



Personalized Greeting Service (PGS) 1.0

Training Programs

Package Description



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1 Introduction

Ericsson has developed a comprehensive Training Programs service to satisfy the competence needs of our customers, from exploring new business opportunities to expertise required for operating a network.

The Training Programs service is delineated into packages that have been developed to offer clearly defined, yet flexible training to target system and technology areas. Each package is divided into flows, to target specific functional areas within your organization for optimal benefits.

2 Competence Gap Analysis, Training Programs and Mentoring competence transfer on the Job

A competence transfer program can be delivered as either an off-the-shelf Training Program or a customized program adapted to your specific business situation.

With the integration of 3rd generation networks and data services, it is recommended that all three steps, as illustrated in Figure 1 below, be performed, since your network and business situation are unique to a large extent.

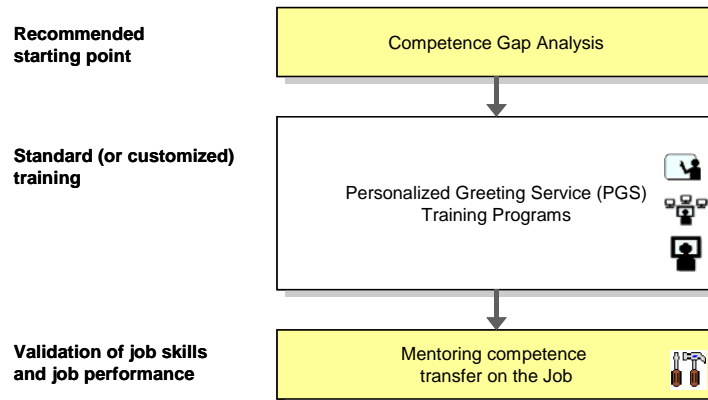


Figure 1. Relationship between CGA, Training Programs and Mentoring.

2.1 Competence Gap Analysis

Competence Gap Analysis (CGA) is a flexible, customizable service that aims to align competence and job performance to your business and operational goals.



In order to get the most out of the training program it is highly recommended that the CGA be performed initially, since your business situation is highly unique. On the basis of the CGA results, the standard training program can be customized, and complemented, to meet your specific needs and achieve an optimal training solution.

Additional performance and competence needs might also be identified during this analysis, thus leading to a recommendation of additional or optional training addressing these needs.

2.2 Training Programs

The standard (off-the-shelf) training courses and flows are described in more detail from section 4 below.

2.3 Mentoring competence transfer on the Job

Mentoring and competence transfer on the Job (Mentoring) provides a process to build customer employee competence and skills by using Ericsson **mentors** to discuss and demonstrate the tasks. The employee then performs and practices before the mentor confirms successful employee performance (on the job).

Mentoring is used in conjunction with product training (standard courses). It enables employees to learn on-site and perform their job functions quickly and accurately, eliminating "cockpit errors" that impact network and service availability, and end-user customer dissatisfaction that contributes to customer churn.

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The Mentoring program is created in conjunction with you to ensure that the correct objectives and job tasks for the mentoring program are identified.

