

Q4 Executive Survey

WHAT THEY SAID



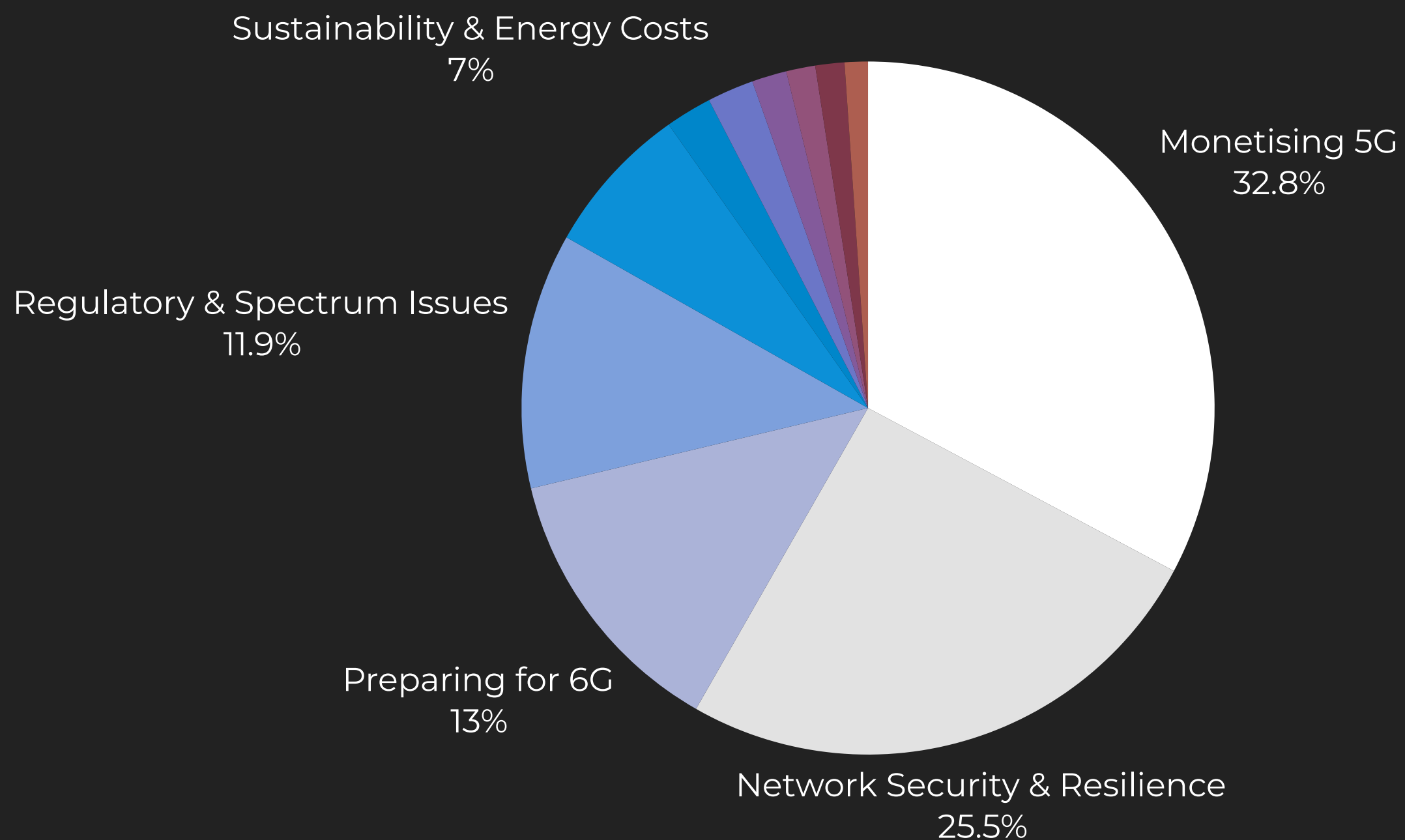
The Context

In Q4 we invited almost 160 experts from across the telecoms spectrum to share their views on a variety of issues.

- Their key current concerns and thoughts on the future
- How they gather information
- Why they meet
- Who they are

These are the results...





