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Telstra's Next G Network: Event Management of Australia-Wide Wireless Network Training Solutions

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Key words: Telecommunications, online training management

Abstract:

The Next G™ network is Telstra’s next generation wireless broadband network, bringing high-speed broadband to mobile phones and laptops across Australia. All Telstra mobile customers - city or country - will have access to the same retail suite of services, whether it is the traditional mobile phone call, new video and entertainment services, or wireless broadband internet.

One of the major challenges for Telstra in successfully rolling out the new national network is the ability to successfully train hundreds of technical staff in locations across the country in the new skill sets required to deliver and support all aspects of the new network and associated handsets, hardware and software.

This presentation will illustrate the value of successfully managing online training enrolments for massive national training projects through effective application of online technologies.

1 Background

The Next G™ network is Telstra’s next generation wireless broadband network, bringing high-speed broadband to mobile phones and laptops across Australia.

With coverage 100 times greater than any other 3G network in Australia, Telstra’s Next G™ network delivers faster, simpler communication and entertainment.

Next G™ Wireless Link (NGWL) is a wireless service that uses the Next G™ network to give the customer access to a voice and Internet service for their home or business, including bestowed basic MessageBank® and Calling Number Display, and local portability of service.

[It’s] about broadband….broadband is the key to the future of Telstra, whether it be on a fixed platform, or on wireless. NGWL is a Telstra Retail NextG™ wireless communication device that provides voice, messaging, fax and broadband including options for in-place (home or business networking) in one.
All Telstra mobile customers - city or country - will have access to the same retail suite of services, whether it is the traditional mobile phone call, new video and entertainment services, or wireless broadband internet.

2 Challenges

One of the major challenges for Telstra in successfully rolling out the new national network is the ability to successfully train hundreds of technical staff in locations across the country in the new skill sets required to deliver and support all aspects of the new network and associated handsets, hardware and software.

This presentation will illustrate the value of successfully managing online training enrolments for massive national training projects through effective application of online technologies.

The process of scheduling the training needs of countless courses to be delivered by different vendors/providers in various locations across Australia in different time zones is a project of monumental proportions in itself, and critical to the successful rollout of the new national Next G Network and its varying offshoots.

Telstra Corporation engaged John Sandler in the role of Training Prime, to manage the implementation of Telstra’s Australia-wide Next G Wireless Link training requirements.

The ability to be able to efficiently administer and manage a hybrid of training and learning interventions, such as:

- online, blended, instructor-led, paper-based and self-paced delivery methods

Use of the corporate eLearn platform via the web has been a major boost to the enhancement of the ability to successfully deliver ongoing staff training across Australia to support the needs of the Next G network.

2.1 Management of training event requirements

When the extent of the major challenge in implementing the Next G network project became known, it was evident that the outstanding part of the challenge would be in the management of training event requirements. These include:

- Dealing efficiently with the high number of nominations from wide-spread business units for limited session places
- Venue details – either Telstra locations or vendor-based and/or rented locations as required
- Suitable dates to meet the schedules/rosters of impacted work groups
- The ability to be able to rapidly nominate, enroll and alter nominees for vast numbers of technical training courses across Australia, both in major & regional locations
- Intranet-based enrolment for online training modules
Telstra’s extensive eLearn Intranet capability has the ability to reach a huge audience in major cities as well as in regional and remote locations. This facility is the major tool with which the training needs of the massive Australia-wide project would be met.

The ability to be able to either self-enroll or be manager-enrolled has been critical in the planning of the delivery of a variety of training courses by a number of external, international vendors, including Ericsson, Juni and Calyptech, as well as for efficiently administering internally developed training courses.

3 Process

The process used to successfully allow staff to either enroll themselves or be enrolled by managers includes:

1. Completing an Expressions of Training Needs form – including data such as Line of Business, workgroup, numbers to be trained and locations of staff.

The purpose of this spreadsheet is to gain an understanding of the total numbers of participants for each course, their locations and any special business requirements. This information will then be used to “fine-tune” requests to the vendor(s).

![Fig. 1 Expression of Interest matrix](image-url)
2. Negotiating with vendors/providers aspects such as the type, duration, cost and location of scheduling for appropriate courses.

RE: Further Deliveries of the Ericsson FWT Advanced Installation Troubleshooting and Configuration Workshop, April-May 2007

Following the success of the initial three deliveries of the Ericsson FWT Advanced Installation, Troubleshooting and Configuration Workshop in February, Telstra has requested Ericsson to quote on conducting a further 11 workshops to be conducted during late April and May 2007.

Ericsson Australia Pty Limited (“Ericsson”) is pleased to provide this offer in response to Telstra’s request.

Fig. 2 Vendor offer

Please find attached the revised offer. The revised component now state the following:

**Intellectual Property**

All intellectual property shall vest in Ericsson. Ericsson shall provide Telstra with copies of the student training material and a right to use this student training documentation for Telstra’s internal use to support operational staffing changes. This is as per the Integrated Deed clauses whereby clause 28.3 (b)(1)(A) of the Standard Terms for Procurement applies. As Type II material this right to use includes the right to copy the documentation in both softcopy (store on Telstra systems) and hardcopy (to disseminate within Telstra required), it is not for use outside of Telstra.

Kindest Regards, 

Synda

Sales Executive
Telstra Customer Link

Ericsson Australia Pty Ltd
335/355 Elizabeth St
MELBOURNE VIC 3000

Fig. 3 Vendor Intellectual Property negotiations

3. Setting up access to an online Nominations spreadsheet, where managers and team leaders can nominate specific staff

Fig. 4 On-line Document management system
A typical explanation/introduction on the nominations artefact would read:

*This Nomination spreadsheet has been created based upon the numbers returned from the various target audience work groups identified in the Expression of Interest spreadsheet. Based upon the numbers you provided, dates were negotiated with vendors and ratified by Project Managers to ensure they passed.*

In this phase the Expression of Interest numbers are converted to participant names, through discussion & negotiations with Team Managers and Leaders. The nomination details are then forwarded to the vendors; purchase orders are raised against the Next G Network project budget to enable training to be delivered.

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**Fig. 5** FWT training nominations spreadsheet (Ericsson)

**Fig. 6** iFWT training nominations spreadsheet (Calyptech)
4. Notification of session details via personalised emails and meeting requests.

Candidates are notified by personalised emails and also by arrangement via some of the vendors as to the dates, locations and any pre-requisites for the proposed training sessions.
5. The use of online enrolment for Next G training events has removed an enormous bottleneck from the previous processes by:

- Avoiding double and often triple handling of the same data
- Removing the frustrations experienced in earlier slower training event management processes
- Delivering high levels of internal customer service
- Freeing up Learning and Development staff for other critical development duties

References:


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