



# WHY CSPS SHOULD FOLLOW THE NORTH STAR TO B2B VALUE BEYOND CONNECTIVITY

TELECOM TV INTERVIEW at MOBILE WORLD CONGRESS

FEBRUARY 25, 2019

Mobile World Congress 2019 Fira de Barcelona, Barcelona, Spain

## Interviewer

Director of Content, Telecom TV – Guy Daniels

## Participants

Managing Director, Accenture Strategy for Communications, Media & Technology – Shivani Vora

## Why CSPs Should Follow the North Star to B2B Value Beyond Connectivity

Guy Daniels: You're watching Telecom TV from Mobile World Congress 2019 in Barcelona. I'm joined now by Shivani Vora, Managing Director at Accenture. Shivani, thanks for joining us on Telecom TV. There's a lot of disruption in the communications industry at the moment. Why is this the case, and how should CSPs respond? What changes will we see in the enterprise segments of these CSPs?

Shivani Vora: Sure. I think as most folks know 5G, SD-WAN, IOT, these are the things that are causing a lot of disruption in the communications industry. Traditionally what we found is that in comms it's these companies that are actually causing the disruption, but because of these technologies we are finding that **the disruptors are becoming the disrupted**. Right?

**There are, however, a lot of opportunities for CSPs within the B2B segment in order to actually capture these new technologies and the growth coming from these new technologies.**

Guy Daniels: And it's obviously imperative that CSPs monetize these investments.

Shivani Vora: Exactly, right! So, these technologies are also causing a lot of capex and opex investment. In order to monetize these investments the CSPs have an opportunity with B2B in order to actually improve their value chain and go up the value chain from a B2B perspective.

Guy Daniels: So, where is this opportunity right now?

Shivani Vora: Yeah. So, the opportunities for CSPs are basically in **expanding the value chain for their B2B enterprise segments** and specifically in three areas:

The first is just the **pure connectivity**. Any CSP offering premium connectivity has an opportunity to monetize their investments.

Several of the B2B CSPs have already moved towards what we call **Connectivity++**, and that is moving in the area of adjacent network services; managed services, cloud, IOT, SD-WAN, right, all of those kinds of services.

**But the holy grail, what we call the North Star, is truly becoming a connected industry orchestrator. Right? And what that is, is becoming an ecosystem player, having the right partners and creating horizontal and vertical solutions.**

Guy Daniels: This sounds like a radical leap for CSPs from where they are today selling bundled services for a fixed fee. How will they manage this transition? How will they make this leap?

Shivani Vora: **Speed and agility are extremely important in order to make this transition. The other piece that is important is the CSPs need to find the right companies and system integrators that can actually help them through this journey and be their true partners through this journey.**

So, let me give you an example of creating a solution around connected worker. So, for a CSP in order to create this digital solution for a connected worker they need to create it, sell it and monetize it, and that involves several areas:

The first is finding the right ecosystem of partners and players in order to create what we call a digital service factory.

Second piece is from a technology standpoint having the right sales processes and digitizing those sales processes.

And then from an organizational standpoint up skilling both the organizational force, plus the sales force.

Guy Daniels: Sal, is all of this good news for CSPs?

Shivani Vora: Oh, absolutely! Definitely good news, more so because there's a huge opportunity over here. This transformation to what we call a connected industrial orchestrator is not an easy transformation. **Finding the right partners and the right ecosystem players is key to success, but the key over here is inaction will lead to failure.** So, great opportunity over here for CSPs, and speed and agility are the key areas in order to ensure success.

Guy Daniels: Shivani, thanks for joining us in Telecom TV.

Shivani Vora: Thank-you.