

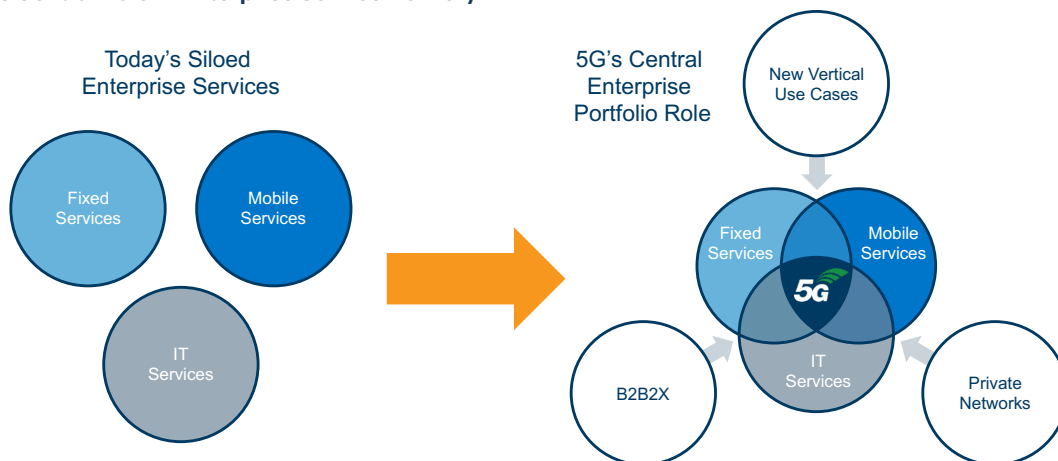
Winning the 5G Enterprise Race

The global 5G enterprise market is forecast to be a \$31 billion market by 2027, growing at an impressive 57.2% CAGR between 2020 and 2027,* making it a major opportunity target for telcos.

While significant investments in 5G New Radio and the Standalone Core will provide the foundation for reinvigorated portfolio offerings, aggressive monetization of new services is crucial if telcos are to maximize their share of this opportunity. For many, however, sticking with simple 'speeds and feeds' charging (often constrained by legacy BSS) along with a general 'wait and see' attitude toward 5G, will result in missed opportunities from which it will be impossible to recover.

Telco enterprise leaders need to seize the moment with a proactive, 5G-led revamp of their portfolio offerings and their charging approach that is unconstrained by legacy thinking and technology.

Figure 1: 5G's Central Role In Enterprise Service Delivery



If revenue and profitability from enterprise services are to grow sustainably over the next few years, not only do 5G services need to be introduced quickly and aggressively into the telco portfolio but they need to be positioned as much more than a simple uplift from 4G.

The path to enterprise growth that 5G opens up is also threatened by new competition in the shape of the so-called 'digital dragons' — players such as Microsoft, who have made substantial recent investments in 5G technology and will certainly become more direct competitors.

*Source: Polaris market research

Figure 2: Key 5G Use Cases and Business Models Enabled by the MATRIXX Digital Monetization Solution

