Bell Integration
Ambitious Transformation

BROCHURE

Strategic AI Skills to Scale and Sustain

Through our comprehensive AI enablement, we equip organisations with the skills and knowledge necessary to seamlessly integrate AI into your operations.

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Why Choose Bell Integration As Your Enablement Partner?

Artificial Intelligence is revolutionising industries and redefining what it means to be successful. Recognising that AI may seem complex and daunting, our mission is to demystify AI, accelerate the learning curve and enable organisations to harness its power effectively and responsibly. We strive to help organisations and individuals fully grasp AI's potential, capabilities and the inherent responsibilities associated with using these technologies.

Our enablement offerings are designed to equip organisations with the skills and knowledge necessary to seamlessly integrate AI into your operations. These offerings go beyond product understanding, building the confidence and expertise required to leverage these AI tools effectively. By simplifying complex concepts and offering practical experience, we help users navigate the complexities of AI and implementing it successfully in their work.

With a focus on real-world applications and strategic outcomes, we partner with organisations to transform AI potential into practical, impactful solutions. Through tailored enablement experiences and an ongoing knowledge transfer approach, we aim to build organisational confidence and expertise in AI. Our ultimate goal is to empower every organisation to unlock AI's full potential, driving innovation, efficiency, and measurable success at all levels of operation.

Our enablement offerings are designed to equip organisations with the **skills and knowledge** necessary to **seamlessly integrate AI** into their operations.

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Our AI Courses at a Glance

AI Foundations for Business Leaders	To equip participants with foundational knowledge and practical insights to strategically leverage AI, enabling informed decision-making and leading organisations towards sustainable growth and innovation.
NEW **Agentic AI Essentials**	To equip participants with the skills and understanding necessary to design scalable agentic solutions aligned with business value.
NEW **Data Readiness for AI**	To equip participants with the knowledge and confidence to engage effectively with data, make informed decisions, and lead data-driven organisations.
Conversational AI: Essentials	To equip participants with the skills to design, implement, and manage Conversational AI solutions that enhance customer interactions, boost operational efficiency, and ensure ethical AI practices.
Conversational AI: Advanced Project Skills	To equip participants with the skills and strategic insights necessary to master the implementation, deployment, and management of sophisticated Conversational AI systems.
Starburst Enablement	Four courses to equip participants with the skills necessary to enable Starburst implementation, deployment, and management of Starburst data lakes.
NiCE CXone AutoPilot	Two courses to equip participants with the skills necessary to leverage NiCE CXone AutoPilot successfully and enhance customer service.

