The Big Gap

Defining the 5G B2B opportunity

Ronen David

August 2021

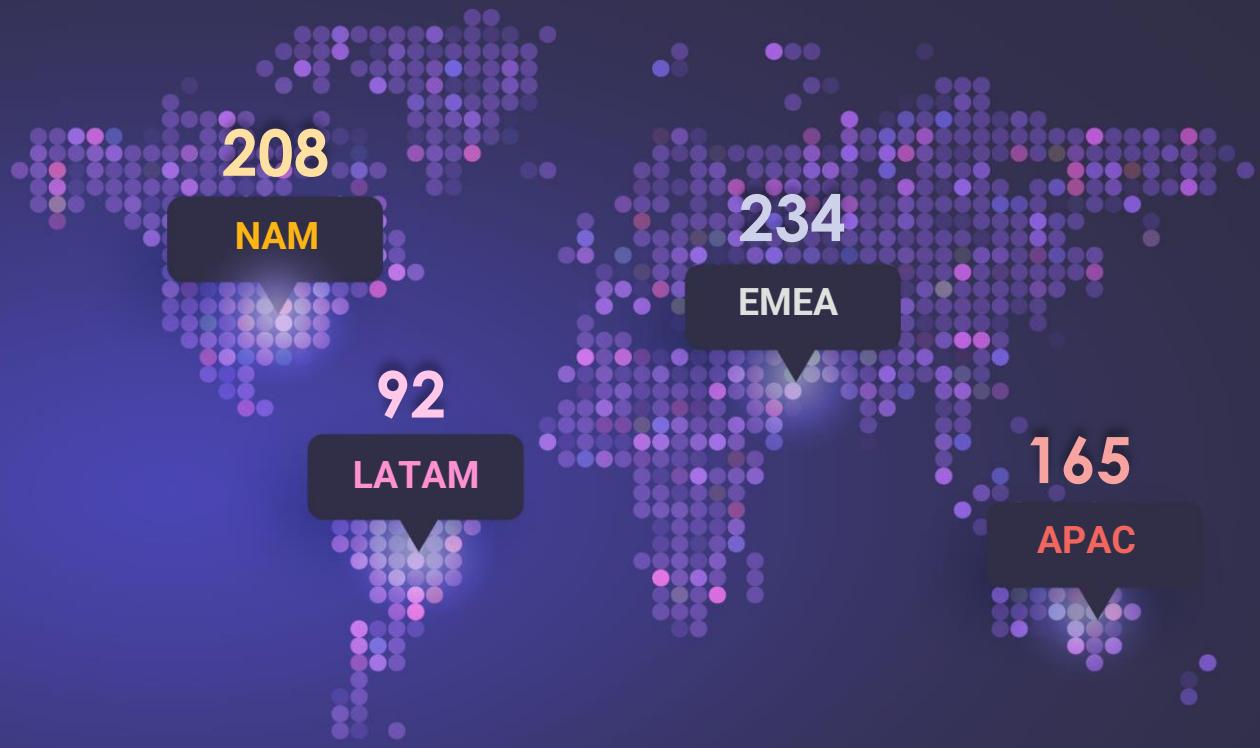
amdocs

STL PARTNERS

A worldwide research among

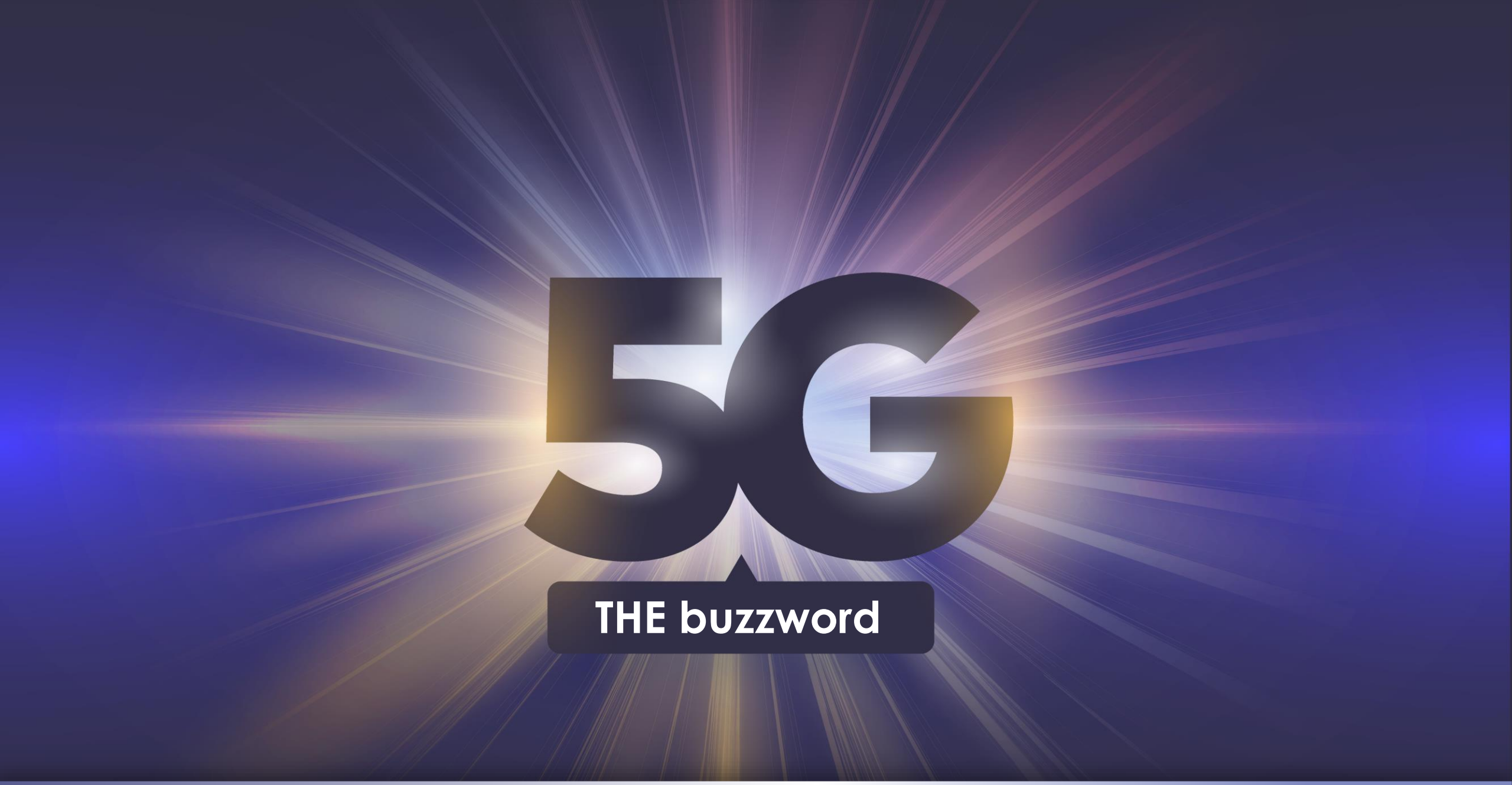
IT decision makers in businesses

spanning various countries, firm sizes and industries



> 700 respondents

