



Data Analytics Collaboration Workshop

November 18, 2014 | 9:00am-5:30pm

Melbourne, Australia | Hosted by Ericsson

At this one day workshop, TM Forum members will be working together to collaborate on ways to leverage analytics in their companies, using an approach developed by TM Forum's Data Analytics Project group as the foundation. The output of the day's workshop will become input to the Data Analytics Project, to be edited, reviewed and finalized to become part of the Data Analytics Solution Suite of best practices. This is a "roll up your sleeves" type of session – work will be done in small groups guided by a facilitator who will step the groups through exercises to create the outputs.

Agenda

9:00– 9:45 am	Introductions and overview of the session <ul style="list-style-type: none"> • Introduction to the template that will be used for the day • Introduction to relevant TM Forum best practices that will be used as resources (current analytics use cases, Osterwalder Business Canvas, Business Process Framework, business metrics, CEM metrics)
9:45 – 10:45 am	Divide into groups and Working session #1 Focus on Customer Experience Use Cases <ul style="list-style-type: none"> • Identify which use case you will develop and work on the business canvas including key business drivers, partners, value propositions, cost structure, and revenue streams for the use case. • Topics could include self-care for consumers or enterprises; omni-channel; or any other CEM area of interest • Last 15 minutes will be pitch backs to the group
10:45– 11:15 am	Coffee Break
11:15 am - 12:30 pm	Working Session #2 <ul style="list-style-type: none"> • Fill in the main use case table – user story, metrics, processes, data sources, customer lifecycle stage • Pitch backs to the group
12:30 -1:30 pm	Lunch
1:30-2:30 pm	Working Session #3 – start Use Case #2 Open Topic – you choose the area <ul style="list-style-type: none"> • Identify which use case you will develop and work on the business canvas including key business drivers, partners, value propositions, cost structure, and revenue streams for the use case. • Last 15 minutes will be pitch backs to the group
2:30-3:30 pm	Working Session #4 <ul style="list-style-type: none"> • Fill in the main use case table – user story, metrics, processes, data sources, customer lifecycle stage • Pitch backs to the group
3:30- 4:00 pm	Coffee Break
4:00-5:00 pm	Privacy Risk Scoring <ul style="list-style-type: none"> • Introduction to the Privacy Risk Score and scoring both of your use cases using the PRS template • Feedback roundtable
5:00-5:30 pm	Final feedback for the day and next steps