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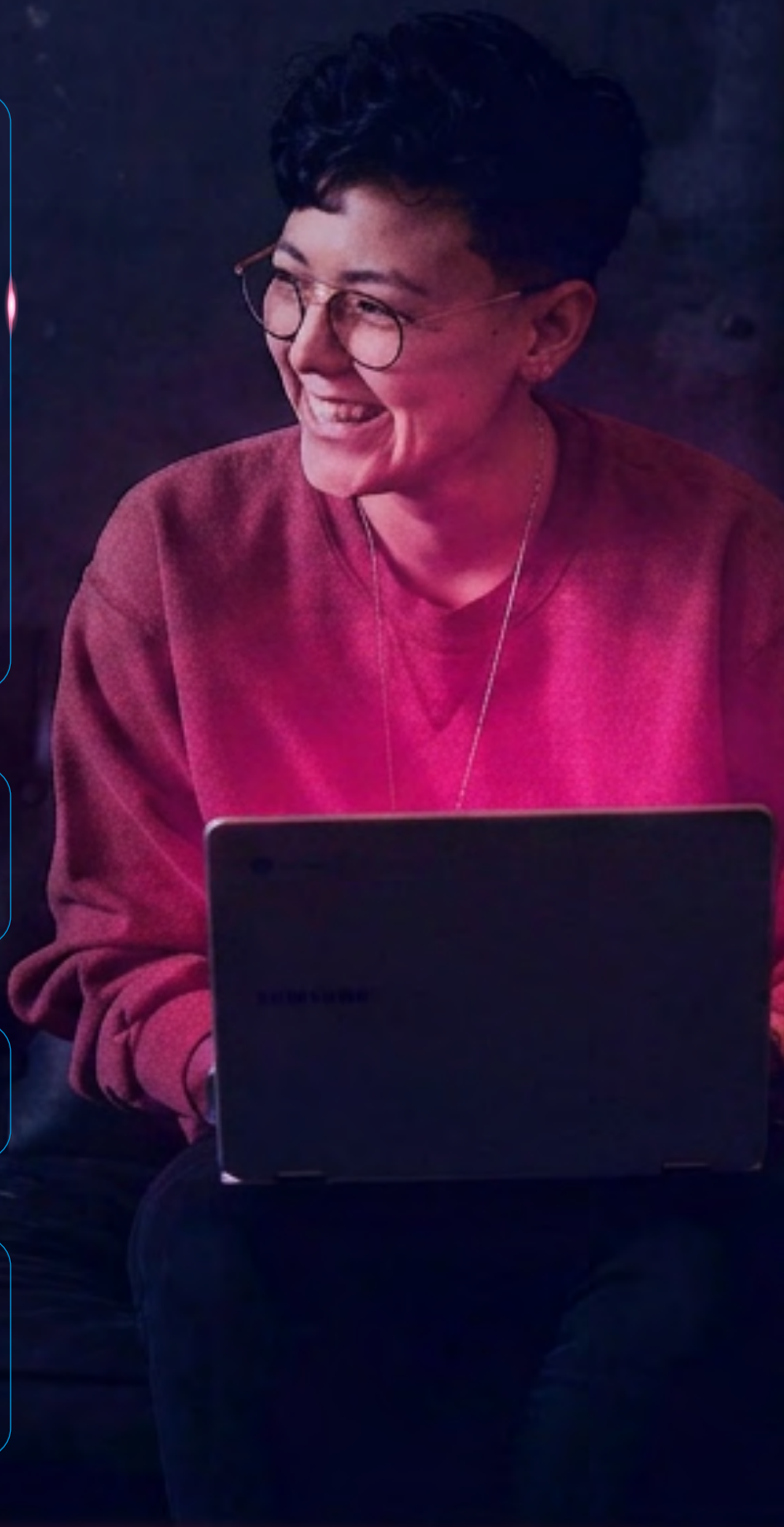
What Our Attendees Say



"I really enjoyed the training, it certainly provided some insights into the use cases for AI. A lot of it provided **valuable insight** into the work we have been doing over the past few years, and gave us a good overview in planning what's to come with the capability of more advanced systems. I mainly enjoyed the open discussions we had where you proved to be particularly knowledgeable about the subject, and gave some good recommendations on how we can implement AI in our environment."

"The workshop certainly reinforced my view that AI will deliver **significant benefit** to the business and the sector."

"The content and trainer helped drive **great conversation**."

"I'm becoming increasingly confident of how I think AI can **deliver value** and feel better equipped to support our teams in this space."

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Meet our Adoption and Enablement Team

Raj Singh

Head of AI Adoption and Enablement
Bell Integration

An experienced training and enablement professional specialising in AI, data, and business transformation, with a strong track record of delivering impactful, practical learning programmes. Skilled in engaging diverse audiences – from technical teams to executives – through workshops, coaching, and hands-on learning. Known for combining technical credibility with a consultative approach to build trusted relationships and deliver solutions that drive adoption, performance, and long-term capability growth.

Paul Fiscella

Senior AI Adoption Consultant
Bell Integration

Paul is a Senior AI Adoption Consultant at Bell Integration and has over 10 years of experience in product and operational training across various industries. Paul builds engaging training sessions and has a knack for simplifying complex concepts by using analogies that anyone can understand. When it comes to artificial intelligence projects, Paul aims to provide clients with the foundational knowledge needed to build their AI business strategy, as well as more complex topics such as conversational AI foundations and products.

