

KEY OPPORTUNITIES ON THE COMMS MARKET



Digital Consumer

COVID-19 changed the way we live our day-to-day lives. It shut the public in their homes and forced them to go online. Digital communication became essential for well-being and gave birth to the generation of truly 'digital-first' consumers. COVID has firmly established the need for organisations to sell and serve their customers with ZERO physical contact.



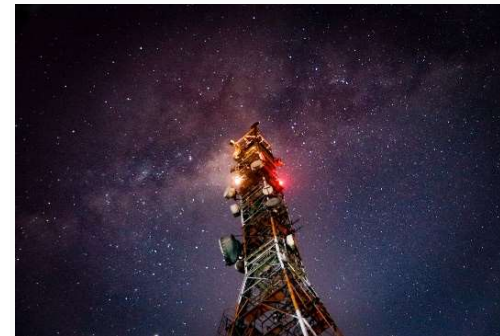
Convergence

Telecom organisations must seek out the opportunities these trends present in order to offer innovative 'value-add' services that in turn allow them to charge 'more' in return for 'more'. Many Telecom organisations are struggling with how to engage their customer-base in a unified manner at scale to serve up these needs.



eSIM

eSIM has been wrongly treated by many Telecom organisations as purely tech project whereas it opens completely new market opportunities. It allows consumers to store multiple plans, instant activation and most importantly upselling data packages to competitor's customer-base. This opens a new market for Digital-only MVNOs. Forget phone number.



5G

The widespread rollout and adoption of 5G is finally here, and with it unleashing the potential of IoT by enabling faster communication between devices via low latency providing real-time interactivity. Many predict 5G as being another major catalyst to the decline and replacement of fixed landlines with 5G able to match the speed of fibre.



IOT

5G and eSIM will inevitably unlock the dormant capability of IoT forcing Telecom organisations to rethink how they develop and position their services. They not only need to continue to develop their infrastructure, but also the scalability and flexibility of the customer platforms to offer more relevant personalised experiences