



## MGT-104 - Gaining New Insight & Creating Value with Business Intelligence

### Description

A 5-day Training Program to provide participants with the basic concepts, tools and techniques to successfully perform business intelligence tasks and activities.

### Objectives

- Obtain a good understanding of the evolving telecommunications environment and its impacts on the business of operators
- Learn the key concepts, challenges and issues of business intelligence
- Learn how to identify, gather, analyze, use and present data to create value and increase the competitiveness of an organization
- Practice different types of analyses used in business intelligence

### Topics

#### What is Business Intelligence?

#### The global and competitive telecommunications environment

- Deregulation
- Globalization
- Market evolution and trends
- New telecom players
- New services and offers
- Challenges, impacts and opportunities for operators

#### Business Intelligence hierarchy

## **Sources of Business Intelligence data**

- Type of information
- Data warehouse
- Secondary corporate data
- Secondary external sources
- Primary data: internal
- Primary data: external
- Ongoing collection vs. ad hoc

## **Portals**

- Information portals
- Business Intelligence Portals
- Alternative to portal access

## **Information security**

## **Business Intelligence analysis**

- Business analysis tools
- Forecasting
- Price analysis
- Competitive analysis
- Benchmarking
- BI conflicts

## **Data mining**

- Definition
- Data mining tasks
- Data mining limits
- Application to Customer Relationship Management (CRM) : Prediction, Segmentation
- Tools

## **Investigative due diligence**

- What is investigative due diligence?
- Investigative tools

## **Data analysis and building models**

- Industry Framework Modeling
- Porter's 5-forces model

## **Business Intelligence reporting methods**

- Executive alerts
- Executive reporting
- Custom Intelligence reports
- Ad Hoc requests

### **Business Intelligence strategic planning link**

- What is strategic planning?
- BI's link to strategic planning
- Supporting the planning process
- Focusing BI on corporate plans

### **Business Intelligence ethics**

- Ethics and legalities
- Questionable BI practices
- Corporate implications

### **Building a BI team**

### **Business Intelligence best practices**

- Best practices creating BI function
- Best practice BI traits
- Best practice scorecard

### **Politics of Business Intelligence**

### **Justifying the Business Intelligence function**

- Build excellence and credibility
- Self promote
- Monitor and measure successes
- Benchmark
- Generate efficiencies
- Executive sponsorship

### **Organizations of interest to Business Intelligence**

### **Target Audience**

- Telecommunications managers and personnel responsible for business intelligence
- Managers looking to complement their skill-set by gaining a good understanding of business intelligence fundamental concepts

## **Methodology**

Our training courses combine expert presentations, workshops, case studies and discussions on real-life situations faced by participants. Complete training material is provided to all participants for future reference and follow-up action plans.

## **Location**

Our public training courses are held at regular intervals in selected cities around the world. Upon request, our expert trainers can lead private training courses at the location of your choice or using a virtual classroom (distance training using a web-conferencing platform). For more information, or if interested in a private session, please contact us at [training@neotelis.com](mailto:training@neotelis.com).

## **About Neotelis**

Neotelis provides training, consulting, conferences and publications to the telecommunications industry worldwide. Its team of experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 100 countries around the world.

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