The 6 Complexities of Pursuing the New Telco Vision
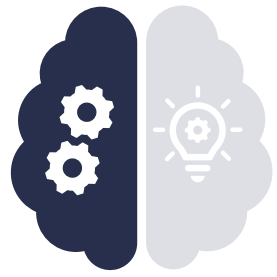
What it takes to be truly "5G-ready"

Based on

14 Interviews with operators

Across:

2 NAM

5 EMEA

7 APAC

1 Portfolio diversity & simplification

> The more complicated the product or service, the simpler the pricing model should be.

Commercial Planning Manager, Global Tier-1 operator

2 Partner management across B2B2X ecosystems

> Service creation needs to be integrated with 3rd party ecosystems... but how should the CSP charge/rate across a diverse ecosystem of participants?

Head of Enterprise Architecture, APAC operator

3 Configurability: Need to manage bespoke services

> We've created a handful of pre-configured packages that can be customised by the customer.

Director, Technology Strategy, NAM Tier-1 operator

4 Shift towards real & right time billing

> In the future, there will be more demand for real-time provisioning of infrastructural assets, and APIs will act as the interface for doing that

Global Head of Strategy, Global Tier-1 operator

5 Variation in customer/ service adoption maturity

> We launched a new brand to target the high-end of the market...the target customer is an early adopter of new technologies and is open to new communication models.

Head of Strategy, EMEA operator

6 Rating and charging for new use cases

> There is no industry consensus on billing standards. GSMA provides guidelines on slicing, but these are shallow, and billing is not explored.

Assistant Vice President, APAC Tier-1 operator

To access our 6 key recommendations for telcos, download the full report here.

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