



ICT

Strategy and Business Studies



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ICT Strategies Works

Corporate Strategy

- Commercial strategy and plan
- Technology strategy and plan
- Financial strategy and plan

Enterprise Segment (B2B) Strategy

- Development of strategic options

Provide market & capability assessment

- ✓ Market sizing and forecasting
- ✓ Competition analysis
- ✓ Internal capability assessment

Develop Go2market strategy & high level business case

- ✓ Generation of strategic options
- ✓ Technical capability assessment
- ✓ High level business case development

Prepare Go/No-Go decision

- ✓ Preparation and incorporation of decision

- Go/No-Go decision
- Prepare the implementation of the selected strategy

Develop functional strategies & value propositions

- ✓ Products/Portfolio/Pricing
- ✓ Segments & positioning
- ✓ Technology strategy development
- ✓ Sales strategy development

Prepare business case

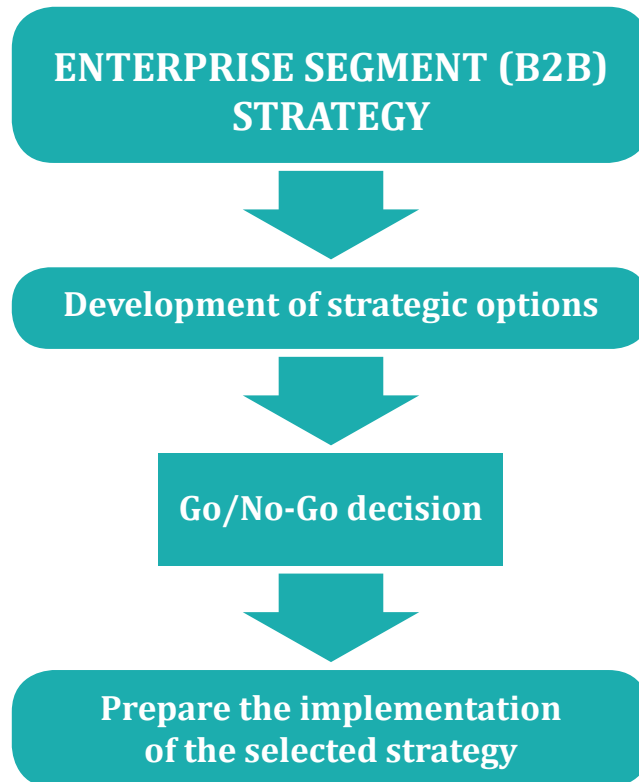
- ✓ Business case detailing (product, clusters, segments)
- ✓ Sensitivity and risk assessment

Develop implementation plan

- ✓ Organization structuring
- ✓ Implementation planning



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ICT Business Study Works

- Marketing Study
 - **Marketing positioning approach**
 - **Customer segmentation approach**
 - **Systematic procedure model to achieve the roadmap**
 - **Service assessment process**
 - **Product and service prioritization**
 - **Product and service portfolio**
- Set up business model
- Developing the corresponding financial model
 - **Revenue Model**
 - **OPEX Model**
 - **CAPEX Model**
 - **Valuation Model**
 - **Risk Master Model**
- Business result (ROI, IRR, IRRE, ERR, NPV, PBP, PI and etc.)
- Scenario and senility analysis, valuation



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