



Mobile Market Development

Switching From the Network to the Customer as the Primary Asset

Program: Maximising Wireless Profit

Price: 2500.00 EUR

Author: Nicola Warren

Description: Operators historically considered the network to be their primary asset. This made sense in an economy where physical assets produced consumer value and consumer choice was product and brand driven. Brands and marketing were further recognised assets that MNOs leveraged to enhance their offerings, helping operators to win share in the marketplace. But market disruption by providers without network or brand assets has shown that these assets are not necessary to participate, and indeed succeed, in the telecommunications marketplace. The role of intangible assets - particularly of customers – has become more significant to success. This report explores the growing importance of customers as an asset and addresses the question of whether it should replace the network as an operator's primary asset.