



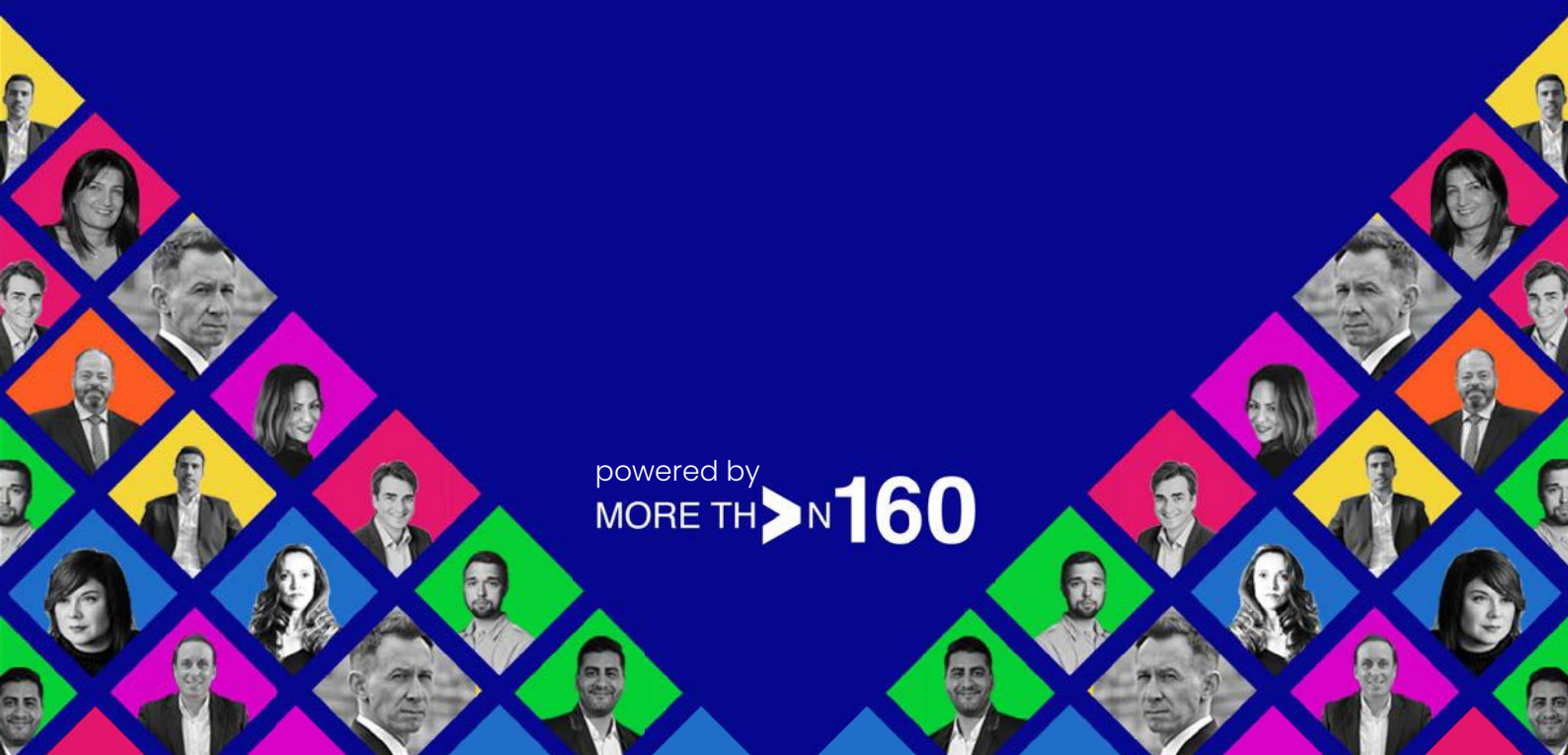
# 360°SMS

## ACCOUNT MANAGEMENT

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*24 Hours of Targeted Training Designed for SMS  
and Messaging Professionals.*

powered by  
MORE THAN  160



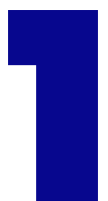
## Step into our Academy

As the pioneers in Telco training, we excel in Messaging, Voice, Data, Cloud, and Telcos Management. Whether you're a Junior, Medior, or Senior professional, our interactive live courses and seminars cater to all levels, equipping you for triumph in Wholesale & Enterprise markets. With a Tutors Team comprising industry veterans with 20+ years of experience, your journey to Telco mastery starts here.