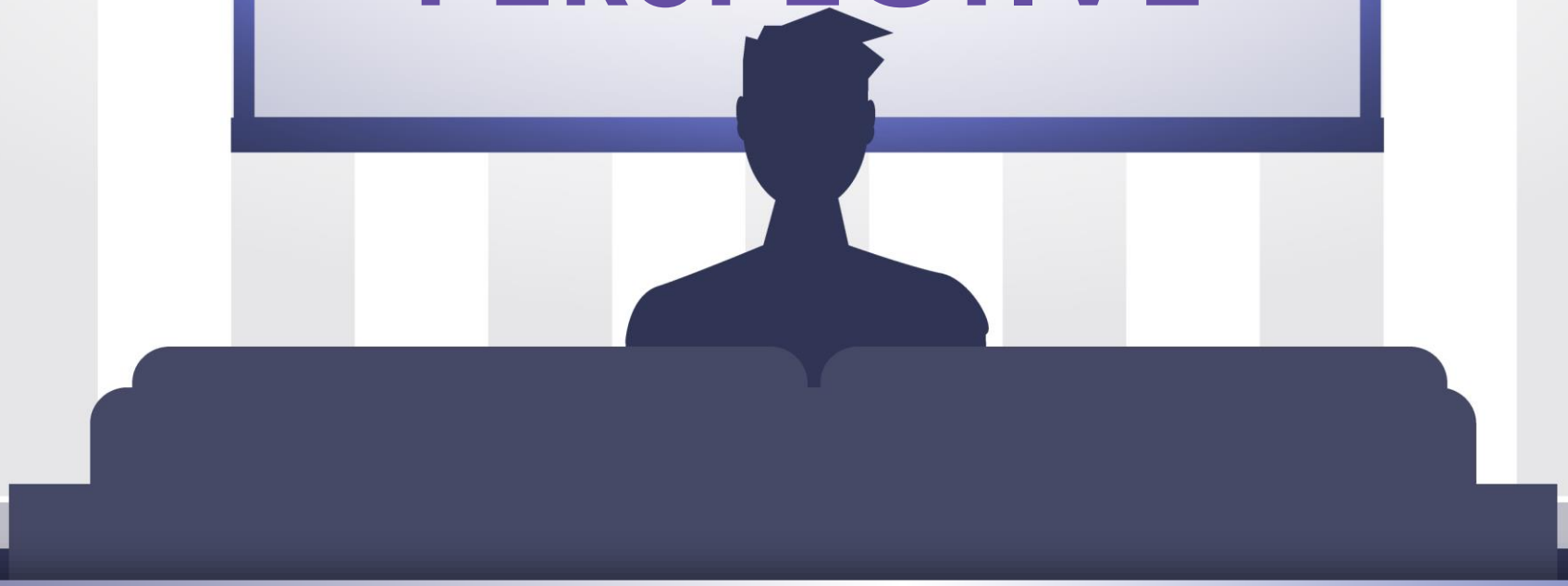
251	179	153	116
Manufacturing	Retail	Healthcare	Transport & Logistics


5G
THE buzzword

5G is BY FAR
THE MOST BURNING ISSUE
88%
Mentioned **5G** as the emerging network technology their organisation actively exploring, with edge computing a far number two with 49%