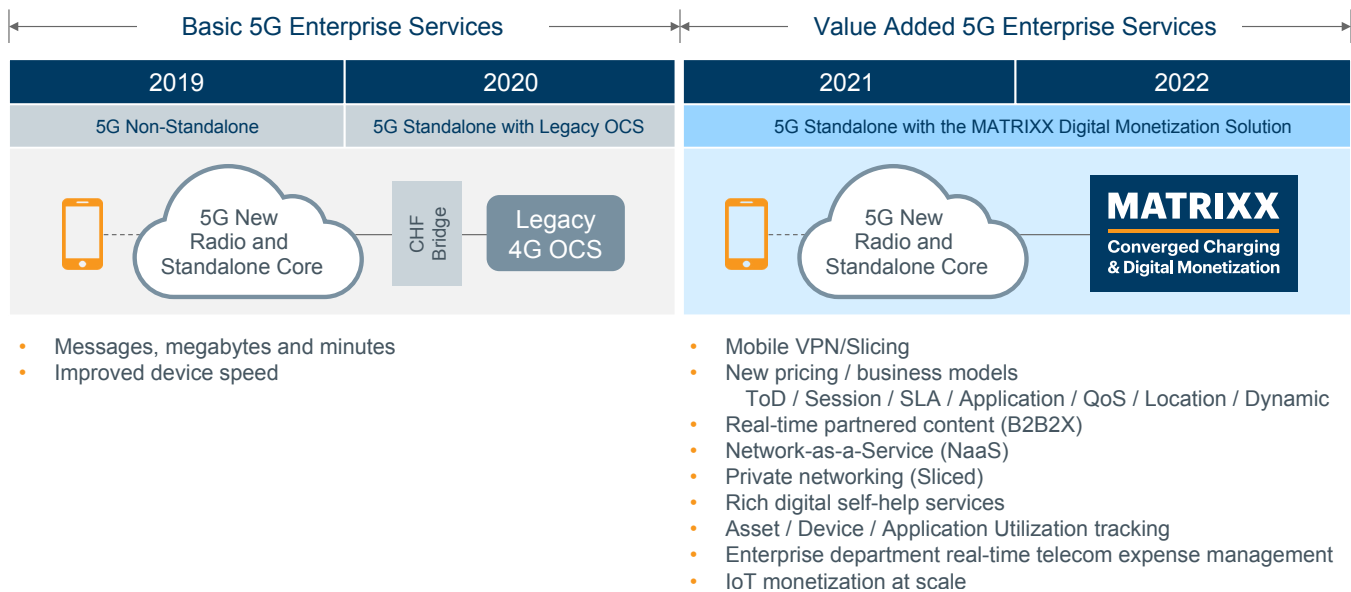


The telco enterprise model also faces other challenges, including static-to-declining EBITDA, being driven by reducing revenue and high cost-to-serve, SD-WAN services cannibalizing MPLS VPN revenue and commoditized 4G mobile services.

For too long, enterprise mobile services have been simple ‘messages, megabytes and minutes’ plays, quickly commoditized and easily challenged by new competitors. 5G’s capabilities put it at the heart of a converged fixed, mobile and IT services strategy but if telcos are to convert this into a leading commercial proposition that can compete with the dragons, they need to develop a ‘content, context and convergence’ strategy.

This can’t be achieved by simply bridging between new 5G infrastructure and a legacy Online Charging System (OCS). This approach will simply prolong current business challenges at a time when telcos should be capitalizing early on their 5G investment and seizing every possible competitive advantage. Rather, telcos should be investing now in an enterprise monetization solution that will maximize the revenue opportunity opened up by 5G. Telco enterprise leaders need to work closely with their IT and networking colleagues and demand that they are given a full set of 5G monetization tools with which to effectively compete.

Figure 3: The Legacy Value Gap



Key to unlocking the 5G Enterprise opportunity is a real-time commerce hub that will enable flexible and adaptable real-time enterprise services along with progressive new business models. In doing so, it will free telco enterprise leaders from the tyranny of the billing cycle, delayed market entry, inflexible subscription-based offers and bad debt. At once, that open, hub-based approach will put the enterprise offering back in the hands of the telco business, enabling a flexible and aggressive agenda to be set that aligns with emerging market needs.

The MATRIXX digital monetization solution is a unique real-time enterprise commerce hub, that delivers industry-compliant converged charging along with a rich set of digital monetization capabilities, and enables a number of new, real-time commercial offers for telco-served enterprise customers. It supports a wide range of new business models and use cases such as pay-as-you-go, B2B2X, Network-as-a-Service and real-time telecom expense management and much more, spanning both small-to-medium and major enterprise organizations.

MATRIXX puts telco enterprise leaders back in the driving seat with an agile and expansive new business approach, unconstrained by the limits of legacy monetization technology.

About MATRIXX Software

MATRIXX Software delivers a modern converged charging and digital monetization solution proven at scale. Global operators like Telefónica and Telstra, IoT providers like Tata Communications and network-as-a-service (NaaS) providers like DISH rely on the platform to overcome the limitations of traditional Business Support Systems (BSS). With MATRIXX, service providers can rapidly configure, deploy and monetize personalized, innovative offerings. Its cloud native platform delivers accurate, real-time information that improves customer engagement. MATRIXX enables commercial innovation and real-time customer experiences that drive revenue and growth opportunities across multiple markets.

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