

BearingPoint // Beyond
Digital platforms, growth through the ecosystem

Enterprise – the new CSP growth opportunity



The increasing demand for global enterprise ICT solutions including new digital services, will drive demand for global connectivity services. A growth opportunity for CSPs – for sure. But connectivity alone accounts for only a portion of enterprises’ total ICT needs. Surely there’s a much bigger opportunity here for CSPs?

Large enterprises are increasingly investing in digital transformation. As enterprises go digital the demand for end-to-end ICT services is on the rise. In addition, global operations have become commonplace for large enterprises, resulting in the need for ICT solutions spanning decentralized operations and sourced from multiple business partners in multiple geographies.

New digital services such as cloud, mobility services, security, IoT and M2M, SDN/NFV enabled services, and 5G network slicing services are increasingly being leveraged as part of enterprise ICT solutions. According to IDC’s 2018 European Enterprise

Communications Survey “Cloud and security remain key investment areas for over 40% of enterprises, followed by investments in Big Data/ analytics and Internet of Things (IoT). At the same time, companies are transforming their networks to become more software-driven, as reflected in investments in network function virtualization (NFV), software-defined wide-area networks (SD-WAN), and software-defined networks (SDN), all of which are key investment areas for at least 20% of enterprises.”¹

¹ IDC, „European Enterprise Communications Survey, 2018“, May 2018

Global connectivity solutions

The increasing demand for global enterprise ICT solutions including new digital services will, in turn, drive demand for global connectivity services. As traditional providers of enterprise voice and data services, underpinned by established partnership agreements with an ecosystem of network providers (global and local) ensuring connectivity regardless of global roaming requirements or country-specific restrictions, CSPs are well placed to offer global connectivity solutions to the B2B market.

Customized enterprise mobile connectivity solutions

New technologies being rolled out by CSPs – 5G network slicing and virtual network functions (VNF) – offer elegant solutions for a range of enterprise use cases. This alone gives the CSP the ability to build compelling customized enterprise mobile connectivity solutions thus opening up new revenue streams and allowing the CSP to move up the value chain.

The trusted partner of the enterprise customer

But, if CSPs can deliver comprehensive service solutions spanning both connectivity, ICT and new digital services, a much more significant part of enterprise ICT budget becomes addressable. To achieve real sustainable differentiation and unleash the full growth potential of the global enterprise opportunity, CSPs need to become the trusted partner of the enterprise customer, helping them making sense of the complexity. By integrating non-core services very clearly into product offerings and specifically address the individual requirements of their business customers, CSPs can elegantly master unified, frictionless, end-to-end global enterprise solutions requiring service sourcing from multiple business units and suppliers in multiple countries and regions.

But do you have the right tools to capitalize on any of these opportunities without disrupting your existing business?

Here are some things you need to consider:

1. Become the trusted partner of the enterprise customer – is your customer engagement up to scratch to do this?
2. Manage new services – do you have the capabilities that allow you to easily onboard and manage the new technologies and services required to create specialized enterprise solutions?
3. How will you package up services into comprehensive service solution offerings spanning both connectivity, ICT and new digital services, at bespoke prices with expert support?
4. The enterprise business system landscape – typically complex through acquisitions and mergers, new partner systems, business consolidation and legacy heritage – how will you

elegantly orchestrate critical business processes across such complex and diverse IT systems?

5. Ecosystem of partners – can you integrate with your partner IT environments, span complex value chains and manage revenue share arrangements within a full partnering ecosystem? And how easily can you collaborate, co-invent and innovate with them?

We believe that a Digital Platform is the key enabler to span complex value chains and revenue share arrangements within global businesses, moving from fixed and linear value chains to digital platform ecosystems to cultivate innovation and drive new ideas and revenue. CSPs who adopt this approach can become part of a faster and more dynamic digital ecosystem and embrace the full growth opportunity in enterprise business.

Here's how we can help!

Get closer to your enterprise customers – simplify customer engagement spanning the full customer lifecycle, from configure-price-quote-order-cash, with upward-scaleability for bulk-orders.

Comprehensive digital service solutions – quickly onboard, package and sell complete enterprise solutions combining connectivity services with new digital services (cloud, mobile services, IoT and M2M, SDN/NFV enabled services, 5G network slicing services, etc.) from multiple providers.