Dr. Lesia Tkacz

AI Adoption Consultant
Bell Integration

Lesia is an AI Adoption Consultant at Bell. She has a research background with a specialism in AI language technology, and over 10 years experience teaching diverse audiences from a range of organizations in the public and private sectors.

As well expanding learners' technical skillsets, Lesia guides them to critically assess technology in combination with the human and the social element. Her approach enables learners to not only build solutions, but design and implement value-driven AI transformation projects with measurable impact.

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Meet our Adoption and Enablement Team

Rose Huenemann
AI Adoption Consultant
Bell Integration

Rose is an AI Adoption Consultantat Bell Integration with a proven ability to design and deliver training programs that effectively bridge the gap between technology and practical business application. Her approach is deeply rooted in understanding the unique goals and challenges of each organization to deliver personalized training that drives real value. Drawing on deep experience in customer success, ERP implementation, and operational training, she helps both internal teams and external organizations confidently adopt technology tools, integrate intelligent workflows, and unlock measurable efficiency gains.

Ahmed Elagami
AI Adoption Consultant
Bell Integration

As an AI Adoption Consultant at Bell Integration, Ahmed bridges the gap between complex technology and practical application. Specializing in AI and database solutions such as Starburst or Dell datalakes in addition to cloud platforms such as AWS, GCP or Azure, Ahmed develops and leads high-impact training initiatives designed to upskill internal teams and optimize client outcomes. By focusing on hands-on learning and real-world scenarios, Ahmed ensures that professionals have the technical proficiency to adapt, innovate, and unlock true value from their IT investments.

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AI Foundations for Business Leaders

Aim:	This course equips business leaders, managers, and IT professionals with foundational knowledge and practical insights to strategically leverage AI, enabling informed decision-making and leading organisations towards sustainable growth and innovation.
Course description:	This two-day, instructor-led course offers a comprehensive introduction to Artificial Intelligence (AI), covering key concepts, techniques, and diverse applications with a strong emphasis on business outcomes and value creation. The course highlights ethical considerations and principles for implementing responsible AI, preparing participants to navigate the complexities of AI deployment effectively. Participants will explore AI's historical evolution and its transformative effects across multiple industries. Through interactive discussions and practical exercises, participants will gain the knowledge and skills necessary to integrate AI into their professional domains effectively and responsibly, focusing on strategic advantage and tangible business benefits.
Duration:	2 days.
Delivery mode:	Instructor-led, classroom-based with interactive lectures, group discussions, exercises and real-world case studies.
Who is this for:	• Business leaders and managers interested in leveraging AI for strategic advantage and business value. • IT professionals seeking to understand AI concepts and applications to drive organisational success.
Prerequisites:	This course is designed for individuals seeking foundational knowledge in Artificial Intelligence. No prior programming experience is required.
Learning objectives:	**By the end of this enablement, participants will be able to:** • Define AI and explain its importance and impact on various sectors. • Understand the core concepts and methods used in AI, including machine learning, neural networks, deep learning, and generative AI. • Identify and describe different types of AI technologies and their applications. • Evaluate the ethical considerations and societal implications of AI. • Develop a strategic approach to integrating AI within their organisations. • Implement AI solutions responsibly, considering ethics and potential biases. • Leverage AI to drive business outcomes and create value for their organisations.

£1,000 per delegate

Minimum 5 delegates

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New

Agentic AI Essentials

Aim:	To equip participants with the skills and understanding necessary to design scalable agentic solutions aligned with business value.
Course description:	Agentic AI is transforming how organisations automate work, orchestrate decisions, and integrate AI into real workflows. This two-day course follows an agentic system from idea to adoption. Day 1 covers what an agent is, how it works, and when not to build one. Day 2 entails a delegate-selected project through data, scaling, security, cost, measurement and people. It builds on Bell Integration's AI Foundations course, the recommended starting point for those new to AI.
Duration:	2 days.
Delivery mode:	• Interactive presentations and live demonstrations. • Group discussions, votes and role-play exercises. • Case studies across industries. • A delegate-selected project developed across both days.
Who is this for:	• Business leaders. • Decision makers. • Strategy and innovation teams.
Prerequisites:	Foundational knowledge of AI & Conversational AI.
Learning objectives:	**By the end of this enablement, participants will be able to:** • Explain what separates a chatbot from an AI agent. • Judge whether a task needs an agent, automation or neither. • Trace a deployment from pilot through to scale. • Identify the data, security and ethical obligations. • Challenge any agent proposal on total cost of ownership. • Define success measures and plan adoption.

