

# Telco B2B Solutions Intelligence Service

**Build a competitive, future-focused service portfolio that delights enterprises.**

## Key Questions Answered

- What is the telco opportunity for transformative B2B solutions?
- What beyond-connectivity services are rational adjacencies to network services?
- How to differentiate and build trust in a changing digital supplier landscape?
- Who to partner with across the ICT ecosystem for mutual profit and success?
- Where can telcos excel in AI, cloud, cybersecurity and edge services?
- From FWA to slicing and NTN, how to profit as Enterprise Wireless evolves?

## What We Offer

- Customer-validated guidance to create great value propositions and experiences
- Insight into enterprises' digital consumption, future needs and supplier preferences
- Extensive market growth forecasts for digital services across B2B verticals
- Analysis of pricing models in growth areas such as FWA, NaaS and 5G network slicing
- Omdia's best in class "Ask An Analyst" support service included in your subscription



Service providers must think in new ways to engage and delight B2B customers.

For telcos, the AI revolution promises much more than making money from managing AI traffic.

Growing beyond connectivity also means offering customers excellent digital experiences.



**Brian Washburn**

Chief Analyst

**Telco B2B**

**SPEAK WITH OUR EXPERTS**

# Delivering clarity and direction on enterprise buyer trends

## Key Deliverables



### Market Data

Telco AI Monetization Index; B2B Total Addressable Market Forecast; Company size and Industry forecasts for Cloud and Cybersecurity; Mobile and Fixed Connectivity, Network Services, Non-Terrestrial Networks, Network Slicing, Private LTE and 5G; AI Network Traffic Forecast.



### Reports and Surveys

Extensive Digital Decision Maker surveys on key investment areas and supplier consideration. Reports on enterprise portfolio management, successful value propositions, emerging pricing models and competitive benchmarking.



### Presentations

Biannual analyst briefings and conference calls.



### Analyst Insights and Analysis

Analyst views on market shifts and competitor moves. Prompt responses from Omdia's expert B2B analysts.

## Client Outcomes

### Create a Beyond Connectivity Portfolio

- Move from a product- to portfolio-centric approach
- Manage profitability across a diversified portfolio
- Blend NaaS with cloud, security and other IT services

### Monetize Telco AI

- Size new telco AI revenue streams
- Benchmark AI market maturity and risk
- Secure the right ecosystem partnerships

### Seize the Future of Enterprise Wireless

- Evolve private network propositions
- Develop attractive pricing models for network slicing
- Integrate NTN without cannibalization

### Delight the Real-Time Enterprise

- Capture a bigger share of digital budget
- Build enterprise trust and consideration
- Align service commitments to business KPIs

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