



Mobile Market Development

Transition to Telco 2.0: Internal Changes Required by MNOs

Program: Maximising Wireless Profit

Price: 2500.00 EUR

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Description: Operator business heritage is based on regional licences, capital intensive network assets and hardware expertise. These have led to the customer propositions of the past. But digital developments have enabled the emergence of customer-led competitors, who are asset-light, borderless, agile and responsive. Operators require new businesses practices to stake their claim in the digital age, while maintaining their core network capabilities. This report examines some of the internal changes undertaken by companies who are well-progressed towards digital transformation in order to guide others along their own digital journeys.