£1,000 per delegate

Minimum 5 delegates

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New

Data Readiness for AI

Aim:	To equip learners with the knowledge and confidence to engage effectively with data, make informed decisions, and lead data-driven organisations.
Course description:	The Data Readiness for AI course helps leaders and business stakeholders understand what it takes for an organisation's data to support trusted AI, analytics and decision-making at scale. Participants explore why data readiness is a leadership capability, how maturity develops across the organisation, where blockers typically appear, and how stronger data foundations create measurable business value. The course is designed to help participants assess their current state, identify priority gaps and leave with a clearer view of the actions needed to improve data readiness for AI adoption.
Duration:	1 day.
Delivery mode:	• In-person or virtual instructor-led. • Facilitated discussion, maturity assessment, group activities, practical reflection and action planning.
Who is this for:	• Business leaders and senior stakeholders. • Strategy, operations, technology and transformation teams. • Data owners, product owners, governance leads and project sponsors supporting AI-enabled initiatives. • Non-technical decision-makers who need to understand the business implications of data readiness.
Prerequisites:	No technical data or AI experience is required. Participants should come prepared to discuss how data is currently used in decision-making, reporting, operations and AI-related initiatives within their organisation.
Learning objectives:	**By the end of this enablement, participants will be able to:** • Explain why data readiness is essential for scaling AI and improving decision-making. • Define data readiness in practical business terms, beyond simply having large volumes of data. • Describe the core dimensions of data readiness: quality, accessibility, governance, architecture, security and culture. • Assess current organisational maturity using the data readiness journey from planning to leading. • Distinguish surface-level symptoms from the root causes of poor data readiness. • Identify the business impact of low maturity, including decision delays, reporting mistrust, operational inefficiency and AI adoption risk. • Prioritise practical actions that can improve readiness and support future AI initiatives.

£1,000 per delegate

Minimum 5 delegates

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Conversational AI: Essentials

Aim:	To equip participants with the skills to design, implement, and manage Conversational AI solutions that enhance customer interactions, boost operational efficiency, and ensure ethical AI practices.
Course description:	This immersive two-day course offers an in-depth introduction to the principles, technologies, and real-world applications of Conversational AI. Participants will explore the evolution of Conversational AI, its transformative impact across various industries, and the substantial value it can deliver. Designed to prepare attendees to develop and manage effective Conversational AI solutions, the course emphasises delivering measurable business benefits. With a strong focus on user-centric design and ethical practices, participants will learn to create and manage Conversational AI systems that enhance customer engagement, streamline operations, and drive business growth.
Duration:	2 days.
Delivery mode:	Instructor-led, classroom-based with interactive lectures, group discussions, exercises and real-world case studies.
Who is this for:	• Business leaders and managers interested in leveraging AI for strategic advantage and business value. • IT professionals seeking to understand AI concepts and applications to drive organisational success.
Prerequisites:	This course is designed for individuals seeking foundational knowledge in Artificial Intelligence. No prior programming experience is required.
Learning objectives:	**By the end of this enablement, participants will be able to:** • Define Conversational AI and explain its importance in various industries. • Understand the core concepts and technologies of Conversational AI, including NLP, NLU, NLG, and RAG. • Design effective conversational agents with a focus on user experience and natural interactions. • Address ethical considerations and ensure responsible AI implementation. • Understand the best practices for the iterative development and deployment of conversational systems. • Evaluate and improve the performance of Conversational AI systems. • Build a Conversational AI strategy to drive business outcomes and create value for their organisations.

