



**Trends
to Tactics**

A Tactical Take on Today's ICT Technology Trends

As network connectivity becomes critical infrastructure, the trends and innovations in Information & Communication Technology are critical to service providers and businesses worldwide. As multiple industries (e.g. finance, transportation, utilities) integrate connectivity into product and service offerings, each becomes more reliant on the quality, security, reliability, and availability of network and service offerings.

The noise in the market around SDN, NFV, CEM, Big Data, M2M, and more needs to be translated into working strategies that impact daily operations, better serve customers, and align with a strategic roadmap for implementing structural, organizational, and operational change. ICT systems and infrastructure are the tools, but without a viable tactical strategy and plan, the tools won't be effective.

Both enterprise and service provider ICT strategies must address technology trends, embrace innovation, and make it beneficial to the business. Trends to Tactics takes away the hype by providing tactical context for emerging technologies.

Who's Your Audience?

- Communication Service Providers
- Network operators
- Customers, prospects, partners
- Adjacent industries (utilities, transportation, finance, retail)
- Operations staff
- Internal business units from marketing and sales to customer care and finance



*Customer Experience
Management*



*Big Data &
Analytics*



*Software Defined Networks
(SDN)*

Workshops are tailored to provide a broad, educational introduction to a topic or can be designed to focus on a specific tactical issue and provide insight into the solutions available in the market to address a specific need.

- SDN
- M2M
- Big Data and Analytics
- CEM
- Unified Communications
- XaaS – Offer it, use it
- Cloud
- Apps Everywhere

A typical half-day Trends-to-Tactics workshop might include:

Trends-to-Tactics	
Definition	Evolution of the trend, status in the market and standards development
Top Down	How does the trend benefit the business, which areas are impacted, and what is the best fit
Bottom Up	What are the tactical considerations for implementing solutions, where do we start, and what are the challenges
Solutions	What is being offered in the market, case studies from sponsor or ICT intuition

These are lively, interactive discussions that are part educational, part brainstorming, and part strategy session.

Trends to Tactics

ICT intuition workshops bring together industry experts, service providers, vendors, and ICT expertise from multiple industries to deliver a workshop that meets the needs of your company and your customers. Whether you want to offer a session with strategic breadth or technical depth, ICT intuition will work with you to bring together the right mix of content and presentation to engage and enlighten customers, prospects, and staff.

As an analyst firm, ICT intuition has the unbiased access to vendors, products, and operators necessary to understand what is available, what's real, and what still needs to be done.

What will your workshop look like?

Let's talk.

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