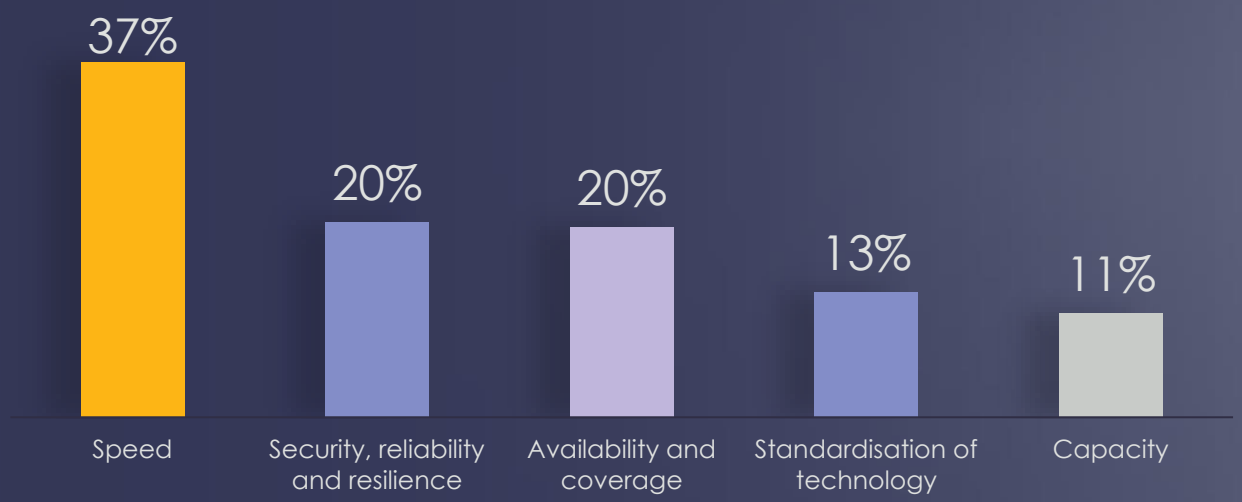
But they tend to look at it from a

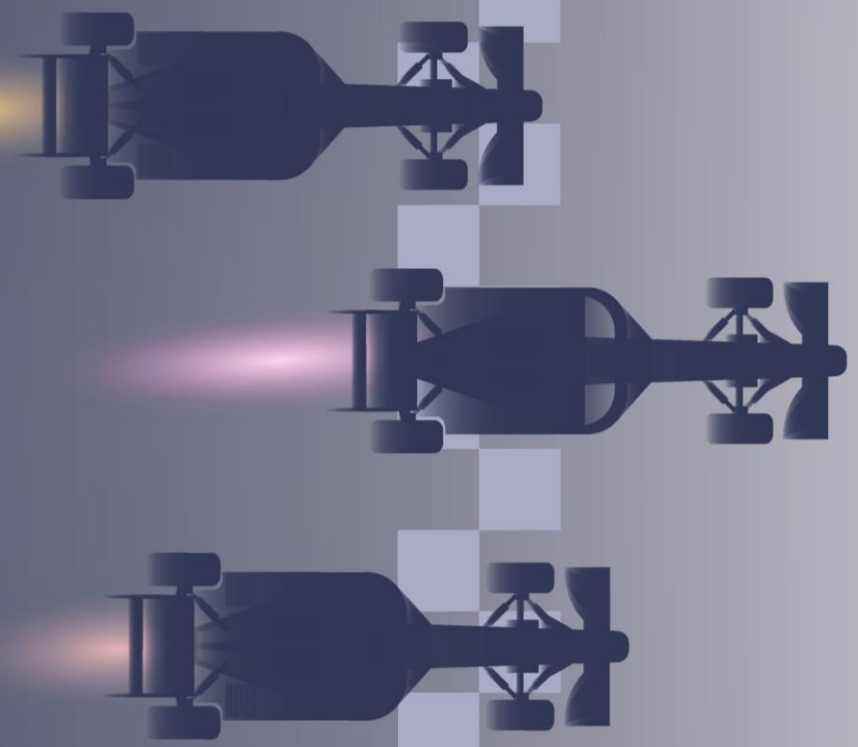
CONSUMER PERSPECTIVE



SEE SPEED AS THE KEY BENEFIT

driven by consumer-oriented messaging

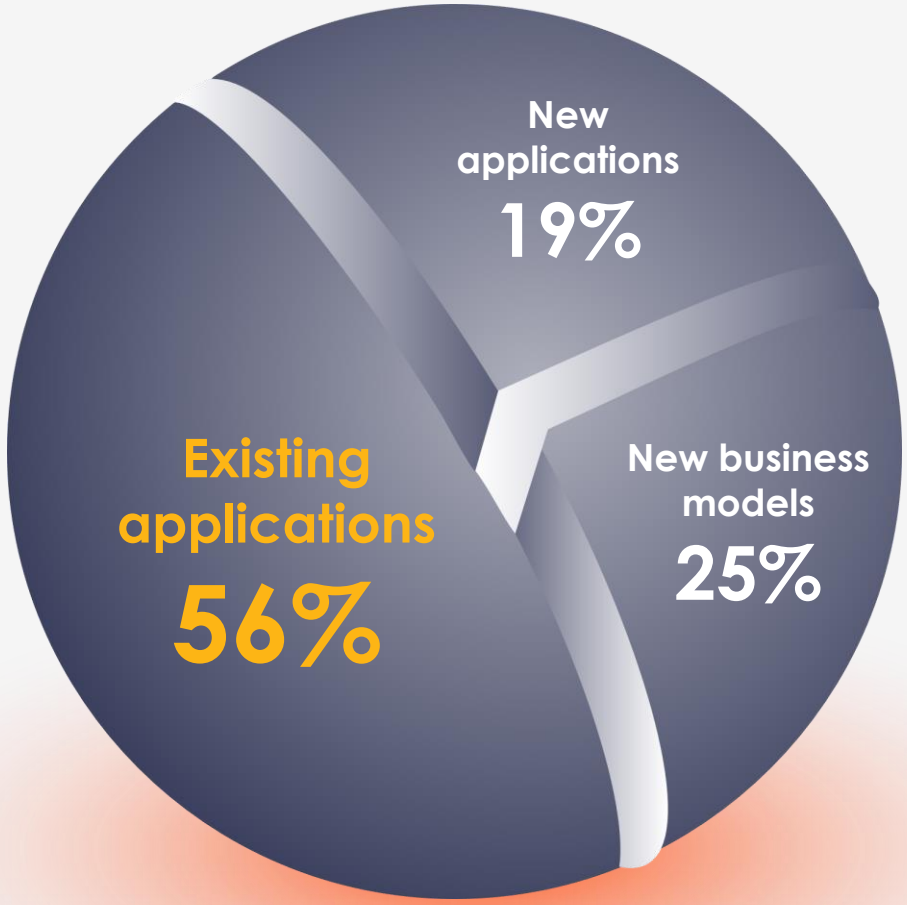




Intuitively, where do you think the benefits of 5G would lie for your organisation?

SEEING EFFECT ON EXISTING BUSINESS RATHER THAN A WHOLE NEW BALL GAME

Where do you think 5G will have the largest impact on the enterprise application landscape?

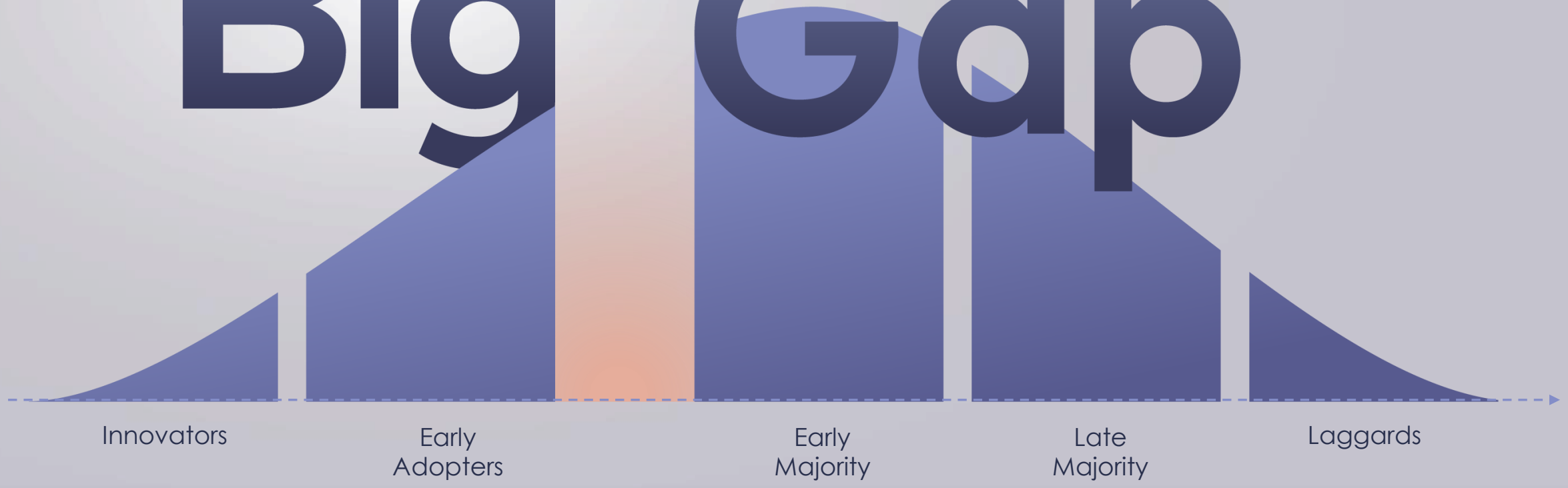


Many companies are unaware of 5G capabilities and need education on potential applications within their industry. This 5G naivety is sector-agnostic, being more attributable to company size and individual appetites for innovation.

Head of Communications & Stakeholder Engagement, 5G Testbed & cross-industry accelerator

There's a GREAT APPETITE among businesses to adopt 5G but lack of understanding its various advantages is blocking mass adoption

WELCOME TO THE Big Gap



HUGE OPPORTUNITY!

We should help them cross the gap.

