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ARGELICH NETWORKS

www.argelich.com

A networked world.

The explosion of Artificial Intelligence in telecom networks, the Internet, and mobility has changed the world and will continue to change it even more. Which strategies must an enterprise follow to avoid becoming overloaded? How must it communicate with its clients, providers, and collaborators? What tools are available? How to implement them successfully?

Agustín Argelich is an independent and international consultant in information technologies and communications (ICT). He is telecom engineer. Expert in enterprise's communications. For 8 years board member of the Society of Communications Technology Consultants. For more than 30 years he's been leading projects of development and deployment of new technologies in different sectors, including high repercussion events, such as the Barcelona '92 Olympic Games, or others as complex as nuclear power plants.

Humanist activist, promoter of the culture of innovation and continuous improvement, he defends the importance of the integral formation of a person and the need to complete the technical vision with the human one. His courses are based in real experience, fleeing from theoretical and too academic approaches. Recognized speaker in issues related to innovation, motivation and change management regarding ICT technologies and networks. Author of Analyze, Act, Advance about continuous improvement.

OBJETIVES

- Recognize and understand the significant potential of ICT tools.
- Train professionals capable of applying and maximizing the benefits of the new digital tools.
- Teach proactive professionals how to promote a culture of continuous improvement and innovation.

ADDRESSED TO

- CEO and C-level officers
- Directors, division directors
- Heads of department, organization, and operations managers.
- Consultants, engineers.

METHODOLOGY

- Workshops with the active participation of the students. The speaker presents a concept and opens a debate with the students, encouraging the collective reflection.
- It is facilitated a wide bibliography.
- It is promoted the participation in the blog.

PROGRAM

- The environment.
 - ✓ The demographic environment.
 - ✓ The social environment.
 - ✓ The technological environment.
 - ✓ The "psychological" environment.
- The nervous system of the enterprise. What happens when it doesn't work properly?
- False myths about technology. It is a commodity.
- Multimedia communication.
 - ✓ Channels of persuasion.
 - ✓ The age of the image.
 - ✓ Communication channels.
 - ✓ How to choose the best channel for each communication?
- Unified Communications and collaboration (UC2)
 - ✓ What does UC2 mean and what does it bring?
 - ✓ The concept of Presence.
 - ✓ Improvement of personal productivity.
 - ✓ Improvement of the business processes thanks to UC2.

- Communications-based process automation (CBPA)
 - ✓ What does CBPA mean, and what does it bring?
 - ✓ What is his potential?
- Industry 4.0.
 - ✓ Remote control. Telemetry.
 - ✓ Preventive maintenance.
 - ✓ Process optimization.
- Multimedia and Multichannel Customer Interaction Centers.
 - ✓ Why do people complain about Call Centers?
 - ✓ Routing and processing of communications.
 - ✓ Who must attend each communication?
 - ✓ The Web 3.0
 - ✓ Which channels must I use?
 - ✓ Integration with social media.
 - ✓ Integration with mobile apps.
 - ✓ Bots and non-human response. AI interaction.
- Centers of integration with multimedia clients.
 - ✓ Why do people complain about Call Centers?
 - ✓ Routing and processing of communications.
 - ✓ Who must attend each communication?
 - ✓ The Web 3.0
 - ✓ Which channels must I use?
 - ✓ Integration with social media.
 - ✓ Integration with mobile apps.
- Mobility.
 - ✓ BYOD: Bring your own device.
 - ✓ MDM: Mobile Device Management
 - ✓ WTEM: Economic management.
- Basic concepts of IT infrastructure architecture in the cloud.
- Promotion of new tools.
 - ✓ Why don't we use the full potential they bring?
 - ✓ Cutting-edge strategies for users' training.
- Justification of investments in ICT.
 - ✓ ROI calculation.
 - ✓ Soft\$ and Hard\$.
 - ✓ CAPX or OPEX.

DURATION

- One-day seminar, organized in two sessions, morning and afternoon with a working lunch and networking.