

VisionMobile 360° training course



The Android Game Plan

the commercial mechanics behind Android and how Google runs the show

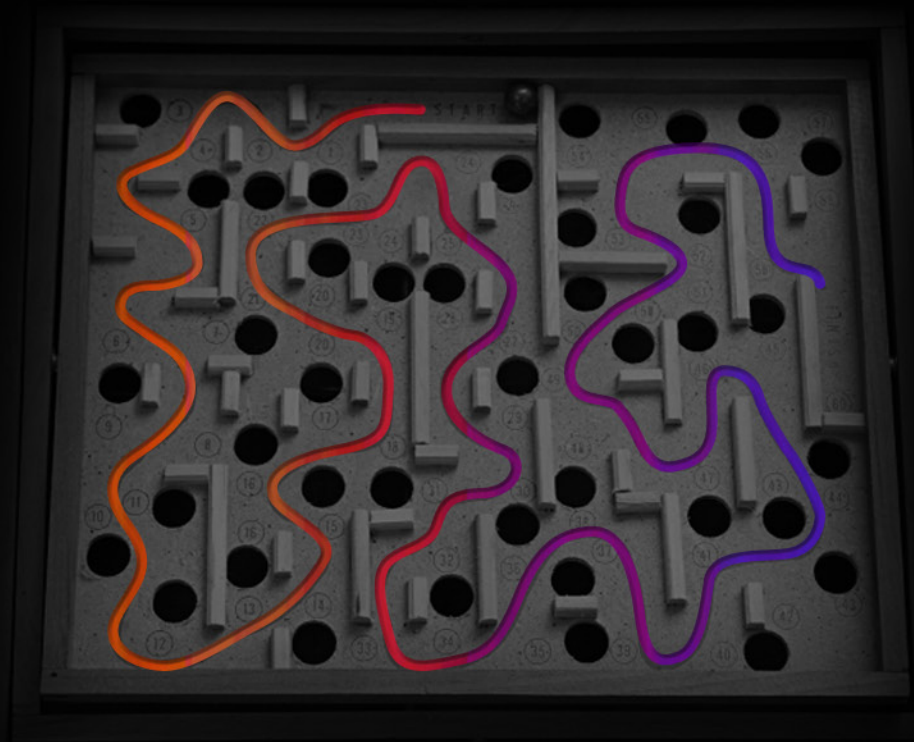
So, you want to play the Android game
...but do you know the rules?

360°
training
course

So, you want to play the Android game?

The “Android Game Plan” is a three-hour training course that deconstructs Android’s mobile strategy. It will help you understand Google’s hidden control mechanisms, the long-term agenda and how to chart your strategy in an Android world.

This course, led by mobile industry experts, analyses the dynamics behind the Open Handset Alliance, explains the private vs public codelines, the way Google interacts with key partners, the many developer challenges with Android Market and the consequences of Android’s meteoric rise to the rest of the market.



Key topics covered

1. Ecosystem motivations

- Ecosystem motivations: what draws network operators, handset OEMs and silicon vendors to Android

2. Open Handset Alliance: dynamics of power

- How the Open Handset Alliance really works: structure and entry criteria

3. Types of Android projects

- Types of Android handsets and level of Google engagement and support
- Role of Google vs. Partners in handset development

4. The Google control points

- The Android governance model and Google's control points
- Android licensing as the evolution of dual licensing
- How private vs. public codelines work as a competitive advantage
- The Compatibility Test Suite: constituents, philosophy and pros/cons
- The anti-fragmentation agreement

5. Evolution of Android dynamics

- Wrap up: the evolution of the Android commercial dynamics 2007-2011

6. Threats and opportunities in the Android ecosystem

- The limitations of Android Market
- The five facets of Android fragmentation and their outlook
- Top-5 pain points for mobile developers
- The Google threat to handset OEMs and network operators
- The emerging opportunity windows for solution vendors

Format & Pricing

Our training courses are delivered in the form of bespoke on-site workshops.



Course Duration:

3 hours



Course fees:

499 USD or 359 Euros per attendee
(minimum 10 attendees)

Want to learn more?

Send us an email to hello@visionmobile.com and set up your seminar

Course lead



Andreas Constantinou, Ph.D.

As Research Director, Andreas oversees the research, strategy and industry mapping projects at VisionMobile. He has ten years experience in mobile, having delivered several product and marketing strategy projects for clients including Sony Ericsson, RIM, France Telecom, T-Mobile, Telenor, Telefonica, Microsoft, Qualcomm, ST-Ericsson, Gemalto, Tieto, Teleca and TAT, and authored numerous research reports for analyst firms Informa, Ovum and ARCchart.

Also in these series



The Open Source Chessboard

Business impacts of mobile open source, the competitive landscape and how to design a company strategy.



Software Economics in a Telecoms World

The impact of software on the telecoms value chain, changes in the mobile handset market, strategies of mobile operator & key Internet players



Industry analysis and strategy

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VisionMobile: Distilling market noise into market sense

