



The Brain Gain: Boxing out commoditization with a platform position.

Video Transcript

The threat of commoditization looms large for Communications Service Providers (CSPs).

How can CSPs stay relevant as growth stalls and pressure from new competitors grows?

The smart bet is on “Connected Intelligence”:

5G

Edge computing

Platform ecosystems

to compose and orchestrate high-engagement services.

Enter: The Connected Brain

A microservices platform powered by AI and data to help CSPs grow their core business, drive and monetize reach and power new platform plays.

Powered by three operating principles:

A technology architecture built on data-driven microservices.

The ability to power existing and new business models.

A new operating model with deconstructed silos and digital innovation.

As the Brain evolves, feed it with customer data to drive insight and value.

Enable it with new collaboration and skills.

Validate it with a focus on outcomes.

And monetize it through your business as well as the supported ecosystem.

The Brain Gain.

Boxing out commoditization with a platform position.