



HOW CSPS CAN BEST MANAGE THE PACE OF NETWORK DISRUPTION

VIDEO TRANSCRIPT

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Participants
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How CSPs Can Best Manage the Pace of Network Disruption
Guy Daniels: You're watching TelecomTV from Mobile World Congress 2019 in Barcelona. And I am joined now by George Nazi, Senior Managing Director at Accenture. George, good to see you again.

George Nazi: Yeah, same here.

Guy Daniels: The pace of disruption within the industry is still accelerating, how should CSPs react?

George Nazi: On the consumer side, they need to be able to leverage the capability and the connectivity that they have with the clients. There's a lot of information, a lot of data that they have. If they use analytics and they use machine learning and artificial intelligence and cognitive capability, they'll be able to use this

data and leverage it with the platforms and the wider ecosystem in order to monetize this. They are inside the home, they have the field force capability, they are, they provide secure services to their clients so they can really leverage that data capability along with the analytics in order to provide these services.

Guy Daniels: How easy or indeed challenging, is it going to be for CSPs to make this transition and flip into this new world?

George Nazi: First of all, you need to have a steady hand. So, you need to have that vision, you need to have a strong governance in place, you need to make sure that your stakeholders understand the steps you're going to take.

Step number one will have to do around product rationalization. This is actually around cannibalizing your own product. This is about, you know what, I've done in the past, how can I do it in the new in a software defined and 5G capability and be able to cannibalize my products.

And the other one is really leveraging my people. You know, how can I really shift my people into the new world of software engineering, data scientists, data mining and be able to do this. So, once you have a roadmap with respect to all the steps of how you need to do around the B2C and B2B, and B2B as I said would be a growing industry, you should be able to take these steps and of course, people like us



are capable in helping them in these areas.

Guy Daniels: So, a lot of this is about change of mindset.

George Nazi: Absolutely. Change of mindsets, changing the culture, changing the actually, the technology from a product, network, the IT, decoupling the front office from the back office, creating a API driven so you can have microservices and really bringing the ecosystem, so bringing the ecosystem in order to help you monetize this.

Guy Daniels: How can telcos best prepare for this transformation?

George Nazi: On the consumer side, it is really about decoupling the layers. Looking at the front end, making it AI everywhere, making it digital, using that data in order to create the microservices -- while on the back end you really bring in the real time oversets, the software defined capability, the connected network in order to really bring the strength of the network all the way to the product side.

Guy Daniels: So, in summary George, what is important for telcos? What should CSPs do now?

George Nazi: What is important is, first of all, is as you said, it is a change of the mindset, a change of the culture, a change of the thinking how can I go from the old to the new while I am reducing my costs. So, it is important to keep reducing the costs. They are cash flow positive, they are making money and really having a steady hand in order to invest in the future and two, invest in the people. It is very important that to bring in that talent, invest in the people and really make, bring the power out of that.

Guy Daniels: George, thank you very much, indeed.

George Nazi: Thank you.

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