## Your Path to Expertise: The 360° Way

Discover the future with our freshest offering – "360°SMS Account Management". Picture it as your SMS adventure guide, navigating through a 360-degree panorama of skills, tools, techniques, updates, and business messaging media. We're not just scratching the surface; we're diving deep into pre-sale strategies, sales dynamics, the technical landscape, customer relations mastery, and the commercial side of routing and roaming.

But, who will disclose the key secrets to Telco success? PROs – the ones everyone in the field knows and respects. Our seasoned professionals are your guides, sharing insights, strategies, and industry secrets to equip you with a holistic understanding. Imagine learning from industry maestros, the virtuosos of SMS who are here to shape your career. Join us on this journey where professionalism meets innovation, and elevate your SMS management expertise.



# Course Flow

24

**Hours of  
Lessons**

11

**Lessons**

8

**Consecutive  
Weeks**

3

**Hour  
Sessions**



Every Tuesday at 12:00 (UTC).  
Each session is divided into three 45-minute  
classes, with two 15-minute breaks.



All the classes will be held online over Zoom.



Attendees will complete a multi-choice Quiz  
after each lesson. All the presentations and  
all Training Material is also available to trainees.



All the participants will receive the Certificate of  
Participation by the end of the course.  
The Certificates will include the average score from  
all Quizzes.

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# Calling All SMS Professionals:

## This Course is Yours

The “360°SMS Account Management” Course is carefully crafted for professionals in the Telco Industry, catering to a spectrum of roles essential for the seamless operation of SMS services. This course is ideal for:



### **SMS Account Professionals:**

Individuals managing SMS accounts for aggregators, operators, and enterprises who wish to get a full grasp of all the aspects of SMS fields.



### **Voice Account Professionals:**

Professionals excelling in Voice who wish to enter the world of SMS.



### **Routing Professionals:**

Professionals responsible for the routing of SMS traffic who wish to have a comprehensive understanding of all key SMS players.



### **Roaming Professionals:**

Those involved in overseeing SMS Roaming who wish to get an overview of all SMS operations and services.



### **Carrier Relations Professionals:**

Professionals managing relationships with SMS Carriers who wish to increase their SMS knowledge for more successful partnerships.



### **NOC Engineers:**

Individuals responsible for monitoring the operational integrity of SMS networks who wish to understand the SMS product in its entirety.



### **Sales Teams:**

Teams engaged in selling SMS and Business Messaging Services who wish to master their skills collectively.

# Beyond Learning:

## Your Special Participant Rewards

- ◆ Understand the SMS and the Business Messaging Industry and stay updated on the latest trends.
- ◆ Gain in-depth knowledge of the global aspects of the SMS markets and regulations.
- ◆ Develop practical skills for real-world account management, sales, routing, operations, and more essential tools.
- ◆ Improve your ability in technical areas, customer relations, and sales dynamics.
- ◆ Learn essential client and customer support skills, lead generation, and customer relations techniques.
- ◆ Get knowledge, insights, and trends from the top-tier Professionals of our Industry.
- ◆ Connect and Network with experienced professionals in the field.

### And Skills to Add

Why stop there? The program is designed to enhance your professional toolkit by delivering practical skills such as:

Add skill

Account Management

Sales

Customer Relations

Routing

Operations

Lead Generation



# Meet the Captains



## **Andreas Constantinides**

*Head of MoreThan160*

A Wholesale and Enterprise Messaging Expert, serves as the Head of MoreThan160, a leading Consulting firm. Founder of the Business Messaging Academy, Andreas is a distinguished author, keynote speaker, and qualified Business Trainer, ranked 16th in Rocco100 Influential Telco Professionals in 2022.



## **Rafal Nowak**

*Business Messaging Director at HORISEN*

A seasoned innovator with 10+ years in Telecom and B2B2C/C2B2B bridges global enterprises and start-up realms. Until Sep 2023, he led Infobip's Operator Partnership units in the DACH area to cover the ongoing and future business operations with all MNOs and MVNOs in the region. Today he is working in HORISEN as the Business Messaging Director. Rafal excels in innovating digital services by collaborating with Telecoms, BigTech, and ecosystems like Banking, Mobility, Gaming, and Government.



## **Charles Bernard**

*Chief Technology Officer at ZARIOT*

With 18 years in the mobile industry, specializes in expanding roaming footprints, enhancing customer experiences, and optimizing costs. As the CTO of ZARIOT, he leverages his expertise to bring cellular IoT excellence to enterprise projects, driven by a passion for operational excellence and delivering complex solutions simply.



