



## **IOT Negotiation Workshop** **Wholesale and Retail Perspective**

3-5 April 2019 (just before WAS#9)  
Kuala Lumpur, Malaysia

**Day 1:**  
**Roaming Commercials - Pricing**

**Day 2:**  
**IOT Negotiation Workshop**

**Day 3:**  
**IOT Negotiation Workshop**



**This inter-active workshop will prepare you for all your IOT Negotiations in an expert manner. Theory is combined with many practical exercises and each delegate receives dedicated attention from the experienced trainers. An excellent preparation for the WAS#9.**

Price: €2250,- for the total of the three days.

Early Bird Discount: 10% – be quick and confirm latest by 18 February 2018!

For more information or to register, please send an e-mail to [info@roamingwise.com](mailto:info@roamingwise.com) or go to [www.roamingwise.com/calendar](http://www.roamingwise.com/calendar)

**Day 1:**  
**Roaming Commercials - Pricing**  
**3 April 2019**

This day covers a complete understanding of the cost and price structure of the various roaming services, which enables maximizing roaming margins.

**Agenda**

- **Roaming Business Case**  
P&L per traffic stream (Voice MO, Voice MT, SMS, Data) for inbound and outbound
- **Steering of Roaming (SoR)**  
SS7, SIM based, HLR/VLR blocking (Anti-) steering and the GSMA regulation
- **Wholesale Pricing**  
Your standard IOT
- **Workshop – Negotiation Principles**
- **M2M Wholesale Pricing**  
M2M challenges on your IOT & Negotiation
- **VoLTE Wholesale Pricing**  
Latest wholesale billing options
- **Retail Pricing**  
Mark-up / zones / bundle / RLH  
Latest pricing strategies, examples
- **Roaming Regulation**  
EU Roaming Regulation  
Regulation in the rest of the world
- **Negotiation Exercise**

**Day 2:**  
**IOT Discount Negotiation Workshop**  
**4 April 2019**

A full day of IOT Negotiation exercises and examples received first hand from an IOT Negotiation expert.

**Agenda**

- **Data Analysis**  
Traffic volumes, TAP charges, Discounts, Retail rates, Costs, Market share, Services
- **Workshop – Data Analysis**
- **Case Traffic Steering**
- **Strategy, Target Setting and Tactics**  
Optimise the preparation of your negotiations
- **IOT Discount Models**  
Flat rate, Balanced & Unbalanced, Incremental, “All you can eat”, Commitment
- **IOT Negotiation Process and Follow-up**  
Negotiation process, TAP implementation, steering settings, accruals, final settlement
- **Workshop – IOT Discount Negotiation**  
Basic IOT Negotiation Exercise

**Day 3:**  
**IOT Discount Negotiation Workshop**  
**5 April 2019**

During this highly inter-active day, we take a deep dive in the challenges for establishing your Retail Roaming Offer. We start the day with an advanced Discount Case.

**Agenda**

- **Complex IOT Negotiations**  
Negotiation as a group  
Negotiation with a group
- **Workshop – IOT Discount Negotiation**  
Advanced Negotiation Exercise
- **Revenue Assurance**  
Revenue Assurance parameters  
Checks and balances
- **Inbound Market Share**  
Know market share and how to increase it  
Market segmentation
- **Marketing in Roaming**  
Marketing concepts applied to roaming  
Latest marketing examples
- **Retail Roaming Commercial Strategy**  
Workshop - Example Case  
Retail roaming tariffs  
Competition benchmark  
Strategy



**Erik Vrolijk**

Following a successful managerial career within Finance & Wholesale at the KPN Mobile Group, **Erik Vrolijk** founded Connect2Roam early 2007. Erik specializes in improving the profitability of the roaming business for mobile operators. Part of his service portfolio is providing support on IOT negotiations. Many companies have chosen Connect2Roam because of our outstanding experience and contacts in the industry.



**Milja Hofman**

**Milja Hofman** started her career eighteen years ago in international roaming in the roaming team of Telfort/O2 (currently KPN) in The Netherlands. She started as a Product Manager, responsible for the implementation of CAMEL and GPRS Roaming, as well as the marketing side of the roaming portfolio. Before starting up 'Roamingwise', Milja worked at MACH in Luxembourg, where she enjoyed delivering roaming industry trainings worldwide. Milja closely follows the GSMA working groups and teaches the GSMA standards.