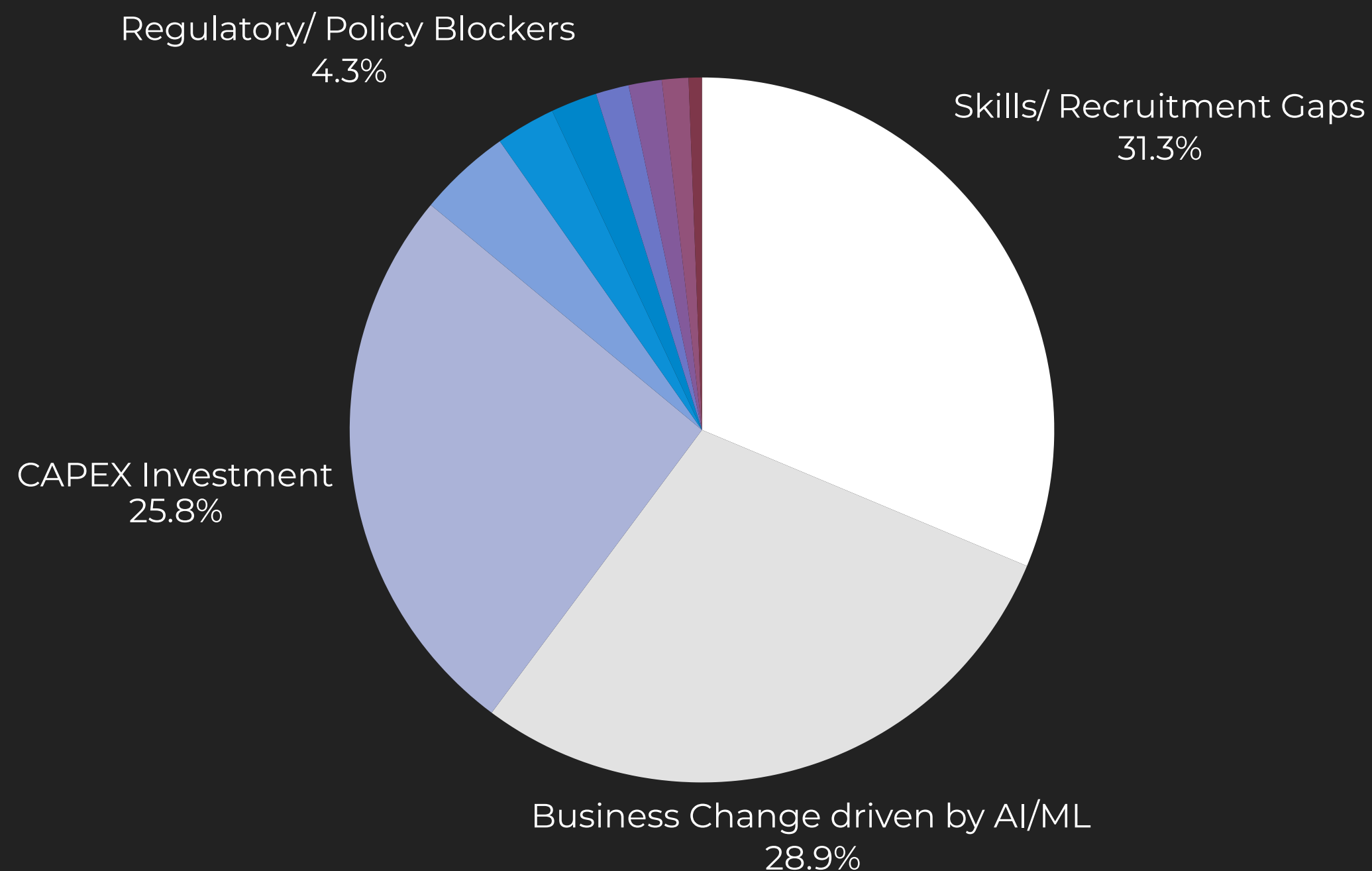
The Smaller Segments:

- Revenue Pressure & Commoditisation
- Competition from Non-Telco Players
- Vendor Ecosystem Transformation
- Customer Expectations & Experience
- CAPEX & OPEX Management

Others (1 response each)

- Creating new services customers want
- Migration to Telco Cloud & SDN
- Industrial Use Case for 5G and 6G
- IP, Optical and DC networks
- Private 5G
- Standards and research
- Artificial intelligence
- Bridging Telco & enterprise IT ecosystem

Question: Which industry issues are you most **interested in**? (Pick ALL that apply)



