

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

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

Day 1

Practice

<p>Optimized OTA Campaign Process – Plan effectively your campaigns</p> <ul style="list-style-type: none"> > 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 <p>Campaign Fine Tuning – Control the environment</p> <ul style="list-style-type: none"> > 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 <p>Campaign Fine Tuning – Control the environment</p> <ul style="list-style-type: none"> > Fine Tune of XCT product Parameters involve in XCT campaign tuning Fine tuning of XCT product parameters Fine tuning XCT Campaign parameters <p>Campaign Monitoring and troubleshooting – Ensure success ratio</p> <ul style="list-style-type: none"> > Monitor and adjust Campaign performance > Troubleshooting in case of errors 	<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 Highlight each parameter effect on campaign execution.</p> <p>Fine tune of XCT Campaigns Highlight each parameter effect on campaign execution.</p> <p>Launch, Monitor and adjust campaigns</p>
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