

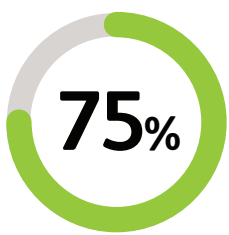
B2B is the 'North Star' for 5G revenues: how do CSPs get there?

EXCLUSIVE SURVEY: compares 90 CSP B2B leaders with 250 Enterprise and SMB viewpoints on 5G investment plans, challenges and growth opportunities



will become the first generation of mobile technology to have a bigger impact on businesses than on consumers (GSMA)

BUSINESSES AGREE

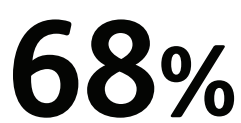


of large enterprises and SMBs think that 5G will be important to their businesses

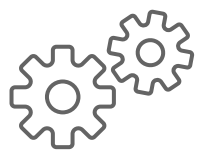


of enterprises believe 5G means new advanced connected solutions for them

DON'T MISS THE SMB OPPORTUNITY



of SMBs believe that 5G means new advanced services for their business



CSPS ALREADY TRANSLATE 5G TO FINANCIAL BENEFITS



CSPs expect 5G to generate a 15% revenue bump, vs. 2% of their current business growth

BUT ARE MUCH MORE CAUTIONS ON THE HOW

Most CSPs still believe the 5G opportunity is for connectivity services

AND EVEN LESS CONFIDENT ON THE WHOM

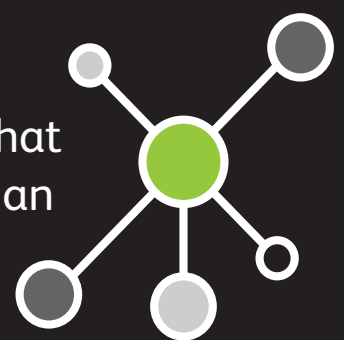
CSPs couldn't identify verticals which will materially benefit from 5G



THE GROWING IMPORTANCE OF AN ECOSYSTEM



of businesses believe that building a partner ecosystem to deliver solutions that better fit their needs is more important than 5G technology



THE CLOCK IS TICKING

Businesses are already lining up partners for 5G use cases and CSPs – while CSPs are moderately important, they do not lead the field

CSPs NEED TO STEP UP

Most enterprises and SMBs agree that CSPs have a bigger role to play in 5G



To learn more on the role of CSPs and to get a better insight into the dynamics between CSPs, Enterprises and SMBs in your region download our [white paper](#) or visit our [BearingPoint//Beyond website](#).