

Design for digital

A business vision to prepare communications service providers for the cognitive era



8. What next?

We hope we have demonstrated that digital disruption has well and truly arrived in the telecommunications industry, and that this is creating challenges and opportunities for operators.

Changing customer behaviours and needs, the explosive growth of video, exciting developments in Big Data and Analytics and cognitive computing, the emergence of digital advertising, and new opportunities in wider areas such as mobile money, healthcare and the Internet of Things are combining to reshape this industry.

In response, we believe that CSPs must adapt their business models and their operational models in order to become Digital Services Providers. Disruptive

developments in network technology offer opportunities to reduce capital expenditure and dramatically improve network agility. CSPs have the opportunity to embrace cloud computing to transform their business and operating models. All will need to implement a comprehensive security strategy to underpin these opportunities.

Rapid change requires rapid response and the old methods of delivering IT and network infrastructure are inadequate. The application of design thinking, agile development and DevOps should help to deliver results more quickly and with a higher success rate.

We hope you found our point of view on the business vision of the Digital Service Provider useful and enjoyable. We would welcome the opportunity to continue this discussion in face-to-face meetings.

We know what it takes to transform a large organization at the time of accelerated change – we are transforming ourselves as well. We are happy to share our journey with you as well as the work we do with our telecommunications industry clients worldwide.



Appendix: IBM Telecommunication industry papers, research studies, articles and videos

[Dialing in a new frequency: Your cognitive future in the communications industry](#)

Cognitive computing can help communications service providers unleash a new era of innovation and growth.

[Why CSPs should re-invent themselves as retailers](#)

Digital service providers are embracing next-generation BSS for an improved customer experience

[The Digital Service Provider: The transformation of the telecommunications industry](#)

Over the past 10 to 15 years, the telecommunications industry in general enjoyed rapid growth through new customer acquisition and geographic expansion. However, today's telecommunications market is virtually saturated, and competition is intense as the hyper growth phase draws to an end. After a decade of impressive growth, are communication service providers (CSPs) facing the end of an era? Or, as we believe, could they be on the verge of a new age — one in which they reinvent themselves as digital service providers?

[The CSP's roadmap to becoming a Digital Service Provider](#)

Explore the steps you can take today to begin evolving your business into a true DSP and learn how other CSPs are facing this transformation challenge.

[Keeping Telecom on target: how CSPs tap the transformative power of data and analytics](#)

Today, the potential value of mining internal telecommunications (telecom) data – particularly when combined with external third-party data – is indisputable. Our research shows that leading organizations with clear analytics strategies and capabilities have enjoyed a significant positive impact on revenues and business outcomes. Twenty-three percent of communications service providers (CSPs) consider themselves to be analytics leaders, implying that more than three-quarters of the CSPs surveyed are not targeting analytics for greater competitive advantage. To stay relevant in a rapidly changing market, CSPs will need to develop and execute analytics plans that focus on customer objectives, business operations and building new platforms to create new revenue streams.

[Restoring connections: How telecommunications providers can reboot the customer experience](#)

Few industries have commoditized themselves more than telecommunications. Communications service providers (CSPs) risk becoming mere utilities and, at the same time, face the disintermediation of the customer relationship. Today's consumers have a plethora of product and service choices, including those offered by over-the-top (OTT) providers, whose popularity continues. How can CSPs escape commoditization and differentiate themselves? We believe the next competitive battle will be won by CSPs that can deliver an exceptional customer experience and build brand loyalty through innovative, compelling services tailored to customers' needs.

[The influence of social: New views from the 2014 IBM Global Telecommunications Consumer Survey](#)

The IBM Institute for Business Value conducted a survey of over 22,000 consumers in 35 countries in both mature and emerging markets. The survey covered a wide variety of topics, including consumers' spending priorities, usage and perceptions of products and services, information sources for products and services, the impact of social disruption, attitudes toward communications service providers (CSPs) and consumers' trust in CSPs

[Cloud Based Networking](#)

Market demands and new technologies drive service providers to continuously evolve network infrastructure

[Digital disruption](#)

Dramatic market and technological shifts have introduced big challenges for the telecommunications industry — and created the need for digital transformation.

Business Analytics for Telecommunications Service Providers

This book provides insights into the analytics and metrics used in practice by telecommunications service providers. The book is heavily weighted towards business analytics as opposed to operational metrics. It uses industry standard nomenclature from TM Forum to organize the analytic metrics and KPIs. Published in association with tmforum. The IBM authors are Craig Farrell, VP and CTO of Global Telecom Industry at IBM and Piyush Sarwal, CTO Smarter Networks at IBM.

tmforum blog posts

Craig Farrell, CTO of Global Telecom Industry at IBM, publishes a series of blogs on the [tmforum Website](#).

Videos

[Cablevision Argentina](#) proactive customer care

[Celcom Axiata](#) targeted marketing

[XO Comms](#) customer insight

[Sprint](#) customer experience

[C Spire](#) predictive analytics

[TELUS](#) customer experience



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Software Group
Route 100
Somers, NY 10589

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