

Parcus Group

TELECOM SERVICE DEVELOPMENT TRAINING COURSE

DETAILED COURSE OUTLINE

LEARN



TELECOM PRODUCT
MANAGEMENT TRAINING
COURSES



IMPROVE



INCREASED STAFF
PRODUCTIVITY AND
COLLABORATION



GROW



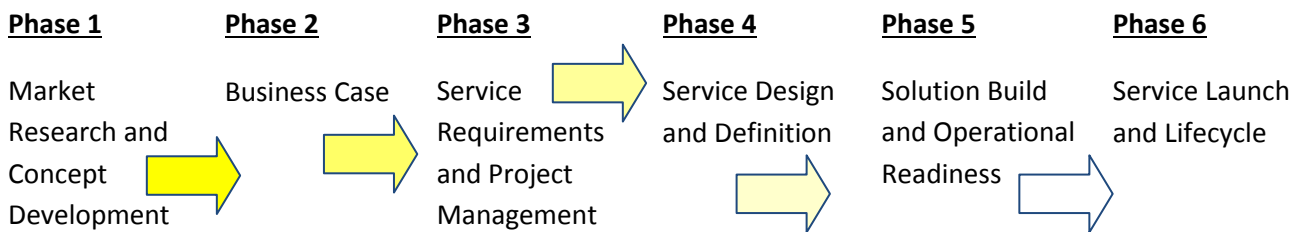
IMPROVED NEW PRODUCTS
TIME TO MARKET AND
FASTER GROWTH



- **FASTER NEW SERVICES TIME-TO-MARKET**
- **INCREASED BUSINESS UNITS ALIGNMENT**
- **GREATER STAFF TEAMS SERVICEIVITY**
- **IMPROVED EXECUTIVE DECISION MAKING**
- **INCREASED CUSTOMER SATISFACTION**
- **HIGHER ROI ON SERVICE DEVELOPMENT PROJECTS**

Course Overview

Course is structured as an all-encompassing, step-by-step service development guide and is specifically adapted for telecommunications and ICT businesses. Our approach is based on widely adapted service development methodology and is structured around six development phases, summarised below:



Modules Breakdown (Example 3 Day Course)

Module	Short Description	Hours
Day 1		
Strategy and planning	Define your strategic objectives, understand your own value position	1
Define your market	Market size, market demand and market share	1
Strategic market assessment	Market attractiveness and competitive advantage	1
Development options	Create or outsource, partner selection criteria, operational models	1
Value creation and service feature selection	Customer needs and key service features identification using Kano Method	1.5
Market segmentation	Needs based market segmentation	1
Competitor analysis	Industry analysis, competitor analysis, competitive advantage	1.5
Day 2		
Concept development and ideas screening	Idea and concept development, project screening and prioritisation	1
Feasibility study	Feasibility study	0.5
High level project planning	Project resources, project management	1
Business case	Business case structure	1
Financial analysis	Detailed project financial analysis, cost factors, revenue factors	1
Service pricing	Value based service pricing	1
Cost modelling and forecasting	Cost model development and service forecasting	1
Service and business requirements documentation	Business and service requirements documents structure and sample PRD	1
Detailed project management plan	Project integration management, scope management, time management, cost, communications, risk, procurement, quality	0.5
Day 3		
Service solution definition and design	Detailed service design including service description, marketing plan, service features, commercials, service levels	1
Business process design	Quoting and ordering process, implementation, support, billing	1
Technical solution architecture	Functional model, data model, vendor evaluation, bench testing, ensuring design quality	1
OSS/BSS	Architecture considerations	0.5
Design tools and tips	PoC, ITIL, solution architecture templates	0.5
Finalising service build	Service sales and marketing guides, price sheets, collateral, proposals, application forms...	1
Technical solution build	Finals processes, technical guide, OSS/BSS	0.5
PRT / ORT	Service readiness testing (technical, commercial and operational)	0.5
Service launch	Launch activities, presentations	0.5
Service lifecycle	Performance management and reporting	0.5
Other tools and tips	Leadership and staff choice, portfolio planning, marketing planning and budget	0.5