## **Vladimir Smal**

*Co-founder & CEO at AVISO Messaging*

An accomplished leader in the Middle East, Africa, and Asia markets of the Voice Sales department. With 14 years of experience, he possesses extensive knowledge and expertise in the Wholesale Telecom market, particularly in Voice and SMS. Vladimir is actively involved in industry events such as Mobile Ecosystem Forum and Carrier Community, where he contributes as a speaker and panelist.



## **Mila Budylo**

*Chief Commercial Officer at BSG*

With 16 years in A2P SMS and communication services, led a local PSMS company, spearheading the first carrier billing payment project in Ukraine. Despite challenges with her SMS venture, she returned as the Chief Commercial Officer at BSG, contributing to A2P SMS, Number Intelligence, and Enterprise Messaging projects for the past 5 years.





### **Bernardo Fonseca**

*VP of Business Development LATAM at TMT Analysis*

Specializes in mobile number intelligence. Formerly, as Wholesale Business Unit Director for Go4Mobility, he expanded A2P SMS and Voice internationally. With a rich background, he co-founded SmartphoneParaTodos and played a key role in setting up Vodafone Group's mobile devices procurement center.



### **Juan Felipe Santos**

*Vice President Strategic Partnerships LATAM at VOX Solutions*

Brings over 10 years of expertise in telecommunications and technology. Recognized in the 2022 ROCCO Genesis edition's Top 25, he has navigated the entire ecosystem—MNOs, aggregators, and technology provider—crafting innovative strategies, alliances, and solutions for optimal outcomes.



### **Sissi Chlomisiou**

*Managing Director at WeFuse*

A seasoned Public Relations and Communication Director, excels in reputation management and fundraising. As the CEO of MDA Hellas Association, she demonstrates leadership in team management, strategy implementation, and sponsorship negotiations. Sissi's expertise extends to promoting events, exhibits, and brands, culminating in her venture, WeFuse, crafting innovative phygital communication strategies or small brands' growth.



### **Florence Sebastien**

*CEO at FSE Consulting*

Is a relationship broker with a strong background in telecommunications. Following her Master's Degree in International Trade, she played a pivotal role in growing Telecom Italia's market share before founding FSE Consulting in 2009. Florence excels in strategically positioning companies and navigating risks and benefits in pursuing global telecom opportunities.



### **Cristina Rotaru**

*Director of Business Development at IDM-Interactive Digital Media*

With 13 years in the Telecommunication Industry, is a self-made professional with a technical background in computer science. Since 2012, she has been instrumental in assisting companies in developing their SMS business internationally, excelling in both wholesale and enterprise markets, and forging solid partnerships worldwide.



### **Zaffar Owais**

*Founder & CEO of Almuqet Systems*

Zaffar Owais Andrabi is the founder & CEO at Almuqet. Zaffar has nearly 12 years of experience in launching various start-up products and services and is well-prepared to contribute to the introduction of next-generation technologies. Zaffar is a seasoned entrepreneur with a specific focus on software and telecommunications services.

# What Sets Us Apart?



## Industry Titans as Tutors

Learn from Senior SMS Executives

## 24-Hour Immersive Learning

Comprehensive Learning Experience

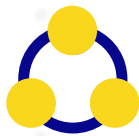


## Interactive Q&A with Experts

Live Q&A: Your Direct Line to Industry Leaders

## 360° Perspective on SMS Management

Covering All Dimensions of SMS Selling



## Networking with Tutors and Trainees

Connect with tutors and peers building a Dynamic Professional Network

## Up-to-Date Lessons on Industry Trends

Stay Informed with the Latest industry Insights



## Global Reach, Online through Zoom

Perfect Timing for International Participants



# The Anatomy of Learning: Lesson Breakdown

## Week 1



Lesson	Tutor /Date	Topics
<b>Induction to the SMS Industry</b>	<b>Andreas Constantinides</b> 7 May 2024 14:00-15:30 CET	<ul style="list-style-type: none"><li>-The Basic Principles of Messaging</li><li>-Omni-Channel Vs Multi-Channel</li><li>-Channels, Tools, and Media in Communication</li><li>-The Two-Way Communication Evolution</li></ul>

Begin your exploration of SMS with our opening lesson. Discover the core principles of messaging, explore the dynamic landscape of communication channels, tools, and media. Gain insights into the evolution of two-way communication, setting the stage for a deeper understanding of SMS dynamics.