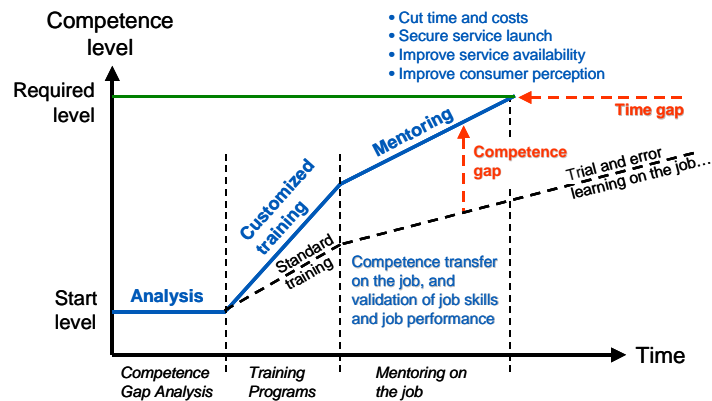
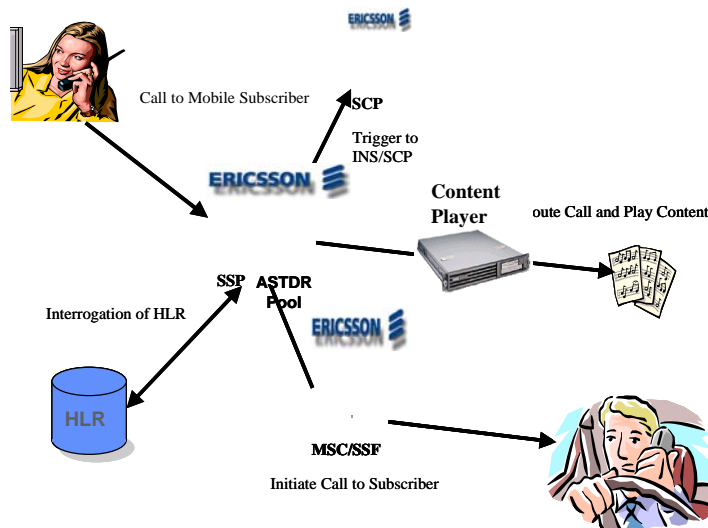


Figure 2. CGA and Mentoring – How to add value relating to your business.

3 Why invest in Personalized Greeting Service (PGS) 1.0 Package?

Ericsson Personalized Greeting Service (PGS) is a TSP-based Intelligent Network solution that replaces ringback tone with audible content, selected by the subscriber to whom the call is being set up.

It opens up a new revenue stream for operators based on subscription fees and event-related charging.



PGS Configuration in Ericsson Network

- Targeted and Customized Service that Differentiates the Operator**
 Participants that complete the course flow will be able to customize the service to suit the customer. This will serve to differentiate the operator from the competition and will help to retain customers.
- Potential of TSP as an Application Platform Exploited**
 Participants that complete the course flow will be able to provision subscribers quickly and cost efficiently. As a result, operators will quickly generate ROI and will see the potential of TSP as an application platform, and be encouraged to offer other TSP-based applications. Because of the similarity of the



provisioning tools and interfaces across the TSP platform, staff will be able to operate across a range of such applications. Subscriber, in turn, will seek these applications, on the basis of their experience with PGS.

4 **What's in the Personalized Greeting Service (PGS) 1.0 Package?**

The following section describes the course flow in detail. The flow indicates the prerequisite knowledge. It focuses on the following job categories.

Operation & Maintenance

O&M Personnel
Administration



5 PGS Operation

5.1 What is achieved by attending the Flow

Participants taking this flow will learn how to perform common tasks relating to the PGS. The flow outlines the role and architecture of the PGS. Participants will be able to list the features of PGS and to do provisioning tasks. They will also be able to perform O&M tasks.

5.2 Rationale for Flow design

This flow consists of both theory-based and practical-based components. The flow starts with an Overview of the Telecom Server Platform (TSP), which gives a general introduction to TSP for all job categories. The TSP Node Management course will provide the participants with the skills and knowledge to operate and manage the TSP Platform. All aspects of node management are covered including fault, configuration and performance management. Participants will complete practical configuration and management exercises using on-line documentation and the TSP Node Management (NM) Toolbox GUIs.

Participants will also take the NMS MyCaller courses available via <http://www.nmscommunications.com/>

These courses will provide the participants with the necessary knowledge to sit the PGS 1.0 Operations course. They will gain knowledge and hands-on experience in managing the PGS 1.0.

5.3 Prerequisites

The following are the prerequisites for this course:

TSP System Overview (LZU 102 660)

TSP Node Management (LZU 102 665)

Intelligent Network Server (INS) 2.2 Operation (LZU 108 6368)



5.4 Training Flow