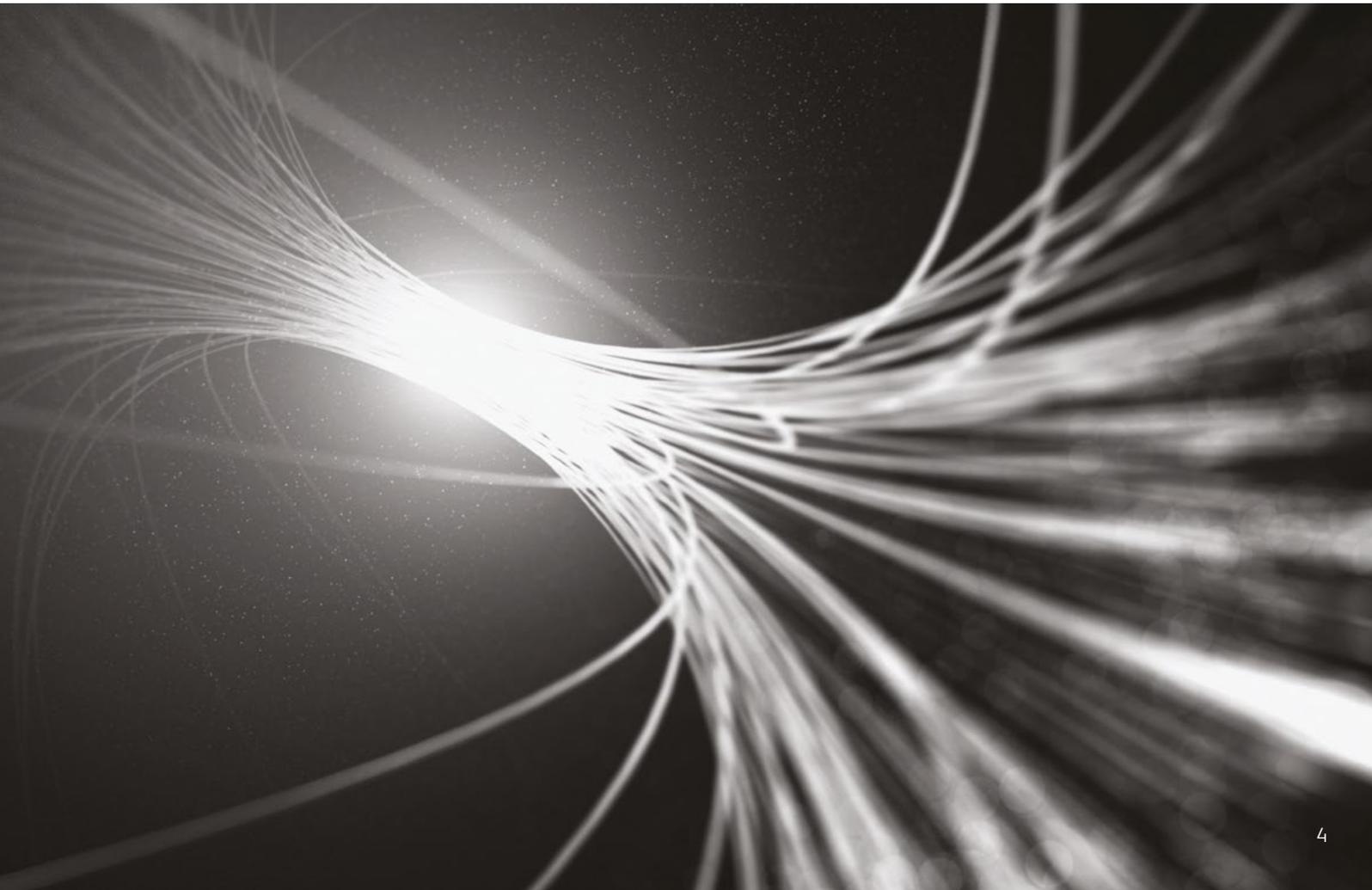
Unleash the power of your global reach with unified, frictionless offers and services – offer your global enterprise customers end-to-end service solutions combining multiple service components across a multi-national business environment covering local markets and partners in a seamless and effective manner.

Seize the Network as a Service revenue growth opportunity – help your enterprise customers realize the cost and agility benefits that come with NFV/SDN (hosted firewalls, virtual private networks (VPNs), SD-WAN, etc.) combined with network slicing.