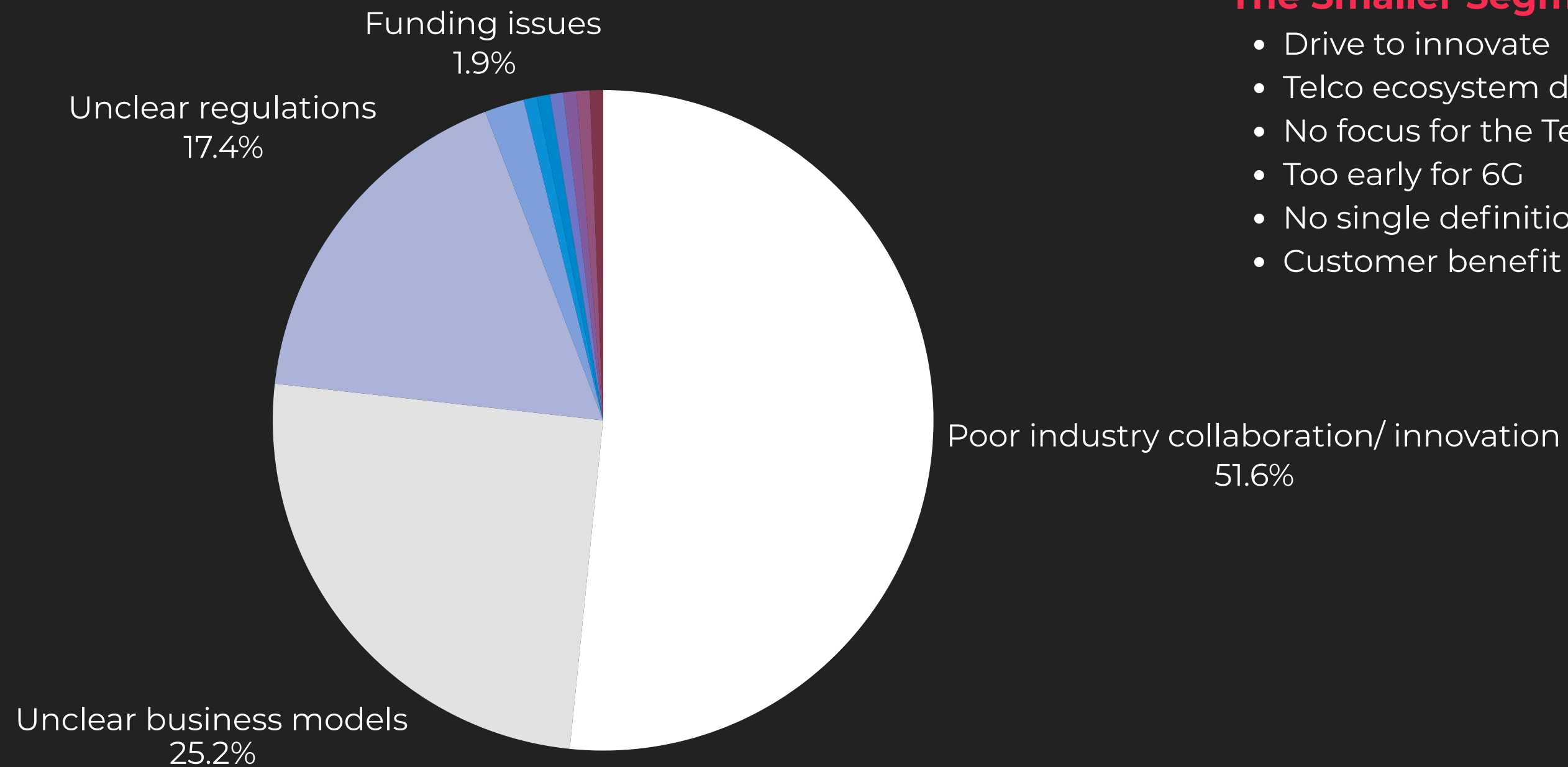
The Smaller Segments:

- Cross-Silo Coordination
- Tight Internal Budgets/ Cost Increases
- Customer Spend Changes
- Vendor/ Partner Management
- Keeping Up with Change
- Immature/ Unproven Technologies

Others (1 response each)

- Divergence in Standards (& eventual geopolitical pressures)
- Cybersecurity & Data Privacy
- Lack of Cloud Native Architecture Compliance
- New Business Models
- Cost Reduction from Automotive Customers
- Value Chain Rent Seekers

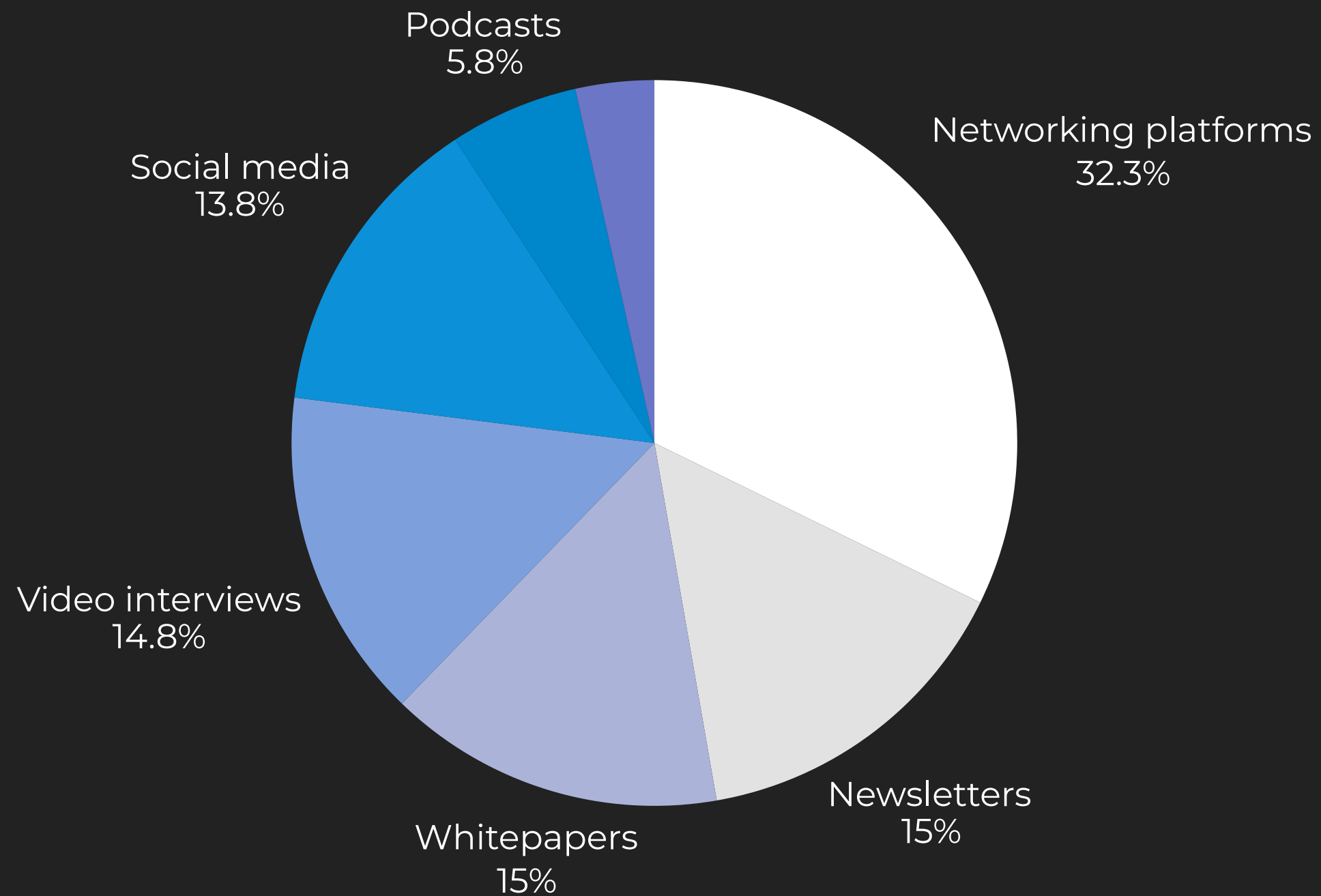
Question: What are the **biggest issues** you face? (Pick ALL that apply)



