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
## Course Schedule

<table>
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<tr>
<th>Day 1</th>
<th>Practice</th>
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| **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  | Several real use cases examples. Planning campaigns based in several situations, define the whole context: actors, roles, inputs, outputs. |
| **Day 2**  
**Campaign Fine Tuning – Control the environment**  
> Fine Tune of XCT product  
Parameters involved in XCT campaign tuning  
Fine tuning of XCT product parameters  
Fine tuning XCT Campaign parameters  | Fine tune of XCT Campaigns  
**Campaign Monitoring and troubleshooting – Ensure success ratio**  
> Monitor and adjust Campaign performance  
> Troubleshooting in case of errors  | Launch, Monitor and adjust campaigns |

### SIM, STK & OTA basics

- OTA Platform Introduction & Usage  
  - 1.5 days  
- OTA Platform Administration  
  - 1 day  
- OTA Platform - Card and Applet provisioning  
  - 2 days  
- OTA Administrator  
  - 2 days  
- OTA Platform Development  
  - 3 days  
- OTA Platform Provisioning manager  
- OTA campaign expert  
- OTA developer expert  

For Location and course fee please refer to regional schedules on: [www.gemalto.com/training](http://www.gemalto.com/training)  
or contact us at [http://www.gemalto.com/training/contact.html](http://www.gemalto.com/training/contact.html)