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HE ROLLOUT OF 5G in India will trigger a relevant and richer wave of digital transformation. Operators, enterprises and vertical industries are ramping up infrastructure and network resources to seize this opportunity. Unlike previous Gs, the 5G enables several use cases within Industry 4.0 and beyond verticals, which are likely to contribute to the next phase of the said transformation not just across B2C segment but also B2B and B2B2X.

The new vibe of B2B

The increased reliability coupled with bandwidth

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LEVERAGING 5G TO DRIVE THE NEXT PHASE OF DIGITAL TRANSFORMATION

and latency gains offered by 5G makes it the most attractive investment area for enterprises to imagine new business cases and optimise the current ones, to drive more value from existing investments and improve end-customer experience. From fixed wireless access to edge influence, from quality of service to location tracking, and from warehouse automation to immersive learning, enterprise use cases of 5G are evolving at never-before-seen speed. Alongside this growth,

their expectations from the network, infra, resources and standards are also evolving.

A recent Omdia report reveals that customer experience largely impacts customer buying behaviour, especially of the next-gen services in enterprises. It says 93 per cent of large enterprises, SMEs, and SOHOs are now willing to self-serve digital services—if the customer journey is engaging, transparent and smooth. This is exactly where 5G will play such a critical role -- when the

customer devices (for example, robot, car, camera, etc) will be able to dynamically request resource-as-a-service from the network based on certain device context or background policy or the edge utilisation parameters (exactly how cloud used to enable storage-as-a-service and compute-as-a-service few years back and now it became an accepted and optimized way of operating, the advent of 5G is set to enable network-resource-as-a-service)

However, migration to

5G may pose several challenges to CSPs, especially considering the rapidly evolving use case scenarios around it. The business cases are entirely different compared to what they offer today, which indicates they need to implement new strategies for sales, billing and customer care. CSPs need to be agile and highly responsive to stay competitive in today's marketplace. They should be able to dynamically tailor the offerings to address the market demands. At the end of the day, all these

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challenges for CSPs boil down to opportunity -- an opportunity to improve their B2B topline big time, which earlier Gs were not able to impact because of several reasons like device ecosystem readiness, standards flexibility and lack of open communities.

Compared to earlier Gs, 5G brings several advantages thanks to the software-driven architecture that helps CSPs develop intelligent, modular and scalable networks that are easily programmable. Alongside the flexibility on BSS with various models and use cases, the 5G enables a platform approach to allow enterprises, vertical industries, application developers and erstwhile IoT devices to extract the 5G value from the CSP or private networks, to build unique user journeys and fulfil the business to service to network translation in intent driven or no-code-low-code environment.

Customer experience

The rise of 5G has the potential to transform B2C services, paving the way for a shift in strategies for customer engagement and customer experience. The proliferation of smart devices, not just smartphones but a long line-up

of devices comprising the smart home network, and the rising demand for live streaming, 8K video streaming, video conferencing, cloud gaming, remote working, and AR/VR applications have indeed added a new dimension to the way CSPs and network providers design, build and operate the networks. Work done by the open communities in the last few years around OpenRAN, OpenCore,

densely populated localities and scenarios. Current trends indicate that customers are willing to pay for these apps; however, CSPs will confront challenges in ensuring service level agreements (SLAs) and QoS, especially with latency-sensitive apps such as cloud gaming and augmented/virtual reality (AR/VR).

While focusing on the 5G-driven transformational projects, CSPs need

channel experience across any device, network or platform. The highly disruptive and competitive marketplace also makes it imperative for telcos to implement strategies to effectively manage customer interactions at every touchpoint. Innovations in proprietary technologies will be critical as most legacy systems are built for previous generation technologies which are not forward compatible. The use of advanced analytics powered by ML will help telcos identify the gaps in real-time and proactively address the pain points through various AI models.

In conclusion, 5G opens a plethora of opportunities for CSPs in India to innovate around their offerings and explore new avenues to monetise them effectively. Thus, customer experience in 5G era will gain greater relevance than ever, not just for B2B and B2C segments, but equally for B2B2X. The old rule still finds relevance in the 5G era that a happy customer is the best business strategy, with just an addition that while earlier only APRU used to be a KPI, now equal (if not more) emphasis will be on ARPA (average revenue per enterprise account). **BW**



TMForum, TIP, BBF, ONF, etc. has given a big momentum to the SDN-NFV principals thereby designing how 5G would pave the path to sit alongside 4G and other existing network technologies. Most of the said applications revolve around enhanced broadband (eMBB) which promises higher bandwidth and lower latency even in

to also focus on the existing services for 4G and address the evolving requirements of those customers, especially as they build and operate 5G NSA networks overlaying the 4G core.

In this scenario, monetising the investment in the B2C marketplace demands a customer-centric approach that focuses on ensuring the best omni-