



01 New Growth Opportunities

1. **Enable the work from home economy** with enhanced connectivity, security and remote working solutions
2. **Grasp second chance at Future Home** by placing the user at the center
3. **Power SMB digital transformation** through local partnerships and ecosystem orchestration
4. **Play a strategic role in the development of connected industries** (e.g. telemedicine/ education/public service)
5. **Become an active player in the ecosystem** to leverage increased investment in smart infrastructure

02 Zero-touch Customer Experiences

1. **Advance AI care maturity** and improve chatbot experience
2. **Reduce truck rolls, improve NPS and enhance workplace safety** with remote visual assistance for device installation & support
3. **Deliver next-generation retail omnichannel experience** and accelerate customer migration to digital with the immersive Virtual Store
4. **Redesign Customer Operations operating model** to support remote working



03 Culture & Digital Workforce

1. **Revisit company mission and purpose**
2. **Improve productivity and collaboration** via new tools
3. **Safeguard trust** and prioritize safety in return to workplace
4. **Lead with compassion** and re-invent employee experience
5. **Double down on capability development**

04 Pervasive Networks

1. **Create incremental revenue opportunities** leveraging 5G and cloud
2. **Partner with governments** to accelerate, extend and enhance connectivity
3. **Generate cost savings** through virtualization and AI-powered networks
4. **Accelerate 5G cloud NW deployment** to reinvent product development
5. **Partner and shed** non-strategic network functions



05 Cloud Business Model

1. **Reduce vendor dependency** with modern technology stack
2. **Innovate quickly** with an outcome-focused Operating Model
3. **Rapidly build new skills** in key technologies
4. **Collaborate and co-create** with the ecosystem
5. **Shift from operational to value metrics**

