

# Training Catalogue 2014-2015

Cambridge - Paris - Munich - Bonn - Dakar - Dubai

"If you think that education is expensive,  
try ignorance"

## Overview

On-demand training  
courses for smart  
companies

Page 1

## Courses overview

Business, Operations,  
Networks and Technology  
as well as Hot Topics

Page 2

## Contact

Our 'lead' trainers and  
organiser contact details

Page 3

All courses are also available in French on request!

## Interactive seminars combining theory and practice

Have you ever wished that you would better understand what other parts of your organisation are doing? With a view to improve your own performance and your company's success?

Then our training courses are for you

We have acquired strong experience with ICT and Telecoms companies in Europe, the Middle East and Africa. Our ambition is to build bridges between individual departments and divisions, so that managers better understand what they colleagues are doing, why they are doing it and how their work impacts their organisation's overall success.

Our training are centred on the improvement of the financial, commercial, operational and technical aspects of our clients' businesses.

In addition to multi-client training where participants for diverse background can share experience, we provide made-to-measure individual client training, in particular to telecoms and ICT companies worldwide.



Our training are practice-oriented, real examples and case studies, as well as tools that participants can use and apply in their daily work immediatly.

**INVEST**AURA

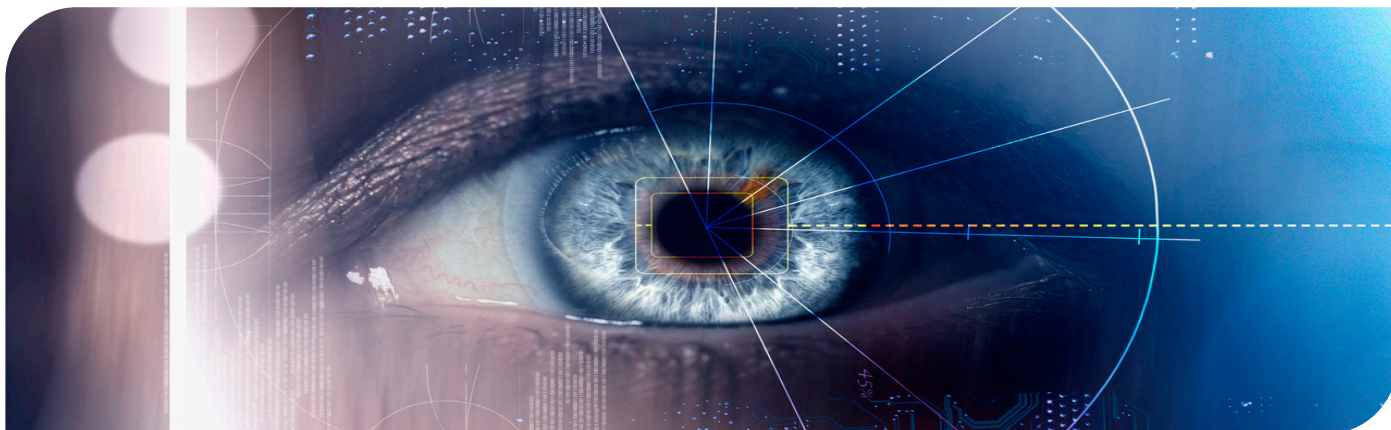
**Maboko**



**Provided by  
INVESTAURA and  
MABOKO**

INVESTAURA, the ICT and Finance consulting firm, and MABOKO, the telecoms training and audit company, have joined forces to provide management training seminars.

Our trainers are top-notch industry practitioners. They also work as consultants and bring immense practical experience acquired in operational roles as Senior Managers, Directors or CxOs of mid-size and large companies.



## We build bridges between Finance, Commercial, Technology and Operations, helping staff from various background and divisions better understand each other

### Business courses

- Understanding Accounting and Finance (4 days)
- Understanding Company Financial Statements and Analysing Performance (2 days)
- Introduction to Business Planning, Costing and Valuation (2 days)
- Business Planning for existing companies and new projects (4 days)
- Business Planning for entrepreneurs and start-ups (4 days)
- Valuation, Due Diligence and M&A (2 days)
- Activity-Based Costing and Profitability Management (4 days)
- Budgeting, Planning and Forecasting (4 days)
- Understanding and improving the efficiency of telecoms operators (4 days)