Lower integration cost and complexity to existing IT landscape and 3rd party systems through wide set of Industry Standardized **Open APIs**.

Business elegance; Operational excellence – orchestrate critical **business processes** across complex and diverse IT systems reducing overall operational costs, revenue leakage, back office intervention, and overall business support processes TCO.

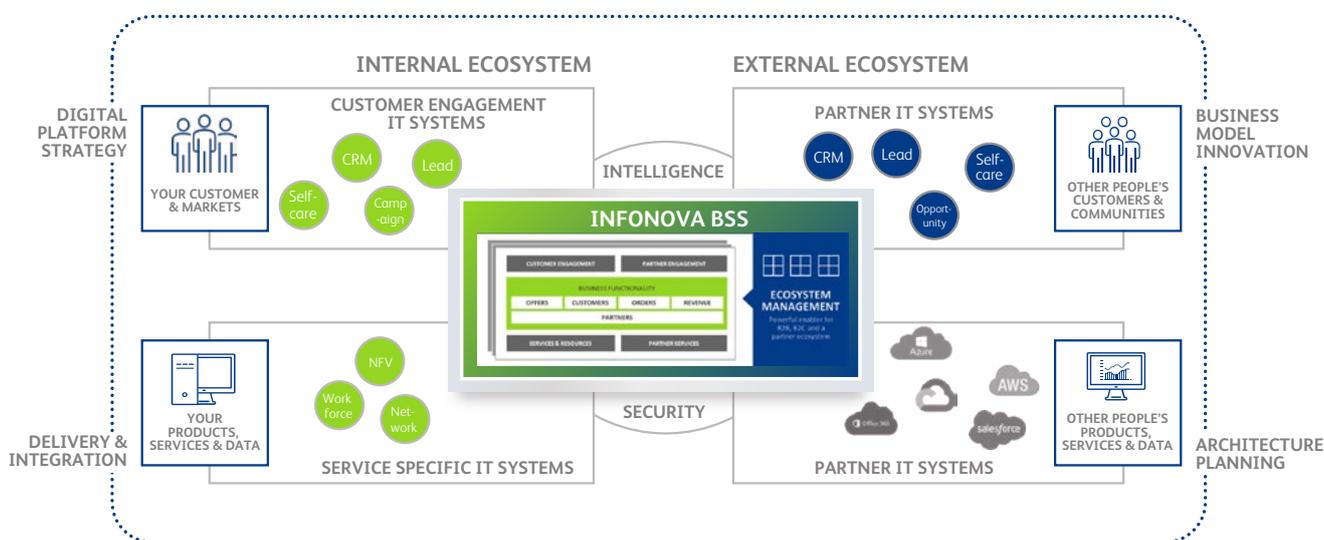
Accelerate innovation by building and expanding the ecosystem – invent and co-innovate with partners to enhance your service portfolios and expand to adjacent technologies and new services.





With a strong technology background and successful implementations over multiple industries, the BearingPoint//Beyond Infonova BSS is a solid foundation for CSPs who wish to grow their enterprise business, capture new digital services opportunities and embrace new platform business models. With a platform designed to start small and scale fast, CSPs can pursue different pathways to realize the enterprise growth opportunities offered by digital platforms whilst unlocking synergies with their existing core business.

Seize the enterprise growth opportunity



Infonova BSS is a fully pre-integrated BSS including product and service management, customer management, order management & fulfilment, billing and collection capabilities. On one platform, operate different brands and business segments, manage diverse customers, partners, products and services.

A powerful enabler for B2B, B2C and a wider partner ecosystem, Infonova BSS supports multi-sided and cross-industry business models where customers, partners and things play a wider role in re-selling services via multi-tenancy, thus creating network effects.

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BearingPoint//Beyond helps organizations reinvent their business model and grow from efficiency to innovation. Our digital platform solutions give them the start-up advantage, to move rapidly from ideas to concept to revenue, with minimum risk and cost.

This brings our clients closer to their customers, enabling them to build connections between systems and partners, while becoming more agile in face of digital disruption.

BearingPoint//Beyond is part of BearingPoint, an independent management and technology consultancy with European roots and a global reach. A worldwide consulting network with more than 10,000 people, BearingPoint supports the world's leading companies and organizations in over 75 countries, engaging them to achieve measurable and sustainable success.

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