

**WHAT UNIQUE CHALLENGES WILL YOU FACE IN MOVING TOWARDS A NEXT-GEN FUTURE?**

*How will your own segment of the business change?*

*What strategies are available to you?*

*What organizational changes must you make?*

*How can you make those changes?*

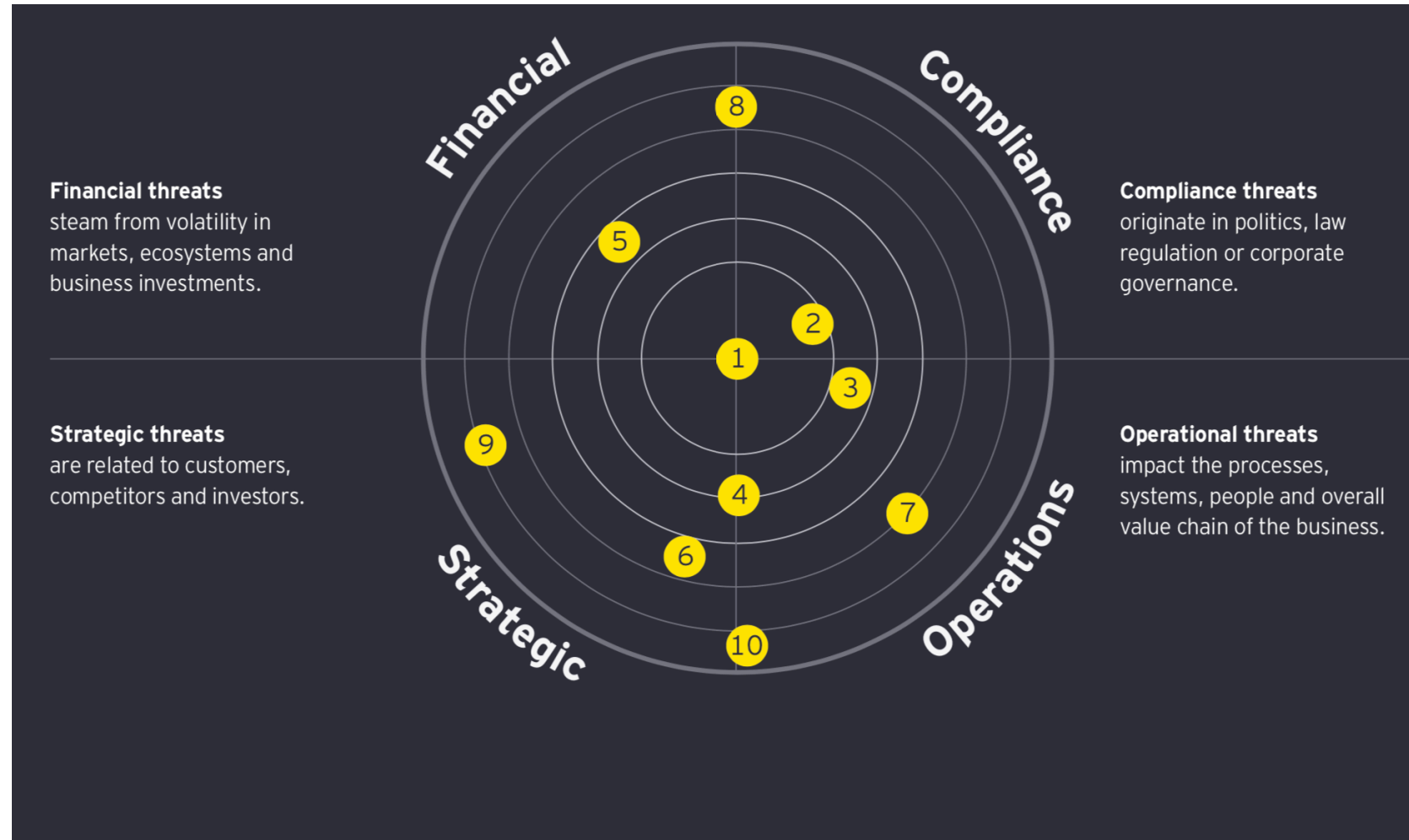


**APTELECOM**

—

**Serving the Subsea Industry**  
SINCE 2009

# Challenges



Serving the Subsea Industry  
SINCE 2009

# One

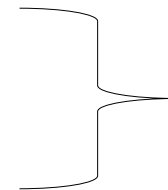
## Ineffective digital growth and diversification strategy

Industry surveys confirm that digital services are the top priority for telco leaders. Generating growth from these services remains a challenge, with most of the early forays into adjacent markets, such as financial services, remaining small-scale and yielding mixed results. As 5G and the IoT move to center stage, telcos need to maximize their addressable market by developing innovative business models, and seizing opportunities for inorganic growth, service innovation and diversification.



Serving the Subsea Industry  
SINCE 2009

Key issues



- Digital business models and services
- Improving customer experience
- Cost control and business efficiencies
- Improved IT systems and processes
- Increased organizational agility

# Two

## Failure to navigate evolving disruption scenarios

Rising demand for intelligent connectivity is providing a wide range of powerful, well-funded disruptors with an entry point to the telecoms market. For example, new alternative network providers are competing with incumbents in “full-fiber” deployments, while mobile entrants are fighting hard on price. Now 5G is set to accelerate the shift in IoT revenues toward applications and services, while private networks for enterprise could challenge legacy value chains. As the move to 5G gains momentum, operators need to stay alert to potentially disruptive threats, and ensure that tackling them remains a top-of-mind priority.



Serving the Subsea Industry  
SINCE 2009