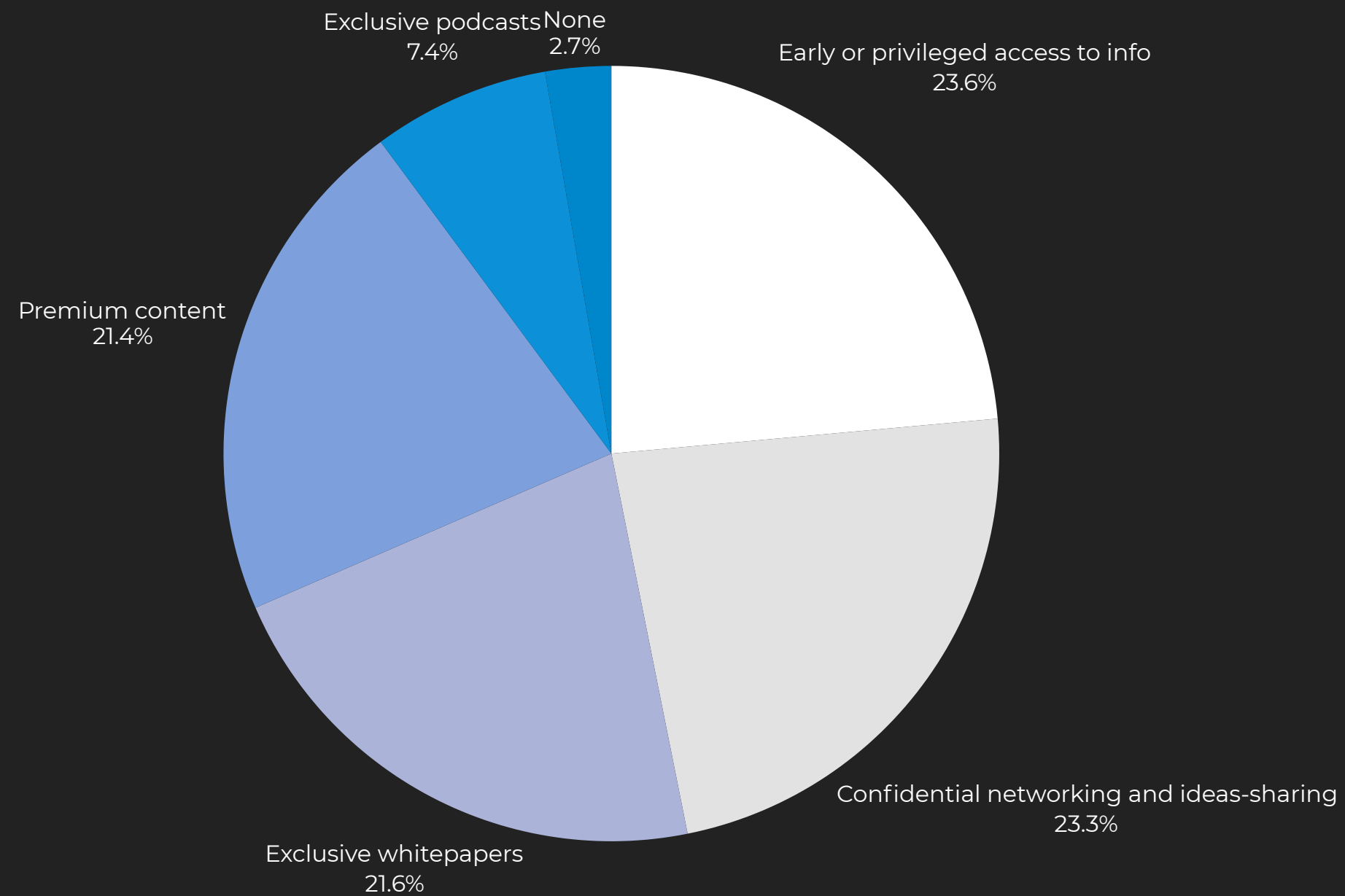
The Smaller Segments:

