



# RESET. REINVENT. REBOUND

## VIDEO TRANSCRIPT

Disruption is forcing seismic shifts in the communications industry.

The rules of competition are being redefined - creating opportunities for those that move fast and challenges for those that don't.

The way we all work, live and play is continually changing, and while communications remain a constant, that doesn't mean service providers can or should stop moving, adapting, growing.

We've identified five powerful growth strategies for communications service providers. Five value plays to guide you through your strategic transformation - helping you grow by remaining a relevant, reliable partner to every type of customer.

**The Connected Consumer Platform.** Increase consumer reach & engagement by becoming a part of their daily digital lives. Make use of data and ecosystem partnerships to provide connected & relevant experiences, across the home, entertainment, shopping, social, education and more.

**The SMB Activator.** Become trusted growth partners for small and medium businesses, bringing the best of both consumer and enterprise-level offerings including cloud, security and other digital and IT services, working closely with ecosystems to supercharge their growth.

**The X-Industry Orchestrator.** Power the next connected industrial revolution through the mesh of 5G, cloud and edge computing. Discover new horizontal and vertical use cases, to expand the horizons of Industrial IOT for digital manufacturing, smart cities, smart buildings and beyond.

**The Connectivity Optimizer.** Become more agile in your operations to address bottom line pressures and create the conditions for innovation. Embrace new technologies to become more effective and efficient: from AI, Analytics and Cloud, to Frictionless Services, adopting a zero-based mindset and developing Digital Factories.

**The Structural Separator.** Address financial pressures by exploring innovative structural separation models - splitting into two freestanding businesses: a network operator *and* a service-oriented organization, so you can maximise returns and reap the benefits of both.

With disruption comes opportunity, but the window is closing.

So, which plays will help you thrive? How will you combine them for success? Accenture can help power your transformation so that you can reset, reinvent and rebound.

Copyright © 2021 Accenture  
All rights reserved.

Accenture, its logo, and High Performance Delivered are trademarks of Accenture.