

Fixed & Mobile Telecom's Fundamentals

Network Technologies Made Simple

COURSE AIM:

This will course allow your sales management and teams to gain a solid understanding of the IT & Telecommunications market and technologies, providing attendees with an understanding of what the technologies are and what they do, making day to day business that much easier to understand.

OVERVIEW:

To give an understanding, in simple terms, of the functions of different fixed and mobile, data and voice technologies and equipment that could be used by customers in their own network and in carrier infrastructures so that attendees can hold a credible discussion with a customer, IT or Telecom's Manager about ICT services and solutions and relevant technologies.

COURSE DESCRIPTION:

This course will help sales attendees to understand the main concepts and the acronyms behind the technologies used in the growing IT and Telecommunications world. This is not an in-depth analysis. Instead, the focus is on the functional connectivity of logical and physical components and clarifying the acronyms so often heard. This fundamental knowledge will then be applied to your company, it's services and solutions, in order that individuals can confidently conduct informed discussions with colleagues as well as customers.

CONTENT:

DAY 1

Data

Terminology Exercise

Analogue vs. Digital, Voice & Data

The OSI Reference Model

Transmission Mediums (Copper, Fiber, Wireless)

DAY 1 (cont.)

Data (cont.)

Local Area Network (LAN) Basics and Protocols (Ethernet, W-LAN – 802.11)
Internetworking Devices (Hubs, Switches, Routers, Gateways)
Peripherals - Servers (Print, Proxy, Mail), Firewalls, AntiVirus, SPAM filters
Wide Area Network (WAN) Transmission Facilities (PSTN, ISDN, A-DSL, Leased Lines)
WAN Basics and Protocols (Frame Relay, ATM)
The Internet & The WWW
Circuits and Packets
Transmission Control Protocol/Internet Protocol (Function, Addressing)

DAY 2

Data (cont.)

Mobile Networks (GSM / GPRS / UMTS (3G) vs CDMA / 1xRTT / EV-DO Rev.A/Rev.B)
Mobile Data Connectivity Solutions
Email Solutions
Mobile Email
BlackBerry & Windows 6.0
Wi-MAX
IP QoS (TCP/UDP)
Voice over IP
VPN's including IPsec

Voice

The Fixed Voice Market
Geographical Numbering
0800 & other Voice Services
PBX's
DECT
VoW-LAN (VoIP over 802.11)
Cabling & MAC's
Managed Services
Voice over IP vs. Circuit Switched Telephony
Mobile Integration

The Converged Network