Functional Area: Network Infrastructure & Operation (Planning & Design)

1.	Title	Identify market needs/demands
2.	Code	ITCSNO504A
3.	Range	With the rapid pace of advance in technologies, network operators will need to understand the customers' needs to help define new market opportunities which drive innovation and revenue growth. This UOC concerns identifying the market needs so that network operators can project advances in technology and be alert of competitors to ensure that the right business strategies can be formulated. Network technologies include: 4G, VOIP, WiMAX, FTTH (Fibre To The Home), FTTP (Fibre To The Premises), etc.
4.	Level	5
5.	Credit	5
6.	Competency	**6.1 Possess the knowledge in the subject area** <u>Performance Requirement</u> • Knowledgeable of the organisation business strategies (current and growth forecast) • In tune of current market and emerging network technologies • Extensively knowledgeable of the products and services being offered by own organisation • Experienced with using various marketing research tools • Experienced with marketing methodologies and marketing analysis techniques such as trend analysis, Pearl Curve (S-Curve) technique, etc. • Understand the importance of Customer Relationship Management • Experienced with working with colleagues to formulate market research strategies which can objectively determine the needs of certain new technology • Communicate and work effectively with colleagues, other departments, such as Marketing, Product and Services, etc. **6.2 Identify market needs/demands** Be able to: • Work with various stakeholders of the organisation to determine the key network technologies that are essential to improve current products and/or develop new products • Source information (technical specification, performance figures, operating characteristics, user manuals, costs, user reviews, etc.) related to the concerned new technology from vendors, developers, standards organisations, users, media, etc. • Project probable advances and limitations of the new technology may have. Recommend solutions to overcome the limitations, if possible • Examine different ways in which the new technology can be combined into existing network products or offered as new individual products • Project the time line required to develop the new technology into viable products to market • Work with various departments, using various market research tools or techniques to understand the customer needs of certain emerging technology • Document the new technology market research process and results • Make recommendation based on the research with probable product application of the concerned technology and indicate potential impacts it may have if the technology is brought to market

	6.3 Exhibit professionalism	• Always take into consideration and strike a proper balance among all related technological, political, social, environmental and legal factors • Always strike a proper balance between the organisation and all stakeholders
7. Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: i. identify suitable new network technologies that can be developed into products ii. assist in formulating a product offering strategy iii. work with colleagues and other departments to determine the viability and acceptance of the new technology product iv. document and package the results to appropriate department or stakeholder for decision making	
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