- Drive to innovate
- Telco ecosystem doesn't meet enterprise needs
- No focus for the Telco industry to align on
- Too early for 6G
- No single definition of success
- Customer benefit is still unclear

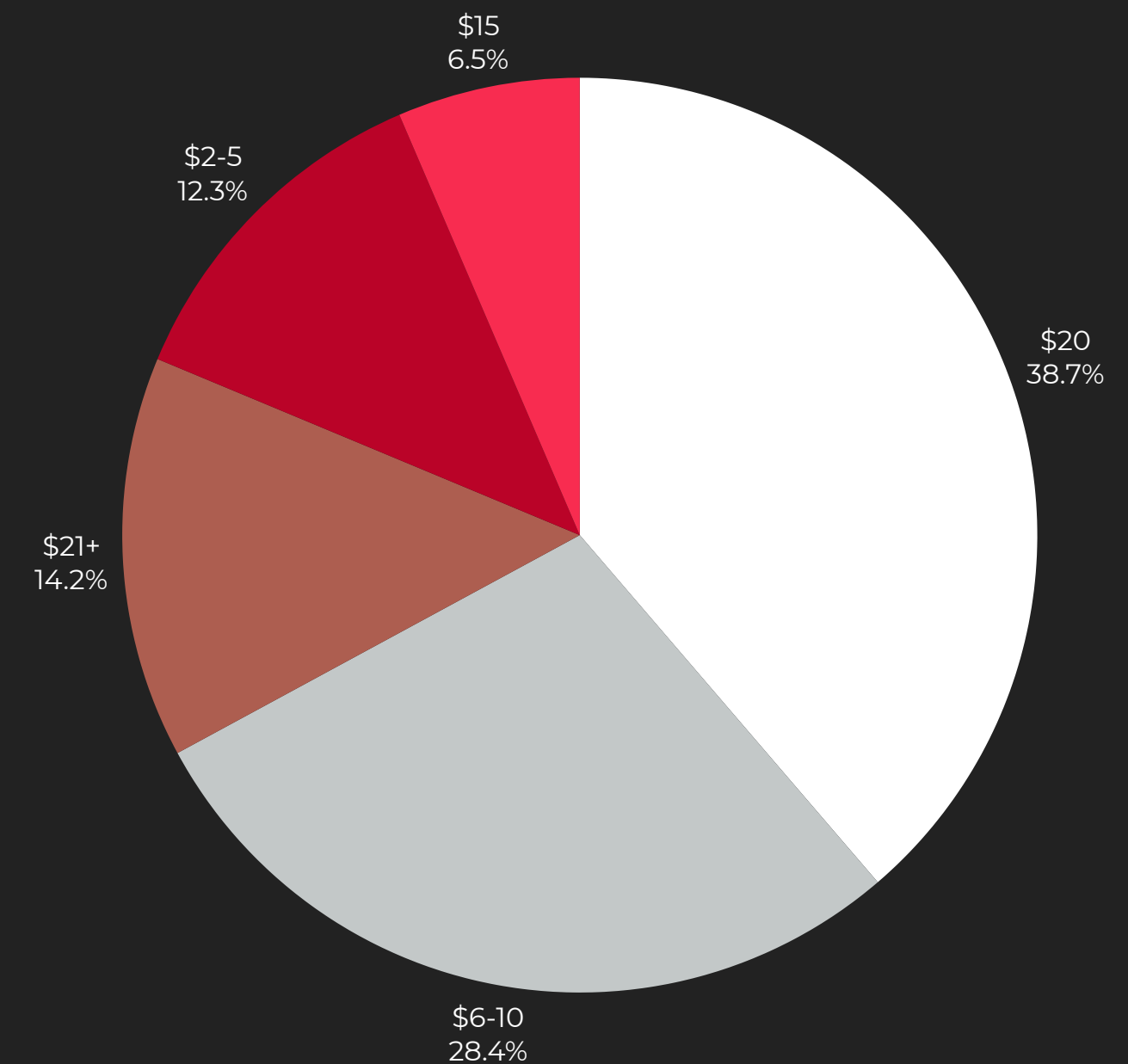
What do you view as the **most likely** reason for 6G not to succeed? (Pick ONE)