£1,500 per delegate

Minimum 5 delegates

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Conversational AI: Advanced Project Skills

Aim:	To equip participants with the skills and strategic insights necessary to master the implementation, deployment, and management of sophisticated Conversational AI systems.
Course description:	This immersive three-day course complements technical product enablement by equipping participants with advanced strategies and skills to implement, deploy, and manage Conversational AI systems effectively. The program ensures participants can leverage Conversational AI platforms efficiently to drive project success. This course focuses on agile best practices for implementation and covers the deployment, scaling, and optimisation of AI systems to meet organisational demands and adapt to evolving requirements. Participants will learn how to manage Conversational AI projects post-deployment, ensuring their systems remain efficient, scalable, and aligned with business objectives.
Duration:	3 days.
Delivery mode:	Instructor-led, classroom-based session with interactive lectures, group discussions, hands-on exercises and real-world case studies.
Who is this for:	• Conversational designers, cognitive Implementation and integration engineers. • Project managers. • Technical architects.
Prerequisites:	This course is designed for individuals seeking advanced Conversational AI implementation and deployment skills. Participants should have attended the fundamentals of Conversational AI and completed technical product enablement.
Learning objectives:	**By the end of this enablement, participants will be able to:** • Apply agile methodologies to Conversational AI project management. • Apply agile best practices for the iterative development and deployment of conversational systems. • Implement advanced Conversational AI systems within various organisational contexts. • Deploy Conversational AI systems efficiently with minimal downtime and maximum performance. • Optimise AI system performance for adaptability to changing requirements. • Maintain the conversational solution post-deployment to ensure long term efficiency and scalability.

£1,500 per delegate

Minimum 5 delegates

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Starburst

Starburst Foundations

Aim:	To give data professionals hands-on experience and a strong conceptual foundation in scalable analytics using Starburst.
Course description:	A two-day, instructor-led enablement suited for power users, architects, administrators, and implementation consultants seeking to modernise their data platforms and analytics practice. The curriculum deep dives into the Starburst platform, exploring its distributed SQL engine, architecture, and integration capabilities.
Duration:	2 days.
Delivery mode:	Instructor-led classroom session, combining lectures, demonstrations, group discussions, and hands-on labs.
Who is this for:	• Power User. • Technical Architect. • Administrator. • Implementation Consultant.
Prerequisites:	No prerequisites required. Suitable for all data skill levels.
Learning objectives:	**By the end of this enablement, participants will be able to:** • Understand Starburst fundamentals and it's use cases. • Use Starburst to unify access and analytics on multi-source enterprise data. • Optimise, secure, and federate distributed queries. • Integrate Starburst with BI and AI tools for real-time business insights.

£1,250 per delegate

Minimum 5 delegates

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Starburst
Advanced Query Plans

Aim:	Develop essential and advanced SQL skills for querying large datasets within Starburst Enterprise. Gain expertise in interpreting, tuning, and optimising query plans using Starburst's distinctive distributed query engine.
Course description:	This course focuses exclusively on Starburst Enterprise SQL and Query Plan Optimization, equipping participants to harness Starburst with enterprise data lakes, data warehouses, SQL and NoSQL databases for advanced querying and performance tuning.
Duration:	3 days.
Delivery mode:	Instructor-led, classroom session with hands-on labs using Starburst Enterprise UI.
Who is this for:	• Data Power Users. • Data Platform Administrators. • Architects interested in distributed query performance.
Prerequisites:	None required; basic SQL familiarity is helpful but not necessary.
Learning objectives:	**By the end of this enablement, participants will be able to:** • Write and execute basic and advanced SQL queries using Starburst Enterprise. • Apply Starburst SQL functions and windowing for big data analytics. • Understand and interpret Starburst query plans, including stages, fragments, tasks, splits, exchanges, and drivers. • Use EXPLAIN and EXPLAIN ANALYSE to optimise query execution. • Evaluate how statistics, file format, and partitioning impact query plan selection and performance. • Configure and manage Starburst clusters and catalogs for enterprise workloads. • Employ federated queries, data products, analyse optimiser strategies, and troubleshoot plan inefficiencies. • Implement fault-tolerant query execution and distributed data management best practices.