<b>Dynamism &amp; Evolution of Messaging</b>	<b>Juan Felipe Santos Segura</b> 7 May 2024 15:30-17:00 CET	<ul style="list-style-type: none"><li>-A2P Business Messaging Evolution</li><li>-The current panorama and biggest impacts</li><li>-New threats and business cannibalization</li><li>-The reaction of Market Players</li></ul>
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Discover the changing world of messaging in this interesting lesson. Learn about how business messaging has evolved, see what's happening now, and find out how it affects everything. Explore new challenges and changes in how businesses do things, and see how different companies react to it all.

## Week 2



Lesson	Tutor /Date	Topics
<b>A2P SMS Sales Mastery</b>	<b>Bernardo Fonseca</b> 14 May 2024 14:00-17:00 CET	<ul style="list-style-type: none"><li>-A2P SMS Account Management Overview</li><li>-Understanding the 360° Sales Approach</li><li>-Customer Onboarding: Best Practices</li><li>-Effective Communication Strategies</li><li>-Tools and Technologies Case Studies and Real Examples</li></ul>

Learn the ropes of A2P SMS Sales Mastery in this practical lesson. Explore the basics of managing SMS accounts, understand a complete sales approach, and discover effective ways to bring customers onboard. Improve your communication skills, dive into essential tools and technologies, and gain insights through real-world case studies.

# Week 3



Lesson	Tutor /Date	Topics
<b>Enterprise Messaging Explained</b>	<b>Mila Budylo</b> 21 May 2024 14:00-17:00 CET	-Enterprise vs Wholesale Messaging -Enterprise Clients Checklist -Market Overview & Client Needs -Client Retention

Get a grip on Enterprise Messaging in this clear lesson. Compare how messaging works for different purposes, build a checklist for working with business clients, and dive into what the market looks like and what clients want. Learn how to keep clients coming back in the world of Enterprise Messaging.

# Week 4



Lesson	Tutor /Date	Topics
<b>SaaS / CPaaS &amp; A2P Messaging Tools</b>	<b>Rafal Nowak</b> 28 May 2024 14:00-17:00 CET	-SaaS/CPaaS Demands: Enterprises & Telcos -Efficient B2B Relationships with Telcos & Enterprises -Tailored SaaS/CPaaS Solutions for Client Needs -Customer Demands & Resources

Dive into SaaS/CPaaS and A2P Messaging Tools in this informative lesson. Understand the needs of enterprises and telcos in this space, establish effective business relationships, and tailor solutions to meet client needs. Explore customer demands and the resources available for a comprehensive understanding.

# Week 5



Lesson	Tutor /Date	Topics
<b>Telco Conferences: Opportunities &amp; Monetization</b>	<b>Florence Sebastien</b> 4 June 2024 14:00-15:00 CET	-Conference Preparation & Attendance -Efficient Meetings & Follow-Up Strategies -Lead Management Techniques

Explore the World of Telco Conferences in this informative lesson. Learn how to prepare for and attend conferences effectively, discover efficient meeting practices, and explore follow-up strategies for better outcomes. Master lead management techniques to optimize your conference experiences.

<b>Communication &amp; Remote Work Guidelines</b>	<b>Cristina Rotaru</b> 4 June 2024 15:00-17:00 CET	-How to Integrate Efficient Processes in Your Workflow -Assessment, Feedback, and Innovation -Remote Challenges and How to Keep a Clean Structure -OKRs and KPIs
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Discover efficient communication strategies and remote work insights in this useful lesson. Learn ways to make your work smoother, and understand the importance of feedback and new ideas. Tackle challenges in remote work and get tips to keep things organized, including using performance indicators.

# Week 6



Lesson	Tutor /Date	Topics
<b>LinkedIn as your Trustful Business Partner</b>	<b>Sissi Chlomisiou</b> 11 June 2024 14:00-15:30 CET	<ul style="list-style-type: none"><li>-Fostering a Strong LinkedIn Network</li><li>-Crafting &amp; Sharing Engaging Content</li><li>-Cultivating Personal Branding &amp; Managing Reputation</li><li>-Forging Connections &amp; Strengthening Relationships</li></ul>

Maximize LinkedIn as Your Trusted Business Partner in this insightful lesson. Learn strategies to build a strong network, and master the art of creating engaging content. Discover the keys to personal branding and reputation management, and explore effective ways to connect and nurture relationships.

