

Parcus Group

Telecom Cost Modelling, Pricing, Forecasting and Business Cases

TRAINING COURSE OUTLINE

LEARN



TELECOM SPECIALISED
TRAINING COURSES



IMPROVE



INCREASED STAFF
PRODUCTIVITY AND
COLLABORATION



GROW



IMPROVED PERFORMANCE
AND FASTER GROWTH



- Learn best practices for telecom budgeting and forecasting
- Effective telecom project business case analysis and evaluation
- Understand costs of your products and how to price them
- Improved financial management and cost control
- Learn techniques to improve your company's profit
- Higher ROI/ROC on projects and invested funds

Training Course Overview

This course is structured as a comprehensive and practical program and is specifically adapted for telecommunications businesses. Our approach is built on over 20 years of telecom industry experience and provides in-depth insight into telecom product cost modelling, pricing, forecasting and businesses cases development.

Course Modules Breakdown (Example 2 Day Course)

Module	Short Description
Day 1	
Telecom strategy and planning	Impact of strategic objectives on financials, how understand your own position and set targets
Define your market	Market size, market demand and market share
Products hierarchy and financial GLs alignment	Telecom products hierarchy development and portfolio planning, alignment of products to financial GLs
Strategic market assessment	Market attractiveness and competitive advantage
Value creation and feature selection	Customer needs and key product features identification
Market segmentation	Needs based market segmentation and other market research relevant to pricing
Competitor analysis	Industry analysis, competitor analysis, quantification of competitive advantage
Financial measures	Overview of key financial terms and measures incl. ROI/ROC, NPV, IRR, WAAC
Day 2	
Analysis of financial statements	Overview of corporate financial statements
Balance sheet analysis	Corporate balance sheet analysis
Income statement analysis	Income statement analysis
Cash flow analysis	Cash flow statement analysis
Debt and equity	Overview of debt and equity, funding options and impact
Financial review and projections	Past performance review and projections development
Business cases	Telecom business case structure and detailed review
Financial analysis	Detailed project financial analysis, cost factors, revenue factors
Cost modelling principles	Product cost models development and cost allocations techniques
Cost modelling data sourcing	Technical and financial information gathering requirements for cost models
Detailed costs analysis	COGS, direct costs, indirect costs, allocated costs
Cost models reporting	Profit and margin calculations, factors affecting profit, trends analysis
Product pricing	Value based product pricing, impact of fixed/variable costs
Forecasting	Product forecasting, profit/cost forecasting, issues & tips
Planning and Budgeting	Financial planning and capital budgeting
Activity based costing (ABC)	ABC overview and implementation options
Product financial reporting	Telecom product financial reporting and product lifecycle management