£2,250 per delegate

Minimum 5 delegates

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Starburst Advanced SEP & Kubernetes Deployment

Aim:	To build the skills needed to confidently deploy, configure, maintain, and secure Starburst SEP on Kubernetes for modern analytics, with deep dives into authorisation, authentication, data governance, and performance management using real-world client scenarios.
Course description:	A technical, in-depth, 2-day hands-on workshop focused on deploying, securing, and optimising Starburst Enterprise Platform (SEP) on Kubernetes, with scenario-based labs, real life troubleshooting and production guidelines. Designed for power users, administrators, implementation consultants, and technical architects, the course emphasises troubleshooting, security, and data governance in AI-driven and modern data analytics environments.
Duration:	2 days.
Delivery mode:	Instructor-led, in-person (classroom or virtual lab environment) with a blend of theory, demonstration, and extensive guided hands-on exercises.
Who is this for:	• Power Users and Data Engineers. • Infrastructure Administrators. • Implementation Consultants. • Solution/Technical Architects.
Prerequisites:	• Familiarity with scripting languages (e.g., Bash, Python). • Prior AWS configuration experience. • Basic understanding of Starburst/Trino architecture.
Learning objectives:	**By the end of this enablement, participants will be able to:** • Deploy cloud infrastructure on AWS using Service Catalog. • Deploy and scale Starburst Enterprise on Kubernetes (EKS). • Configure and troubleshoot cluster nodes and connectivity. • Integrate data sources into SEP. • Implement and troubleshoot authorisation with Ranger and SEP Built-in Access Control (BIAC). • Set up password file, LDAP, and LDAPS authentication for secure access. • Configure and use Starburst Cached Views for performance optimisation. • Implement data domains and data products for governance. • Handle common troubleshooting and maintenance operations in production settings.

£1,500 per delegate

Minimum 5 delegates

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Starburst
Pre Sales Enablement

Aim:	To equip solutions architects and sales engineers with the tools, messaging, and technical confidence to effectively position, demonstrate, and sell the Starburst Enterprise platform.
Course description:	The curriculum moves beyond foundational knowledge into advanced competitive positioning and value-based selling. Through real-world case studies, interactive role-playing, and hands-on experience with the Starburst ROI calculator, you will learn to articulate a powerful business case, dismantle objections, and demonstrate tangible financial impact to key decision-makers. The course covers: • Value-based messaging and storytelling. • Competitive battle cards and differentiation. • The Starburst ROI calculator. • Case studies and solution scenarios.
Duration:	1 day.
Delivery mode:	Highly interactive, instructor-led workshop combining brief lectures, competitive war games, group solution design, and hands-on ROI modeling.
Who is this for:	• Solutions Architects. • Sales Engineers. • Pre-Sales Consultants. • Technical Account Managers.
Prerequisites:	Starburst Foundations course or equivalent experience with the platform. A background in technical pre-sales is recommended.
Learning objectives:	**By the end of this enablement, participants will be able to:** • Confidently articulate Starburst's value proposition to technical, financial, and executive buyers. • Effectively use the Starburst ROI calculator to build a quantifiable business case and justify investment. • Neutralise competitive threats and position Starburst's strengths against common alternatives. • Lead a compelling proof-of-concept (PoC) focused on key business outcomes, not just technical features. • Structure and deliver a winning presentation that connects platform capabilities to specific customer pain points and strategic goals.