<b>SMS Fraud Uncovered</b>	<b>Vladimir Smal</b> 11 June 2024 15:30-17:00 CET	<ul style="list-style-type: none"><li>-Major types of SMS fraud</li><li>-Main actors &amp; victims</li><li>-AIT, Generation of SMS traffic</li><li>-Reasons and consequences of AIT fraud</li><li>-Ways to mitigate SMS Fraud</li></ul>
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Learn about the world of SMS Fraud in this revealing lesson. Discover different types of fraud, understand who's involved, and uncover how misleading SMS traffic is generated. Explore the consequences of deceptive practices and find simple ways to prevent SMS scams.

# Week 7



Lesson	Tutor /Date	Topics
<b>Roaming Made Simple</b>	<b>Charles Bernard</b> 18 June 2024 14:00-17:00 CET	<ul style="list-style-type: none"><li>-Mobile Network Principles</li><li>-Operational Roaming Functions in Mobile Networks</li><li>-Roaming Enablers</li></ul>

Decode the complexity of roaming in this simple lesson. From mobile network basics to roaming enablers, understand how it works. This training simplifies the intricacies, making roaming easy to grasp.

# Week 8



Lesson	Tutor /Date	Topics
<b>Fundamentals of Routing Management</b>	<b>Zaffar Owais Andrabi</b> 25 June 2024 14:00-17:00 CET	<ul style="list-style-type: none"><li>-Routing Management in the A2P Ecosystem</li><li>-Route Types and their Characteristics</li><li>-KPIs for Routing Management</li><li>-Best Routing Management Practices</li></ul>

Discover the Essentials of Routing Management in this detailed 3-hour lesson. Explore how routing management operates in the A2P ecosystem, learn about various route types and their characteristics, delve into essential metrics for effective management, and uncover best practices in optimizing routing strategies.



# Journey of Knowledge:

## Real Impact from BMA Students

### **Christopher Boyd**

Key Account Manager Mr Messaging

As someone who's only ever worked for one telecommunications company; MoreThan160 opened my eyes to how others work and approach the industry, this kind of information is extremely valuable.

### **Dragana Nikolic**

CPaaS Product Development Manager at WIS Telecom

The marvelous thing about Business Messaging Academy is that no Google or chat with colleagues can give all answers to professionals starting a messaging business. An amazing set of lectures, interdisciplinary, informative, ready to use, and above all, covering not only the business aspect but also how to position and promote your business.

### **Grand Cooks**

South Africa Retail at Mr Messaging

This training was very informative and a must-have for anyone entering and navigating the world of SMS and chat commerce. The lessons are very informative and valuable for anyone that attends.

### **Fatme Awala**

Business Development Assistant at PROTEL

I would like to thank the whole team, for this wonderful course. It included mainly everything we needed to know about the SMS business, and most importantly it included many topics related to the background of the business that would take us years of experience to be able to collect such an amount of information.

### **Gulia Esposito**

Sales Division at DireQ

The MoreThan160 course is held by extremely talented professionals in the industry. I had the chance to listen to their personal opinions and discuss with them my job, my company, my doubts, and my future - our industry's future. I have learned to be a more efficient salesperson, a more careful colleague, and a more reliable partner and supplier.

### **Avijit Dey**

Manager A2P SMS Division

This course was quite helpful to me, and it is important for any account manager or sales manager who is working for a firm that is experiencing difficulty in the SMS market.

### **Bella Barseghyan**

Wholesale Voice Director at Yuboto Ltd

MoreThan160 Business Messaging Academy gave me a fresh, professional, diverse, and exciting approach to this rapidly growing business sphere, which is gaining enormous popularity, especially in our new reality.

### **Andrew Ward**

Sales Director at Mr Messaging

Thank you, Andreas and the entire MoreThan160 team. Due to your in-depth analysis before the commencement of the course, you have ensured all of my sales team are on an even playing field and filled in any gaps in their knowledge.

# Journey of Knowledge:

*Other Courses at BMA*

Dive into the vibrant array of courses at Business Messaging Academy. From our first steps to the latest offerings, our journey of learning is filled with opportunities. Visit our website and explore the wealth of knowledge that has fueled success stories from the very beginning.



[EXPLORE ALL COURSES](#)



[SEE LESSONS AGENDA](#)

# Source of Knowledge:

*The Engine Behind BMA*

MORE THAN  
**160**

A professionals' network deeply immersed in business messaging and development is the driving force behind Business Messaging Academy. With over two decades of Telco expertise, we forge connections and ignite collaborations, guiding companies toward expanded market share through the latest industry trends.

## Course Pricing

**1** Trainee

**1900€**

**2** Trainees

**3400€** (1700€ each)

**3** Trainees (& more)

**CONTACT US**

**BOOK YOUR SEAT NOW!**

**Your Questions, Our Answers**

**Reach Out Now**



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