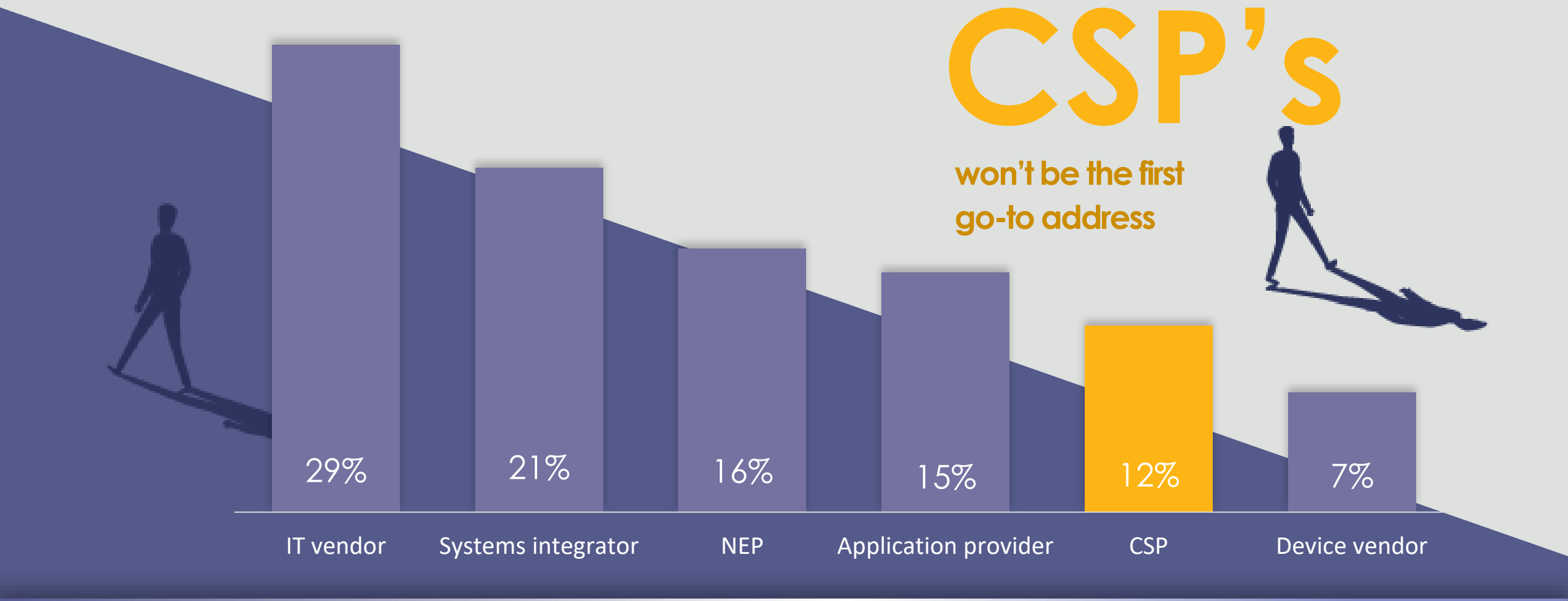
HOW?

5G will start **with point solutions**

prefer to procure connectivity for specific uses rather than being used across the enterprise

Who would you prefer as a primary vendor

[for purchasing next-gen solutions]?



The good news:

Enterprises look for more from their CSP

89% think operators should provide more than connectivity alone

47% think operators could play a higher value role beyond managed services (e.g. application enablement)

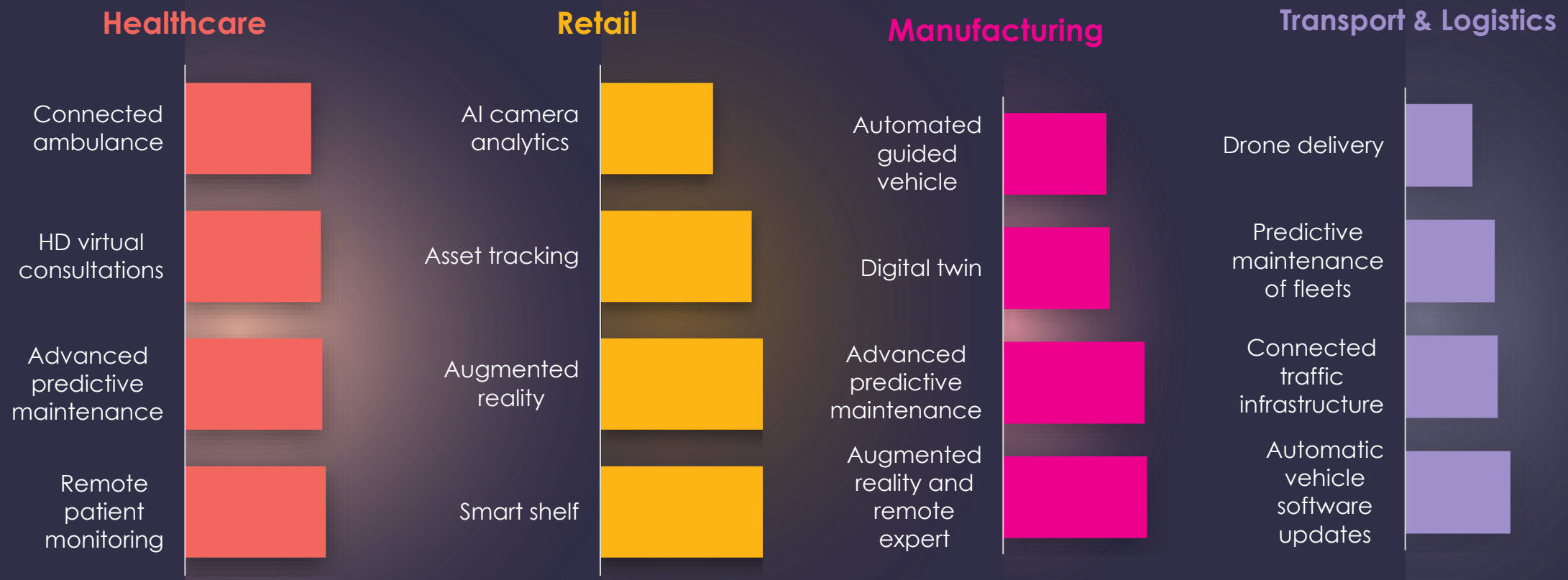
16% see CSPs providing end-to-end solutions

