



TIME TO ZERO-BASE YOUR TELECOM BUSINESS?

The telecom landscape is changing fast. Digital challengers are using technology to its full advantage, and wreaking havoc on profits.

To compete, established service providers must implement **cost optimization programs** to free up funds for reinvestment. **ZBx**, a zero-based mindset, does just that – helping organizations start from a clean sheet to determine what the budget “should” be.

Traditional providers must prioritize reducing network and IT costs, simplifying the organization, and better managing external spend.

To fuel growth, companies should focus on three areas:

Demonstrate the positive financial impact of a zero-based mindset by implementing ZBx to eliminate “non-working” money immediately.

Improve profitability and create investment headroom for growth by using cost-driver analysis and machine-to-machine learning technology to define a new target network cost.

Redefine the new Zero-Based Organization by pushing the boundaries in automation, analytics and becoming a leader in artificial intelligence deployment.

Learn more about driving growth through a zero-based mindset with the full report:

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