

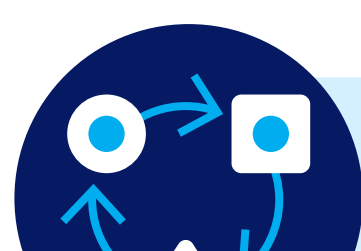
Why are MVNOs Prioritizing Digital Transformation?

MVNOs are looking at widening their services offerings portfolio in the current B2B market. They are taking a 'digital first' approach to transform their business models, explore monetization opportunities, and provide enhanced customer experience.

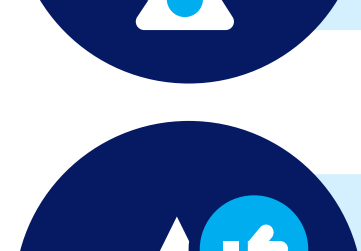
Why should MVNOs adopt digital transformation?



Capture lucrative markets & boost enterprise revenue



Adapt to the increasing need of offering innovative digital services



Improve customer experience by providing multiple touch points

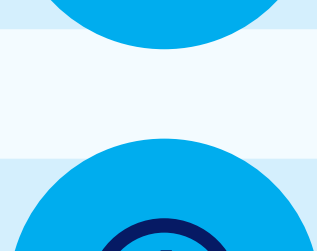


Place value-added & hassle-free digital customer engagement channels

What can a digital MVNO do?



Market their services quickly



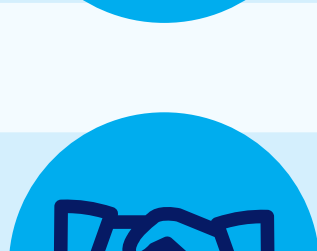
Leverage new technologies like 5G/IoT to explore new revenue streams quickly



Launch new brands easily to target a select group of customers



Increase ARPU & create a deeper relationship with existing customers



Compete more effectively in an increasingly crowded market



Achieve improved overall operational efficiency

Leverage technologies for digital transformation

Cloud

For faster time-to-market



5G/IoT

To provide industry specific offerings



Microservices

To support new business models



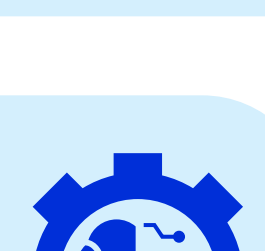
Analytics

For improved customer personalization



AI/ML

For more efficient operations



e-SIM

To allow out of the box connectivity



MVNOs are embracing digital transformation to be more flexible, customer centric & efficient in operations & cost structure.

Things to consider while going digital

Strategy to deliver on key customer needs first



Open API framework



Multi-tenant architecture

Microservices based architecture



Omnichannel experience