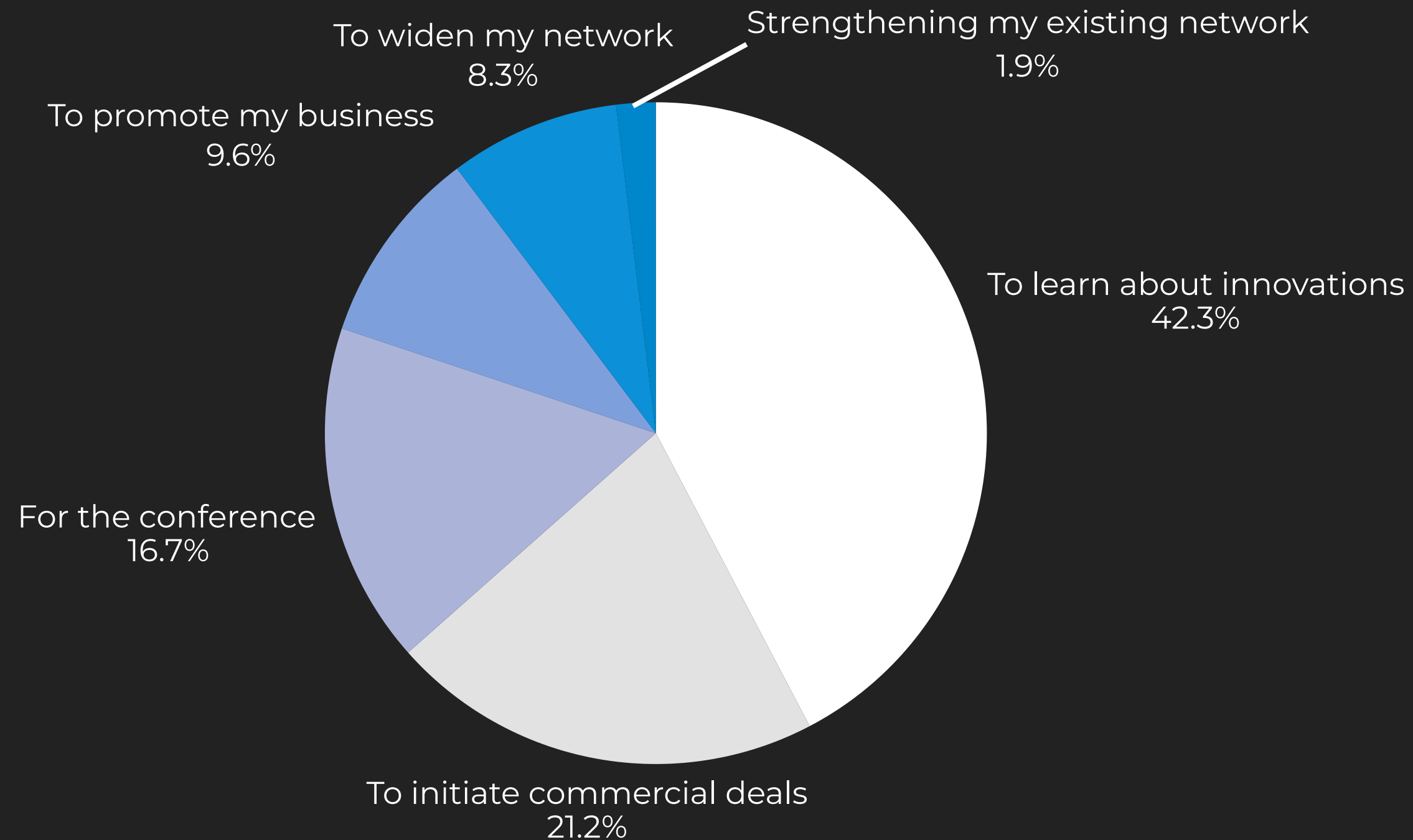
What **free services** do you use to keep informed? (Pick ALL that apply)