### Operations improvement

- How to optimize revenue, costs and quality of international traffic (2 days)
- Roaming set-up, test and improvements (3 days)
- Controlling Opex and technical levers to reduce them (4 days)
- Improve Transverse O&M processes to reduce service downtime (4 days)
- 2G to 3G (or 4G) migration: processes and organisation (3 days)
- Maintenance organisation: processes and optimisation, including eTOM (3 days)
- Supervision organisation: processes and optimisation, including eTOM (3 days)

- How to manage a technical problem when facing a customer complaint (2 days) - for customer management and commercial staff
- Customer relation - Call Centre training, in French only (5 days)

### Networks and Technology

- GSM technology for non-technical (4 days)
- 3G overview for non-technical (4 days)
- Network deployment for non-technical: processes, constraints, challenges, technologies (3 days)
- Understanding engineering jargon and network KPIs (2 days)
- Impact of 3G on engineering (5 days)
- IP/MPLS: how to adapt transport networks to 3G (3 days)
- VoIP and SIP (4 days)
- Diameter in LTE / IMS (3 days)
- Camel (2 days)

### Other Hot Topics

- Introduction to Managed Services and Outsourcing (2 days)
- Network Operations Outsourcing: planning and implementation (2 days)
- Site sharing / Network Sharing / Tower companies: Benefits and challenges of (2 days)
- MVNO: understanding the opportunity and alternative implementation models (2 days)
- Mobile Banking: market and opportunity (2 days)

## Our 'head' trainers for these Seminars

### Pierre Lurin

Pierre is a Partner at INVESTAURA Management Consultants. He started his career in 1995 in the UK with AnalysysMason, a consultancy specialising in telecommunications strategy. In 1999, he joined Siemens Communications in Germany, now Nokia Solutions Networks and has held a number of senior positions in Marketing, Sales, Finance, M&A, Portfolio Management and Managed Services. In 2008, he was one of the founding Partners setting up INVESTAURA.

As a trainer, he has worked with numerous operators and manufacturers across Europe, Asia, the Middle East and Africa, training people on Finance, Business Planning, Budgeting, Costing, Business Modelling and Entrepreneurship.

Pierre has lived and worked in the UK, France, Malaysia and Germany. He holds a Master of Science from Ecole Centrale Paris (France), as well as a Master in Finance from the University of Cambridge (UK). He is also the author of the book "Business Planning for Managers: how to use powerful techniques to write better business plans" (see [www.business-planning-for-managers.com](http://www.business-planning-for-managers.com) and [Amazon.co.uk](http://Amazon.co.uk)).



*It took me 20 years to learn what I know about Finance and Business today. I wish that I knew 20 years ago what you will learn in our seminars!*

### Valérie Lépilliet

Valérie is the Managing Director of MABOKO, a training, audit and professional services company that she set up in 2012 after 18 years working with mobile networks operators in France and Africa, including Tunisia (Tunisiana, Tunisie Telecom), Gabon (Celtel, Zain), Burundi (Orascom) and CAR (Orascom). She has experience setting up networks and operations from scratch (greenfield) and managing technical organisation as CTO, Network Director, Head of Operation and Maintenance or Project Manager.

Valérie is a graduate of the University of Sciences and Technologies of Lille (France).

Valérie has lived with her family in Africa during 10 years. She has worked in multicultural environment and occasionally in very hard countries to operate in (e.g. transportation and power difficulties). She had to develop a flexible and adaptative way to manage Technical team and networks - always looking to offer the best network quality, reinforcing local team skills and reducing OPEX. Maboko is not only offering trainings but also audit services and 'CTO on demand'.



*Successes and failures allow to learn and progress. This experience is shared with participants during our training courses*

### INVESTAURA Management Consultants

Email: [pierre.lurin@investaura.de](mailto:pierre.lurin@investaura.de)

[www.investaura-group.com](http://www.investaura-group.com)  
Cambridge - Paris - Munich - Bonn - Dakar - Dubai

205-207 High Street, Cottenham  
Cambridge, CB24 8RX, UK  
Registered in the United Kingdom, number 8247122  
VAT registration: GB 144 1114 59

### MABOKO SARL

Email: [valerie.lepilliet@maboko.fr](mailto:valerie.lepilliet@maboko.fr)

[www.maboko.fr](http://www.maboko.fr)  
Paris

Villon  
36150 Reboursin, France  
Registered in France, number 75270688700011  
VAT registration: FR 55 752706887

**INVESTAURA**

**Maboko**