£750 per delegate

Minimum 5 delegates

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NiCE CXone AutoPilot Essentials

Aim:	This course equips Customer Service and Contact Center leaders, managers, business analysts and IT professionals with Conversational AI knowledge to leverage NiCE CXone AutoPilot successfully, enhance customer service, drive operational efficiencies and overall organisational value.
Course description:	This two-day, instructor-led course offers a comprehensive introduction to Conversational AI, covering key concepts, techniques, and real-world applications. Participants will explore the evolution of Conversational AI and its transformative impact across industries, highlighting its potential to drive substantial business value. Designed to equip attendees with the skills to develop and manage NiCE CXone AutoPilot, the course focuses on delivering measurable business benefits. Emphasising user-centric design and ethical best practices, participants will learn to build AI-driven systems that enhance customer engagement, streamline operations, and fuel business growth. By the end of the course, attendees will have the knowledge and expertise to maximise NiCE CXone AutoPilot's potential – ensuring ethical integrity while achieving meaningful business impact.
Duration:	2 days.
Delivery mode:	Instructor-led, classroom-based session with interactive lectures, group discussions, exercises and real-world case studies.
Who is this for:	• Customer Service and Contact Center leaders and managers interested in leveraging Conversational AI and NiCE CXone AutoPilot for strategic advantage and to drive business value. • Contact Center, business analysts and IT professionals seeking to understand Conversational AI concepts and leverage NiCE CXone AutoPilot successfully.
Prerequisites:	This course is designed for individuals seeking foundational knowledge in AI and Conversational AI. No programming experience is required.
Learning objectives:	**By the end of this enablement, participants will be able to:** • Define Conversational AI and discuss its significance to organisations. • Design effective conversational agents with a focus on user experience and natural, intuitive interactions. • Identify and incorporate ethical practices to ensure responsible implementation of Conversational AI. • Build a Conversational AI strategy to drive business outcomes and create value for their organisations. • Understand the best practices for the iterative development, deployment and management of Conversational AI solutions.

£POA per delegate

Minimum 5 delegates

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NiCE CXone AutoPilot
Technical Enablement

Aim:	This course equips Customer Service, Contact Center and IT professionals with NiCE CXone AutoPilot technical and project knowledge to implement, deploy and manage a NiCE CXone AutoPilot solution.
Course description:	This five-day, instructor-led course provides a comprehensive introduction to the NiCE CXone AutoPilot platform equipping participants with the essential knowledge and skills for implementation, deployment and ongoing management. The course is divided into two parts. The initial three days focus on the technical aspects of NiCE CXone AutoPilot, exploring essential features and capabilities. Participants will gain hands-on experience developing, refining, and implementing Conversational AI solutions in the NiCE CXone AutoPilot. The last two days focuses on advanced strategies for the implementation and ongoing enhancement of the platform solution post-deployment. It covers best practices for deploying, scaling, and optimising the solution to meet organisational demands and adapt to evolving requirements.
Duration:	5 days.
Delivery mode:	Instructor-led, classroom-based session with interactive lectures, group discussions, exercises and real-world case studies.
Who is this for:	• Customer Service, Contact Center and IT professionals seeking to implement, deploy and manage a NiCE CXone AutoPilot. • Cognitive implementation and Integration engineers, technical architects.
Prerequisites:	Participants must have completed the NiCE CXone AutoPilot: Essentials. Though all are welcome, experience with automation, scripting and process engineering is recommended.
Learning objectives:	**By the end of this enablement, participants will be able to:** • Understand the advanced concepts and technologies of Conversational AI. • Design and implement effective conversational agents with a focus on user experience and natural interactions. • Navigate and utilise the features of the CXone AutoPilot platform to create effective conversational solutions. • Implement best practices for the iterative development and deployment of conversational systems.