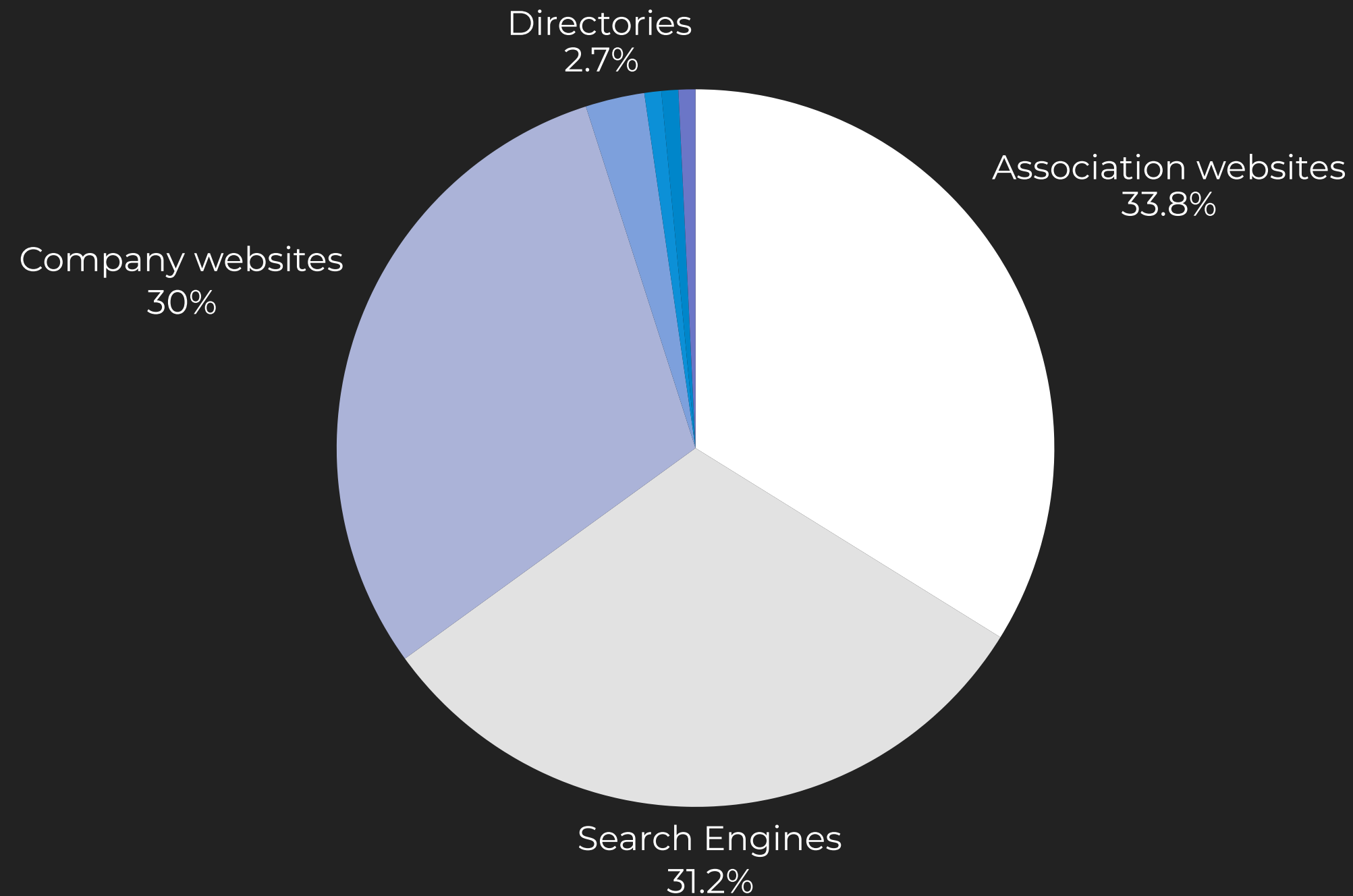
What **paid services** do you use to keep informed?



What monthly price are you willing to pay?



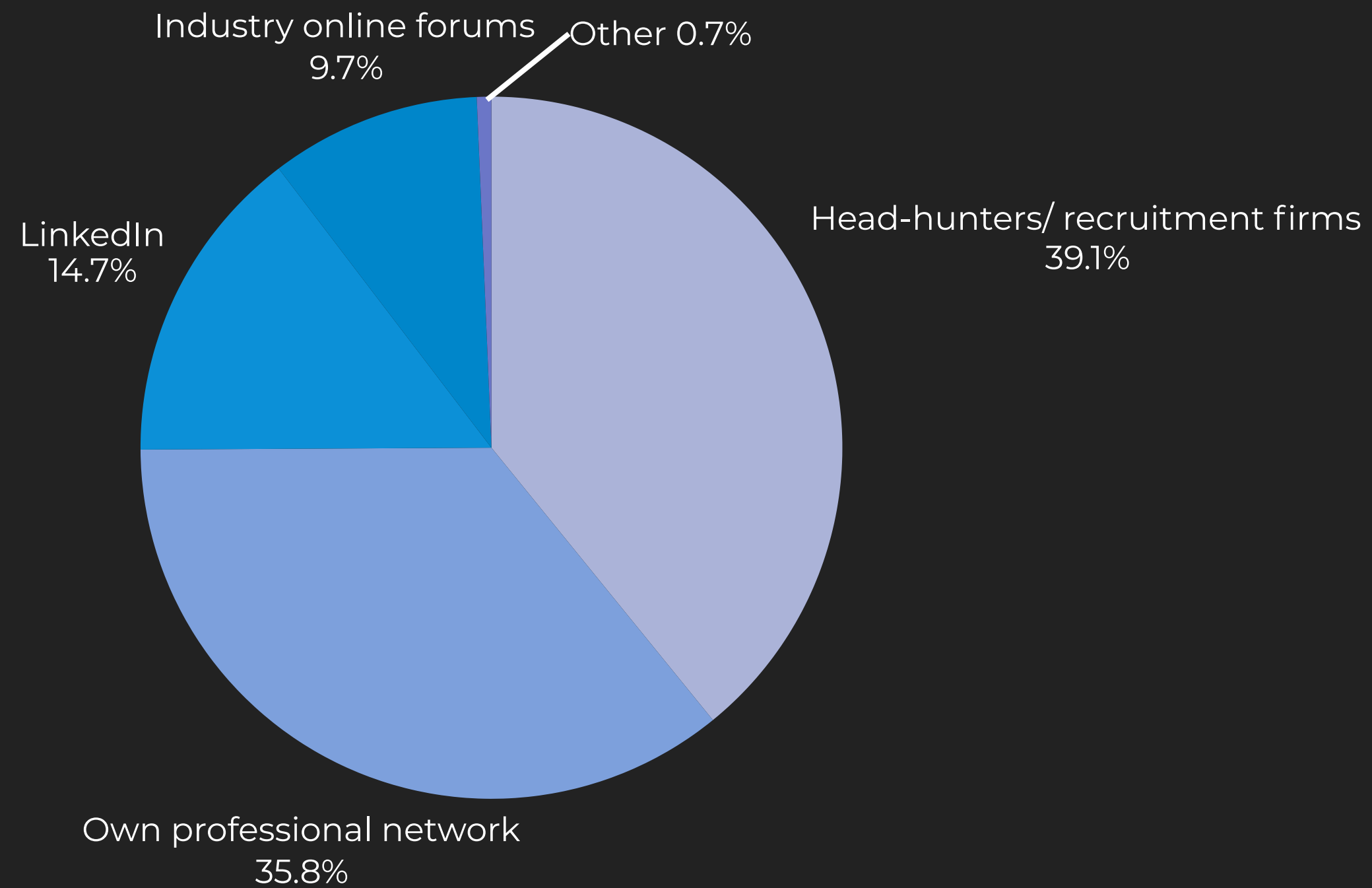
What is your **main objective** for attending events? (Pick ONE)