"CSPs need to invest now to build credibility with enterprise customers if they want to access higher value roles they should do this in a targeted way"

STL PARTNERS

5G has no killer app

but an all around interest in various of implementations



The key to realize 5G potential:

Specialization

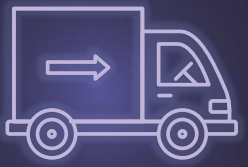
Vertical specialization

Build CSP credibility and expertise in targeted verticals

Manufacturing

Retail

Healthcare



Transport & Logistics

Free tip: Retail and manufacturing are more open to CSPs

Needs specialization:
targeted specific suite

Data centricity	Data is stored in a central location and can be used for cross-organizational use cases:	Digital Twins	Advanced Predictive Maintenance	Precision Monitoring and Control	Smart Shelving
Enterprise decentralization	Tearing down of physical barriers: data is accessible in various locations enabling a suite of remote apps:	AR/Remote Expert	Remote monitoring	Connected Ambulance	Automatic Software Updates
Enhanced Customer Engagement	The online/offline worlds converge as companies create online experiences that closely match offline interactions	AR/VR applications	Virtual Consultations	Haptic gloves	Magic mirrors

BETTER START MOVING

advanced enterprises start seeing 5G's benefit beyond the obvious

"Wi-Fi 6 or an edge computing solution can sometimes facilitate use cases better than 5G. However, it's difficult to maintain different tech for different purposes - 5G solves a lot of problems altogether, with a common platform to manage centrally"

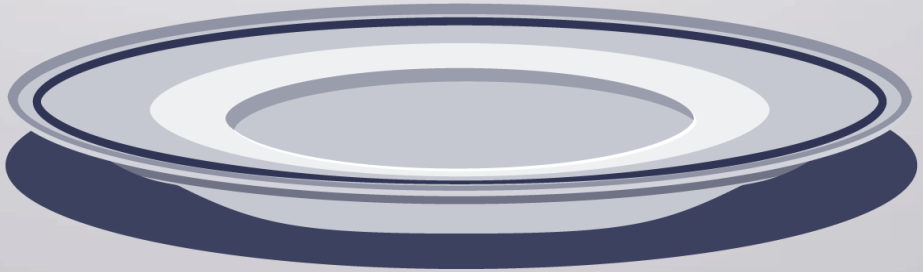
Program Lead, 5G Factory of the Future (EMEA)

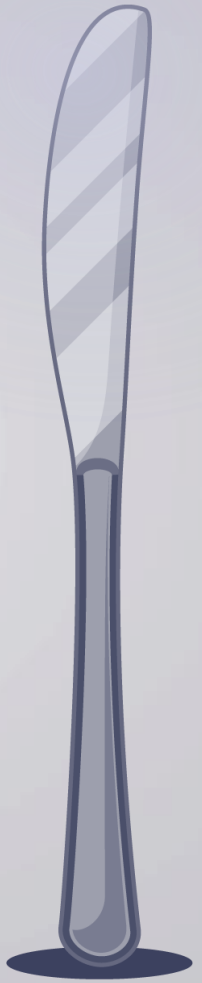
"An aerospace SME in the West Midlands is looking into how 5G can improve productivity. They will admit that some use cases don't necessarily need 5G, but they have a vision for the future and want to 5G-enable their factory. They are looking at it from a long-term perspective"

Head of Communications & Stakeholder Engagement, 5G Testbed (EMEA)

5G

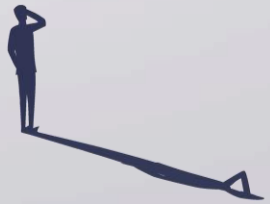
IS BEST SERVED...?