£POA per delegate

Minimum 5 delegates

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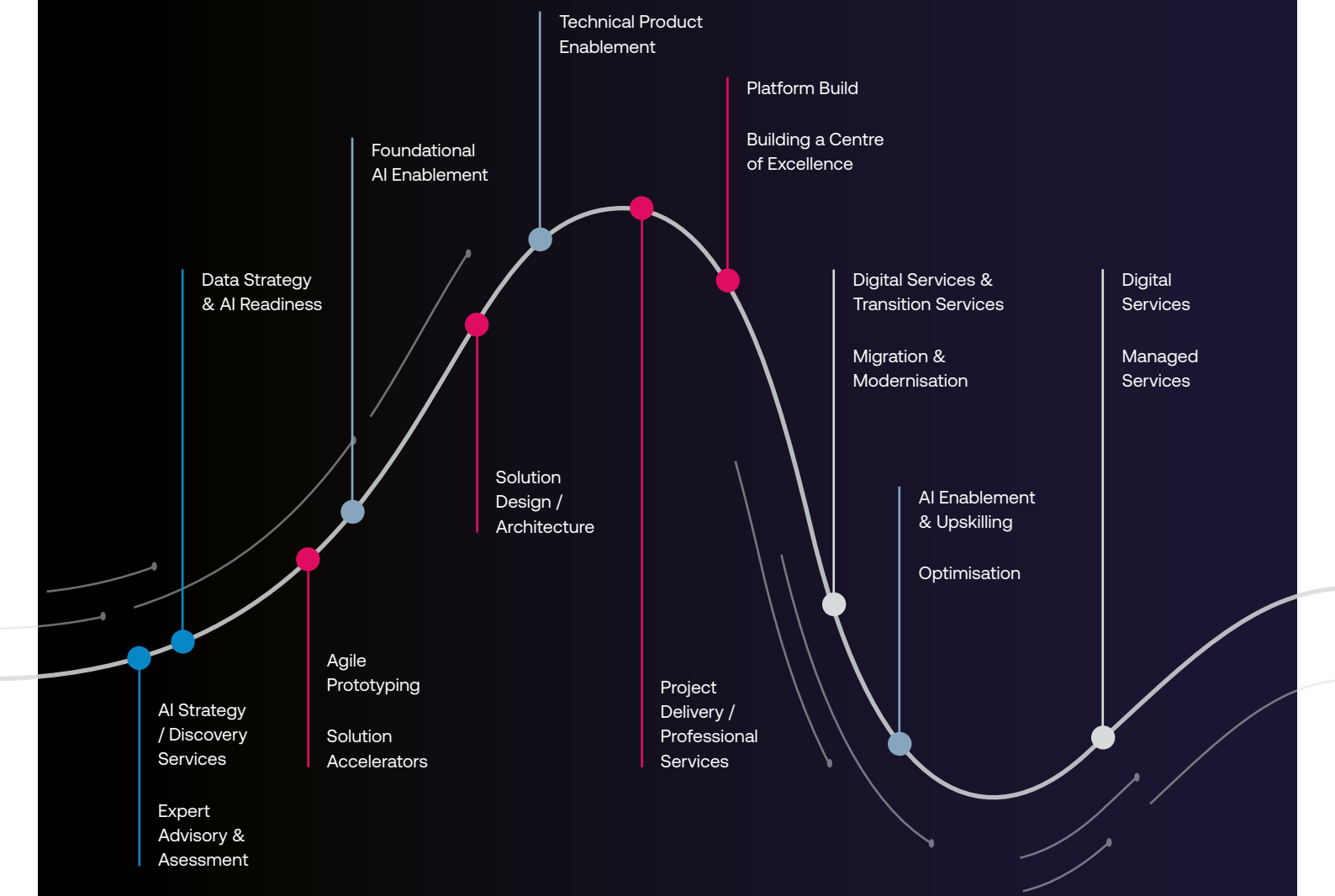
Achieve your AI Ambitions with Bell Integration

Through our Consulting, Enablement, and Digital Services, we empower organisations to unlock AI's potential, driving innovation and efficiency. Our holistic approach provides clients with the essential tools to harness AI, delivering transformative results at every stage of the AI journey.



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Get in touch with us today.
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Bell Integration
Ambitious Transformation

About Bell Integration

Bell Integration is a global technology leader that partners with customers to create lasting, ambitious digital transformation.

We are our customer's accelerator – orchestrating the right partners, systems, and ideas to create measurable impact.

Bell Integration brings over 30 years of trust, expertise, and innovation to the table, evolving from an independent UK-based business to a global powerhouse.

With talented teams operating across continents, we support the full IT life cycle from strategic consulting to project design and delivery.

See how Bell Integration can help your business succeed. Please contact us on marketing@bell-integration.com or visit www.bell-integration.com.

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