COS ITU

STRATEGY FOR SUCCESS IN PROPAGATING COSITU IN ENGLISH SPEAKING COUNTRIES OF AFRICA

Presentation to COSITU SEMINAR
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By:

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Presentation outline

- **Introduction**

- **Training of trainers**

- **Our Achievements**

- **Future Plans**

- **Lessons Learnt**

INTRODUCTION

➢ WHEN COSITU AS A SOFTWARE CAME OUT, WE KNEW THERE WAS A MARKET FOR IT.

➢ MATTERS DEALING WITH DETERMINATION OF COSTS OF PROVIDING SERVICES ARE UNDOUBTEDLY VERY KEY IN OUR AREA.

➢ THIS IS SIMPLY BECAUSE THEY HAVE A BEARING ON PRICING, WHICH HAS A BEARING ON PROFITABILITY.

➢ IN A COMPETITIVE MARKET, COSTING AND KNOWING YOUR COSTS ALSO HAS A BEARING ON COMPETITIVENESS.

➢ WORKSHOPS WE HAVE ORGANISED THAT HAVE HAD ELEMENTS OF FINANCE OR MONEY, HAVE BEEN OVERSUBSCRIBED. EXAMPLES ARE :

- TARIFF SETTING
- BUSINESS PLANNING
- FRAUD MANAGEMENT
- SPECTRUM PRICING
- INTERCONNECTION

➢ DESPITE THAT,WE HAD TO COME UP WITH A STRATEGY TO WIN THAT MARKET GIVEN THE EXISTENCE OF OTHER COSTING SOFTWARE TOOLS.

TRAINING OF TRAINERS

➢ APRIL 2003....Identification of a team of 4 persons/trainees, to be trained by ITU to become Trainers from the Region.Team identied was made up of 2 Engineers and 2 people with Financial background.

➢ The Engineers would bring in knowledge of Network Architecture and Traffic Counting, necessary for the COSITU model.

➢ The Finance people would have a knowledge of Costing Matters.

COSITU TEAM

- ➤ 1 Engineer from the Kenya Regulator – CCK

- ➤ 1 Engineer from the Fixed Operator in Mozambique – TDM

- ➤ 1 Finance person from Telkom, Kenya

- ➤ 1 Finance person from Gamtel, Gambia.

➢ ALL 4 WERE FROM THE INDUSTRY, NONE FROM from AFRALTI,

➢ FOR TWO REASONS 2 reasons:

  • It was important to get the first batch of experts, with Hands-on field experience to strengthen the model as it was still in its infancy

  • We wanted also to gain commitment and ownership from the region

➢ Agreements were reached between Experts' Employers and AFRALTI on the conditions of their release.

➢ Trainers went through 2 Regional Awareness Programs, (Abuja, May 2003 and Maputo, June 2003).

In between, (early June), they had an intensive training in Geneva under the tutelage of Mr Pape Toure.

MARKETING AND PROMOTION OF COSITU

❑ During COSITU Awareness Workshop in Maputo

❑ Printed 200,000 brochures which have now been widely distributed(copies distributed)

❑ Extensive publicity on the AFRALTI/CoE website on all COSITU activities and achievements;

❑ Visit www.afralti.org/coe

OUR ACHIEVEMENTS

❖Between October 2003 and February 2004, COSITU Team offered direct training and installation assistance to 7 Countries, 50 Organisations and trained 188 people in COSITU.

❖Details are as follows:

COSITU TRAINING AND INSTALLATION SUPPORT CONDUCTED FOR ENGLISH SPEAKING REGION TO DATE

Country	No. Participa-ting Organi-sations	No. People Trained	No. From Fixed Operator	No. From Mobile Operator	Regulator / Ministry	Operators who received Installation Support	Remarks
1. Gambia	4	16	8	7	1	-	Ministry
2. Nigeria	16	68			1	-	
3. Mozambique	19	38	21	13	4	-	
4. Swaziland	2	14	7	7	0	2	
5. Kenya	1	8		8		1	
6. Zimbabwe	7	36	14	15	7	4	2 Data companies
7. Namibia	1	8	8			1	
7	50	188	58	50	13	8	

❖Revenue generated for AFRALTI from this training is US$ 36,600.

❖Feedback from all the countries to whom assistance was rendered has been very positive.

❖Enquiries for more assistance are still coming in.

FUTURE PLANS

❖ Our current Resource Base of Experts is now overstretched and cannot meet demand for support on a sustainable basis.

❖ We plan to undertake another Train the Trainer exercise soon(within next two months). An appeal was made to the Governing Council in Swaziland in February for members to nominate candidates for training as COSITU Experts

❖ Pledges of nominations have been made by Kenya, Uganda and Zimbabwe. In this group is a nominee from a Mobile Operator.

❖ 2 Lecturers from AFRALTI to be included to develop internal Resources.

❖ We plan to have this training conducted by the current Team of Experts, thus fulfilling the baton-handing principle upon which self-sustainability is built.

PLANNED COSITU TRAINING PROGRAMS - 2004

❖ 1 Program per sub-region (South, East, West & North) as per CoE Program for 2004.
❖ Countries Volunteering to host are most welcome. There are many benefits to you.

❖ Intention is to blend current Team of Experts with the new Trainers to give them exposure.

LESSONS WE HAVE LEARNT

❖ Operators in a country must co-operate and come together for the training in COSITU. It is cheaper, case of Swaziland, Zimbabwe.

