

# Telco B2B Strategies Intelligence Service

Transform to thrive in the global digital economy.

## Key Questions Answered

- What is the right structure for a successful telco B2B organization?
- What is the real upside from cloud, security, AI and other diversification paths?
- Which go-to-market approach can boost capture of digital wallet share?
- Who is best-in-class in telco B2B transformation and profitable growth?
- How to empower sales and marketing to be more customer centric?

## What We Offer

- Telco B2B performance analysis and success benchmarking
- Tracking of B2B revenue evolution and profitability indicators
- Pragmatic advice on best practice digital engagement for SMEs and other segments
- Insight on optimizing go-to-market channels: digital, direct and indirect
- Growth opportunities in next generation wholesale
- Omdia's best in class "Ask An Analyst" support service included in your subscription



B2B competition is evolving in the global digital economy.

Telco B2B leaders need to know what good to great looks like.

Whether it's for investment or acquisition, now is the time to sharpen strategy and seize growth.



**Camille Mendler**

Research Director

**Telco B2B**

**SPEAK WITH OUR EXPERTS**

# Delivering actionable insight for telco B2B leaders

## Key Deliverables



### Market Data

Telco B2B Performance Index; Telco B2B Revenues and Benchmarking – Database; Global Wholesale Telecom Forecast.



### Reports and Surveys

Digital Decision Maker Surveys for SoHo & SME; Telco B2B Business Leaders Survey; Global Wholesale Survey. In-depth reports that analyze telco performance and go-to-market strategy.



### Presentations

Biannual analyst briefings and conference calls.



### Analyst Insights and Analysis

Analyst commentary on market shifts, M&A and competitive developments. Prompt responses from Omdia's expert go-to-market analysts.

## Client Outcomes

### Diversify and grow profitably

- Benchmark B2B success metrics
- De-risk a multi-margin service portfolio
- Get more from your technology partners

### Optimize go to market

- Empower your sales teams with new digital tools
- Accelerate digital sales and marketplace self serve
- Tune channel mix to different customer needs

### Improve brand consideration

- Evolve gracefully beyond connectivity
- Build trust with better digital customer journeys
- Flip digital experience from problem to differentiator

### Run a next-generation wholesale business

- Create a future-forward portfolio
- Work successfully with the Enterprise LOB for mutual growth
- Move competition beyond a price discussion

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