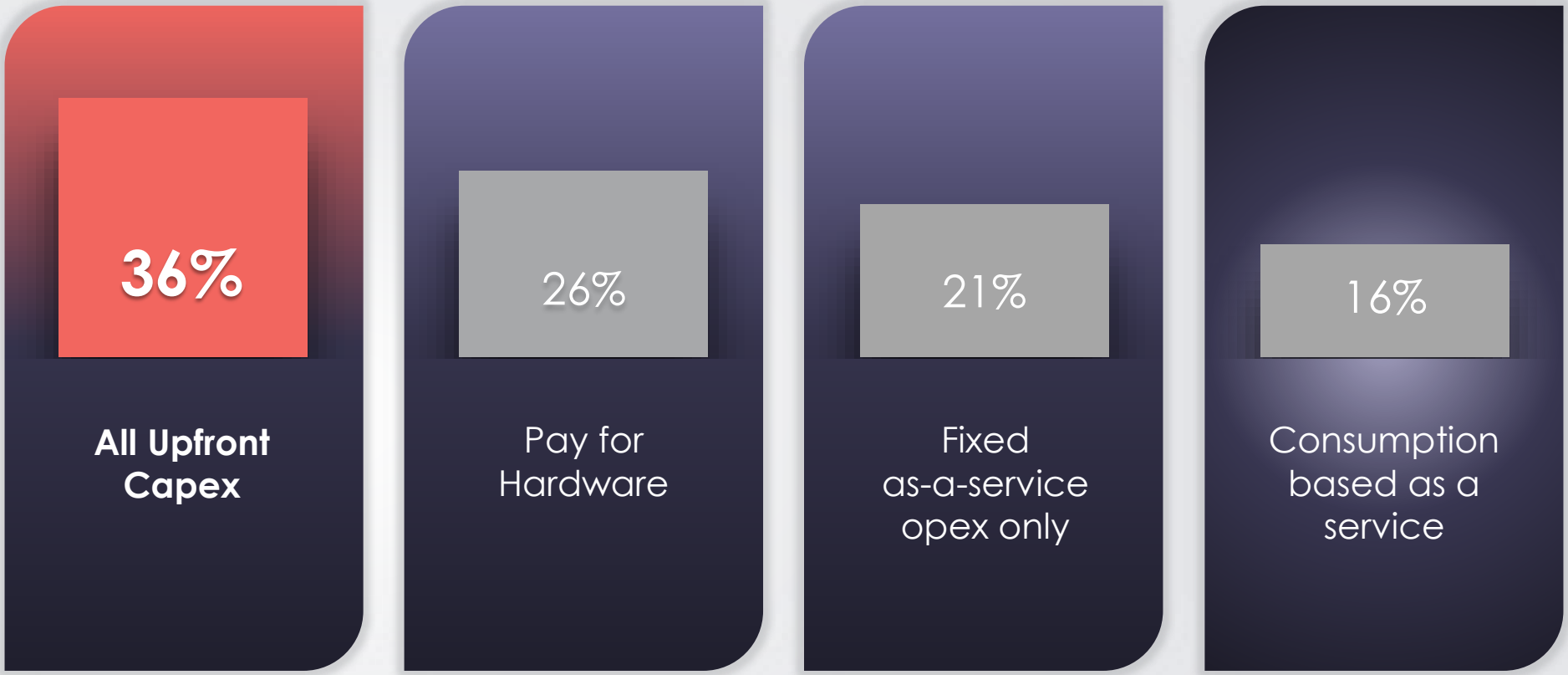
Perceptions of 5G and of CSP's affect

Procurement Preferences



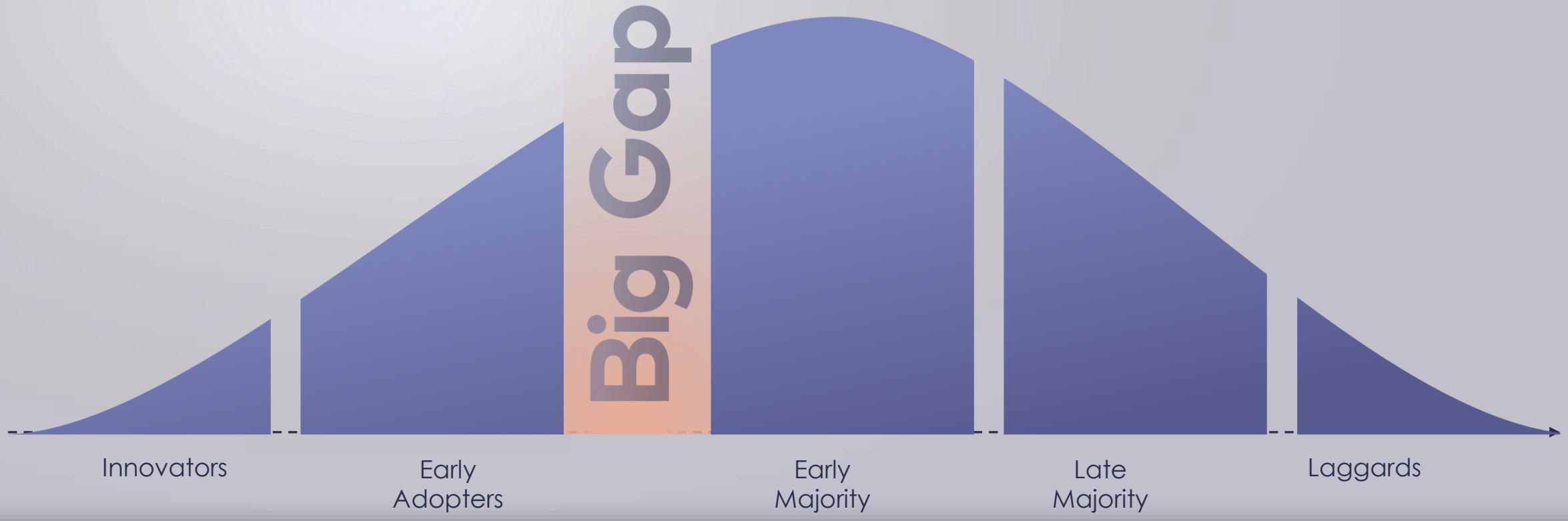
When paying for 5G-enabled solutions, what commercial arrangements would you prefer?

Most enterprises prefer to pay all up-front



At this stage, enterprises are driven by fear.