❖ It pays to involve the Regulator in participating in COSITU TRAINING. Case of Zimbabwe.

❖ The larger the number of people trained the better.

❖ Get the right mix of people in your team (Safaricom – Engineers, Finance, Marketing, Regulatory)

❖ Remember to use information from COSITU as a management tool for decision making on many important business issues. Interpretation of data is not being fully exploited. Too much focus is placed on the area of unit costs.

PROVISIONAL AGENDA

ACTIVITY	TIME	ACTIVITY	TIME
DAY 1		**DAY 2**	
1. Delegate registration	08.30 - 09.00	7. Collection and analysis of cost data in COSITU model	9.00 – 10.00
2. Opening ceremony	09.00 – 10.00	8. Mobile network GSM case study	10.00 - 10.30
COFFEE BREAK	10.00 - 10.30	COFFEE BREAK	10.30 -10.45
3. Review of expectations of participants	10.30 – 10.45	9. Development of results from COSITU : ➢ Service costs to clients; ➢ Universal Service Policy; ➢ Tariff Rebalancing; ➢ Interconnection; ➢ Termination charges	10.45 - 12.30
4. Presentation: definition of services and other theoretical aspects of COSITU	10.45 - 12.30		
LUNCH	12.30 - 14.00	LUNCH	12.30 - 14.00
5. Collection and analysis of information relative to service traffic in COSITU model	14.00 - 15.45	10. Working group with the assistance of trainers (Mobile network and fixed network cases)	14.00 - 15.45
COFFEE BREAK	15.45 - 16.00	COFFEE BREAK	15.45 - 16.00
6. Presentation of theoretical aspects of COSITU (continued and end)	16.00 - 17.30	11. Continuation of working group with the assistance of trainers (Mobile network and fixed network cases)	16.00 - 17.30
DAY 3		**DAY 4**	
12. Continuation of working group with the assistance of trainers (Mobile network and fixed network cases)	9.00 - 10.30	17. Individual work on national data	9.00 -10.30
COFFEE BREAK	10.30 - 10.45	COFFEE BREAK	10.30 -10.45
13. Plenary : presentation and discussion of rapporteurs reports on their group sessions 14. Use of COSITU for facilitating dialogue between operators, regulators and authorities (dialogue open between the three parties)	10.45 - 12.30	18. Individual work on national data	10.45 - 12.30
LUNCH	12.30 - 14.00	LUNCH	12.30 – 14.00
15. Individual work on national data	14.00 - 15.45	19. Comments on results obtained 20. Summary of discussions 21. Closing ceremony	
COFFEE BREAK	15.45 - 16.00		
16. Individual work on national data	16.00 - 17.30		

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2004 WORKSHOP ROGRAMS

NO	PROPOSED WORKSHOP PROGRAM	DATE/ PERIOD	PROPOSED LOCATION	PARTNERS RESOURCES
1	COSITU Training and Implementation for ECONET	Qtr 1	Harare, Zimbabwe	AFRALTI Trainers
2	**Spectrum Management – Frequency Management (AFMS) & Monitoring**	**Qtr 1/Qtr 2**	**Nairobi, Kenya**	**Support from Spectrocan, Canada and AFRALTI Experts**
3	Strategic Human Resources Management in Telecommunications Environment	Qtr 1	Nairobi, Kenya	External Expert, Two Regional Resoruce Persons
4	**COSITU Train the Trainer**	**Qtr 1**	**Kenya/ Switzerland**	**ITU, AFRALTI Region**
5	**Implementation of Phase 1 of TAP on Telecom Project**	**Qtr 2**	**Nairobi, Kenya**	**IIT, Canada**
6	**CEO's Workshop on Developing a Competitive Telecomms Business Strategy**	**Qtr 2**	**Cape Town, South Africa**	**External Expert**
7	**COSITU West Africa**	**Qtr 2**	**Accra, Ghana**	**COSITU Regional Experts**
8	**COSITU East Africa**	**Qtr 3**	**Nairobi, Kenya**	**COSITU Regional Experts**

NO	PROPOSED WORKSHOP PROGRAM	DATE/ PERIOD	PROPOSED LOCATION	PARTNERS RESOURCES
9	Universal Access	Q 2	Harare, Zimbabwe	ITU, Regional Resource Person
10	Business Planning	Qtr 3	Banjul, Gambia	ITU Expert Support
11	Business Planning	Qtr 2	Swaziland/ Namibia	ITU, AFRALTI
12	Transitional Scenario's towards Next Generation Networks (Alcatel)	Qtr 3	Nairobi, Kenya	ALCATEL, ITU
13	International Traffic Management	Qtr 3	Nairobi, Kenya	ITU Expert Support
14	Network Optimization using CAPLAN (Airtel)	Qtr 3	Nairobi, Kenya	Airtel - Canada, ITU
15	Spectrum Pricing	Qtr 3	Nairobi, Kenya	Spectrocan - Canada, ITU
16	COSITU – North Africa	Qtr 4	Sudan	COSITU Regional Experts
17	Telecom Standardization	Qtr 4	Malawi	ITU (BST)
18	Mobile Simulation Workshop (SIMUBIZ)	Qtr 4 – 13th – 17th Sept	TBA	ITU/ INT (France)
19	SIMUBIZ Main Workshop	15th – 19th Nov	TBA	ITU/ INT (France)

THANK YOU FOR YOUR ATTENTION

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