

# Optimize OTA Campaigns

Deploy in the most efficient way your USIM card updates and new services



With a **field experience** coming from more than **100 WW installed base**, Gemalto has created this training program to help you to increase your **business efficiency** by **understanding, controlling** and **optimizing** the speed of your campaigns, their **success ratios**, their **overall organization and monitoring**. Reduce **time to market costs** and **optimize your infrastructure usage** by knowing all the different elements and factor to take into account when launching your campaigns.



## At the end of the training you will

- > Understand the optimized OTA Campaign process (roles, inputs, outputs, risk management).
- > Identify the different elements that affect your OTA Campaign performance
- > Understand and fine tune the right parameters into your OTA to improve your campaigns results.
- > Understand how to monitor and re-launch your campaigns to increase their success ratio.

## Who should attend

- > OTA Campaign Manager
- > OTA Administrators
- > OTA Maintenance
- > SMSC Administrator
- > Product Manager
- > Project Manager
- > SIM Manager

### Pre-requisites:

- > OTA Introduction & Usage / OTA Platform Administration courses
- > Campaign Management experience is strongly recommended

This course is held in English

## Key topics

- |                                    |                            |
|------------------------------------|----------------------------|
| > Campaign Management Process      | > Troubleshooting          |
| > SMSC – OTA connection parameters | > Best Practices           |
| > RCA/CMM/XCT Parameters           | > Campaign risk management |

# Course Schedule



Day 1	Practice
<p><b>Optimized OTA Campaign Process – Plan effectively your campaigns</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Overview</b> Campaign's scope – Actors and Roles Main steps to launch a successful campaign</li> <li>&gt; <b>Needs definition</b> Use case definition, Subscribers definition New end user services promotion, Support organization, Constraints</li> <li>&gt; <b>Campaigns Definitions</b> Scenario definition Targeted file definition Parameters definition</li> </ul> <p><b>Campaign Fine Tuning – Control the environment</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Fine Tune of CMM product</b> Parameters involved in CMM campaign tuning Fine tuning of OTA parameters Fine tuning of SMSC parameter Fine tuning CMM parameters CMM fine tuning tool</li> </ul>	<p>Several real use cases examples. Planning campaigns based in several situations, define the whole context: actors, roles, inputs, outputs.</p> <p>Fine tune of CMM Campaigns</p>

Day 2	Practice
<p><b>Campaign Fine Tuning – Control the environment</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Fine Tune of XCT product</b> Parameters involve in XCT campaign tuning Fine tuning of XCT product parameters Fine tuning XCT Campaign parameters</li> </ul> <p><b>Campaign Monitoring and troubleshooting – Ensure success ratio</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Monitor and adjust Campaign performance</b></li> <li>&gt; <b>Troubleshooting in case of errors</b></li> </ul>	<p>Fine tune of XCT Campaigns</p> <p>Launch, Monitor and adjust campaigns</p>