THEREFORE, THEY WANT CERTAINTY AND PREDICTABILITY



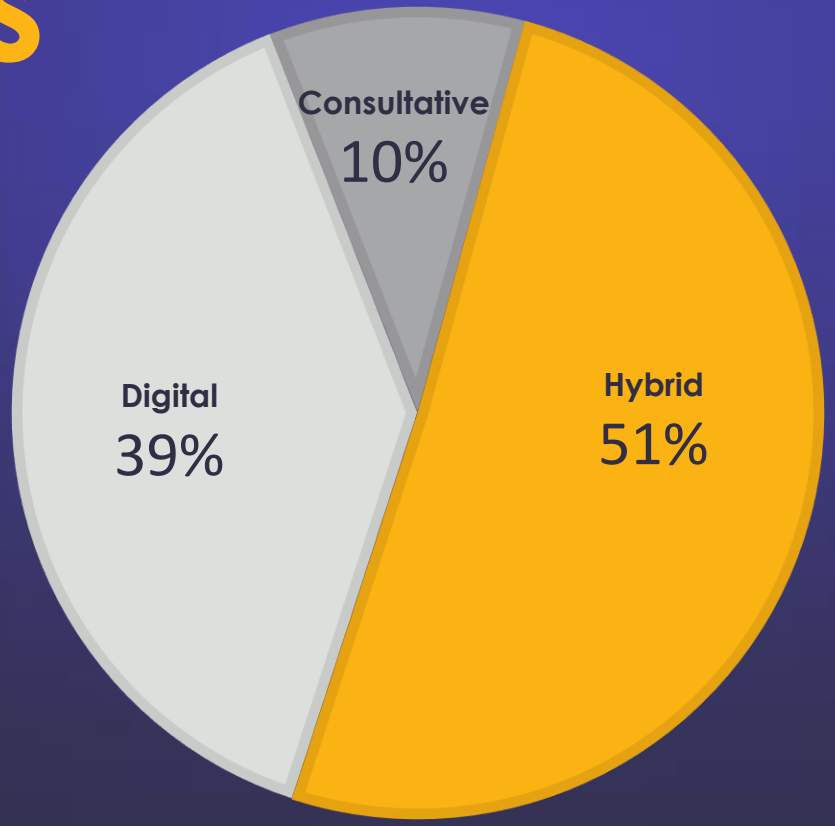
Other than offering education

CSPs should offer flexible business models

Tendency towards digital channels

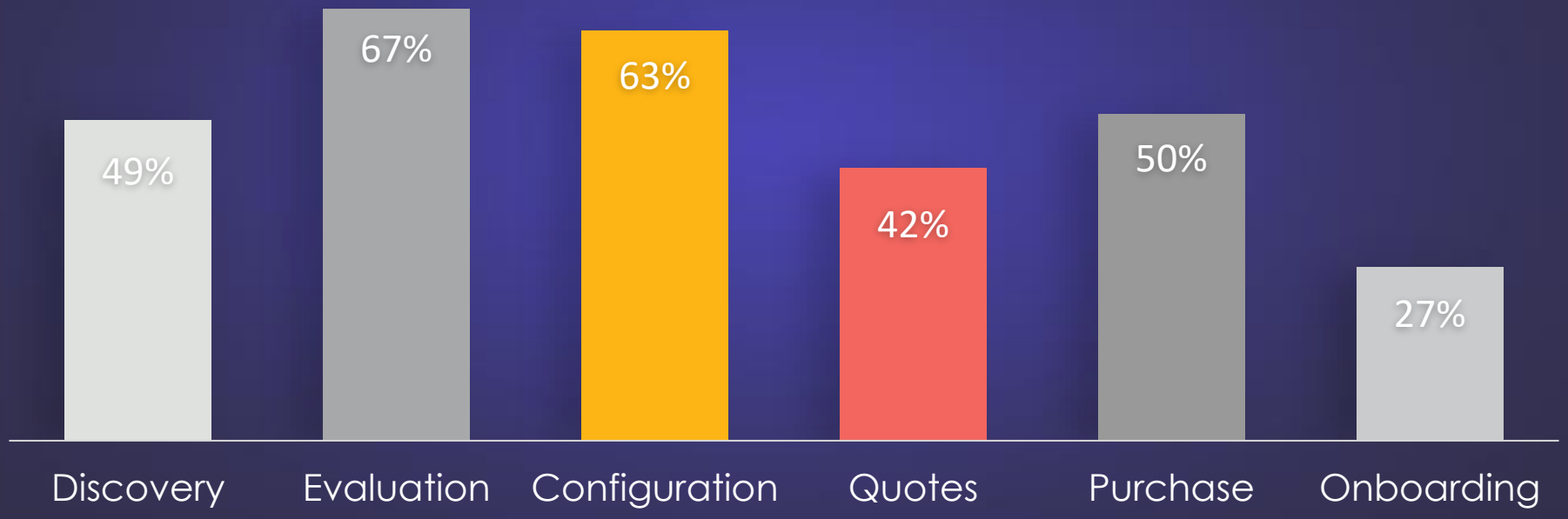
90%

Of enterprises Favour an all digital or hybrid digital model for procuring next generation services



In a hybrid model

which stages of the customer journey would you prefer to do digitally? *



Recommendations

Leverage **configuration-based** front end to make it agile and dynamic allowing quick introduction of new services on digital channels

Think **omni-channel** to ensure frictionless cross-channel buying journeys

Provide **quotes for and spin-up** of services without lengthy delays in procurement or time to market

So..

there is a

GREAT APPETITE

among businesses of all sizes to adopt 5G technology

blocked by

The Big Gap

due to lack of understanding of key 5G benefits

EDUCATE

SPECIALIZE

Offer

FLEXIBLE

business models and channels

Thank You

The Big Gap

amdocs