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 relaunch 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
> SMSC – OTA connection parameters
> RCA/CMM/XCT Parameters
> Troubleshooting
> Best Practices
> Campaign risk management
**Day 1**

**Optimized OTA Campaign Process – Plan effectively your campaigns**

> **Overview**
> Campaign's scope – Actors and Roles
> Main steps to launch a successful campaign

> **Needs definition**
> Use case definition, Subscribers definition
> New end user services promotion, Support organization, Constraints

> **Campaigns Definitions**
> Scenario definition
> Targeted file definition
> Parameters definition

**Campaign Fine Tuning – Control the environment**

> **Fine Tune of CMM product**
> Parameters involved in CMM campaign tuning
> Fine tuning of OTA parameters
> Fine tuning of SMSC parameter
> Fine tuning CMM parameters
> CMM fine tuning tool

> **Fine Tune of XCT product**
> Parameters involve in XCT campaign tuning
> Fine tuning of XCT product parameters
> Fine tuning XCT Campaign parameters

**Campaign Monitoring and troubleshooting – Ensure success ratio**

> **Monitor and adjust Campaign performance**
> **Troubleshooting in case of errors**

---

**Practice**

Several real use cases examples. Planning campaigns based in several situations, define the whole context: actors, roles, inputs, outputs.

Fine tune of CMM Campaigns
Highlight each parameter effect on campaign execution.

Fine tune of XCT Campaigns
Highlight each parameter effect on campaign execution.

Launch, Monitor and adjust campaigns