

TPG Telecom's 5G Vision Challenges Australia's Telecom Market



As 5G broadband and mobile become the primary services in Australia's telecom market, TPG Telecom believes 5G will dominate both the broadband and mobility domains. A rapid 5G network rollout combined with a portfolio of trusted brands positions TPG Telecom across multiple markets. By deploying MATRIXX Software for next-generation monetization across all its brands, TPG Telecom aims to take on Australia's incumbent market leaders in 5G and beyond.

A Rising Challenger

Following its July 2020 merger with Vodafone, TPG Telecom's strategic acquisitions have given it trusted brands across consumer, business, government and wholesale markets. Positioned as a compelling third challenger in a robust Australian market addressed by two incumbent providers, the company sees 5G as a key enabler of growth that creates a unique opportunity to gain ground.

TPG's Multibrand 5G Strategy

TPG Telecom's brands are well established across consumer, business, government and wholesale markets. The company has worked for years to develop synergies that underpin them all, with each of TPG Telecom's brands addressing specific segments of Australia's domestic and international market.



Vodafone Australia: Mobile and fixed broadband services

TPG Telecom: Personal, small office, business, enterprise and government

iiNet: Internet provider offering services nationwide

Internode: Home broadband service provider

Lebara: Prepaid mobile voice and data, known worldwide for great international rates

AAPT: One of Australia's leading telecommunications infrastructure companies, offering data, cloud, voice, internet and mobile services for business, government and wholesale customers

To get the most from this strategy, TPG is transforming its IT infrastructure and streamlining its operations to enable continued differentiation across its portfolio of brands while also gaining the agility and efficiency of a truly merged company.

TPG's 2021 Strategic Priorities

How we will drive growth

Launch 5G fixed wireless services and bring more customers onto our infrastructure

How we will enable growth

Transform IT & digital to enhance and simplify the customer experience

- Modernize digital tools to give customers more choice about how they interact with us and manage their accounts
- Progress the rationalization of legacy IT systems to enable convergence, on-net experiences and seamless customer interactions

Extract from TPG Telecom 2020 Results Presentation



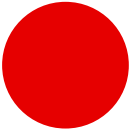

One Platform to Make the Vision Real



TPG Telecom wants to transform its infrastructure to enable their brands to grow and gain market share cost-effectively. “We are maximizing the use of our assets amongst our house of brands,” says Iñaki Berroeta, CEO and Managing Director. The company is committed to achieving substantial economies of scale and enterprise-wide business agility while operating as a merged company. A critical enabler for achieving that goal is a “next-generation platform (that will enable it) to deliver innovative services more rapidly while embracing an agile operating model,” says Easwaren Siva, TPG Telecom’s General Manager of Strategy and Architecture.

Siva explains that the company has “tightly integrated” MATRIXX Software’s single, real-time monetization platform with its networks. This has, in turn, set the stage for the merged company to transform 5G monetization across all its brands, expose powerful network and service capabilities via API for each of them and unlock endless new service opportunities across markets hungry for broadband and mobility.

Challenging for 5G Market Share



As a truly merged entity, with a focus on a rapid 5G rollout, TPG Telecom is building a platform to challenge Australia’s largest incumbent telecom providers across multiple markets and brands. It has succeeded with its strategic acquisitions and now is creating a fully merged company that can scale to take on the largest players in the industry. By investing in operational agility and next-generation monetization, TPG Telecom gives itself the ability to innovate services rapidly, grow each of its brands and scale its entire business to gain market share in 5G and beyond.



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