



B2B: The Next Wave of Telco Growth

Video Transcript

Anders Lindblad:

If you think of the future where you will have objects that are connected and embedded into industry's value chains. They will be all over the place. Right? And they will talk to each other and talk to people. Etc. And they will be an important part of the future way of working for enterprises.

What do you want? Well one thing is trust. And I think operators do have a lot of trust with both countries and the enterprises. Because it's important that they know that the one that they're putting their very, very dear objects into will treat them well.

The other part is that, as the world goes connected, proximity will be important. Because that makes it possible for you to be close to the object that is moving with the right kind of applications or it could be the ability to identify an object. To introduce Blockchain close to that. Or have an analytics application that runs close to the object because there's so much data being produced.

So proximity and trust are the two things that operators should use.

Tom Cheesewright:

What would be the one tip you'd give to an operator now? What is the starting point?

Anders Lindblad:

So I think it's 5G. Because 5G will be table stakes for B2C. I don't think consumers will really appreciate the network so much. They will not pay more for it. 5G Enterprise. I think that is a differentiator. So if you can find any way of investing and finding new revenues - that's Enterprise.

Tom Cheesewright:

Fantastic. Thanks Anders.