



IOT NEGOTIATION Workshop

Wholesale & Retail Perspective

1-3 April 2020

Amsterdam, The Netherlands

**EXPERT
TRAINER!**

Day 1

Roaming Commercials - Pricing

Day 2

IOT Discount Negotiation Workshop

Day 3

IOT Discount Negotiation Workshop

Roamingwise

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.

CERTIFICATE
INCLUDED!



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

Early Bird Discount: 10%
Be quick and confirm latest by
28 February 2020!

For **more information** go to
roamingwise.com /calendar

To register, please send an e-mail
to **info@roamingwise.com**

CLICK TO REGISTER

WORKSHOP AGENDA



Day 1

Roaming Commercials - Pricing

1 April 2020

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

- **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 + rest of the world
- **Negotiation Exercise**

Day 2

IOT Discount Negotiation Workshop

2 April 2020

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

- **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

WORKSHOP AGENDA



Day 3

IOT Discount Negotiation Workshop

3 April 2020

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

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

YOUR TRAINERS



MILJA HOFMAN

With over nineteen years of experience in the roaming industry, Milja Hofman started her career with Telfort in The Netherlands as Product Manager International Roaming. Before starting up Roamingwise, Milja worked at MACH in Luxembourg. Milja closely follows the GSMA working groups and teaches the GSMA standards. With Roamingwise, Milja supported many very satisfied customers in the past eight years.



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 the outstanding experience and contacts in the industry.

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