked to deliver advice to companies which need to increase revenues adopting technology or to sell non-standard products.

He is an organizer and team player by nature, with established record of success in identifying new and emerging business opportunities. He is highly experienced in developing business plans for market growth in all stages from market analysis, opportunities identification through implementation. His main areas of expertise include:

- International Project Management
- Partnerships & Alliances
- Strategic & tactical planning
- Business Expansion & Start-Ups
- Direct and through Indirect Channel Sales
- System Integration and Technology Strategy & Development

Francesco holds extensive knowledge on new products and new services particularly in mobile and financial space both from a technological and business point of view. He holds a wide array of contacts mostly within Europe ad USA, more than 11,000 direct contacts only on LinkedIn, including decision makers in the industries of Telecommunications, Finance, Media and Transportation.

The below are some of the organizations he was previously employed with.