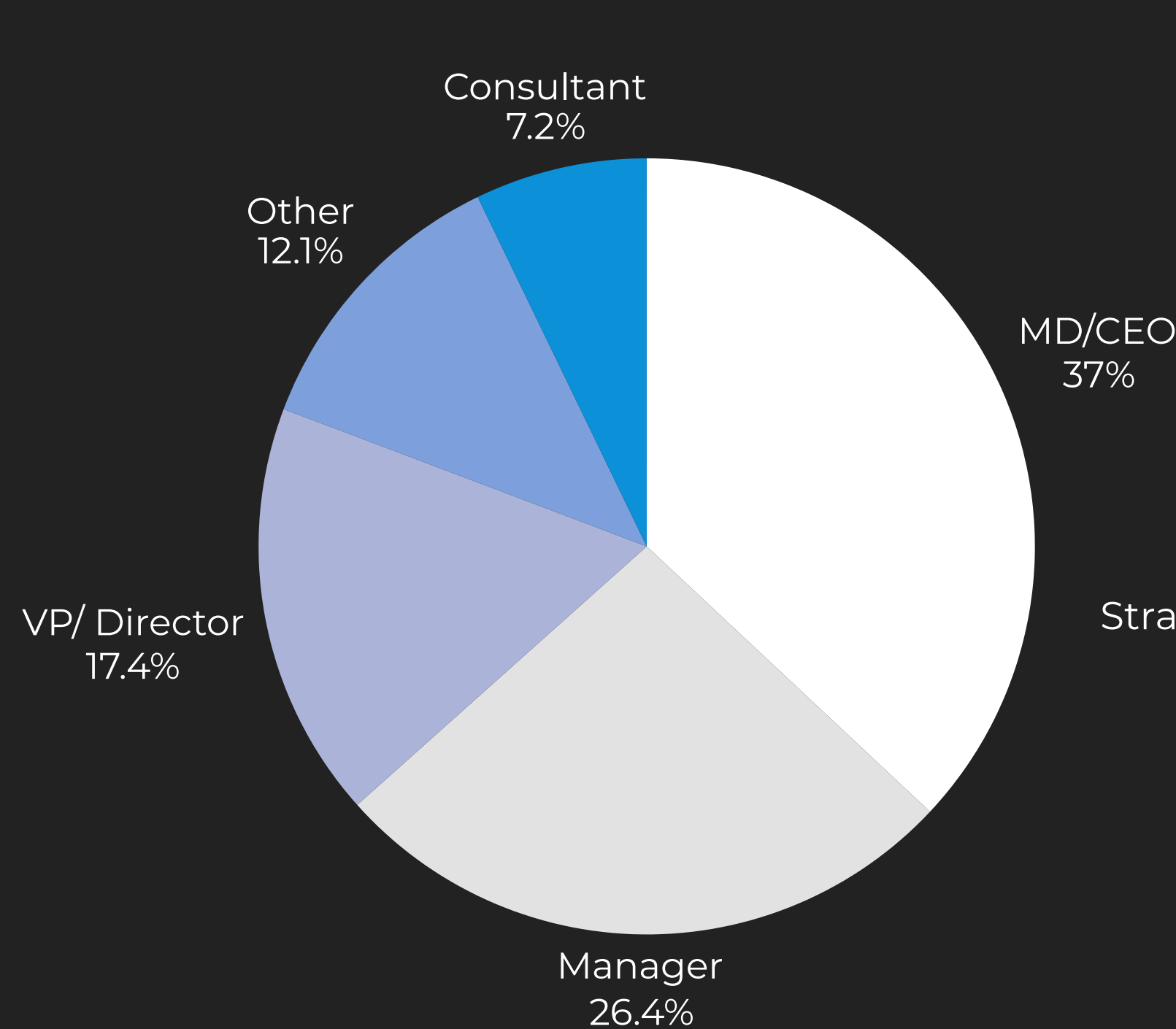
The Smaller Segments:

- None of those
- LinkedIn
- Emails

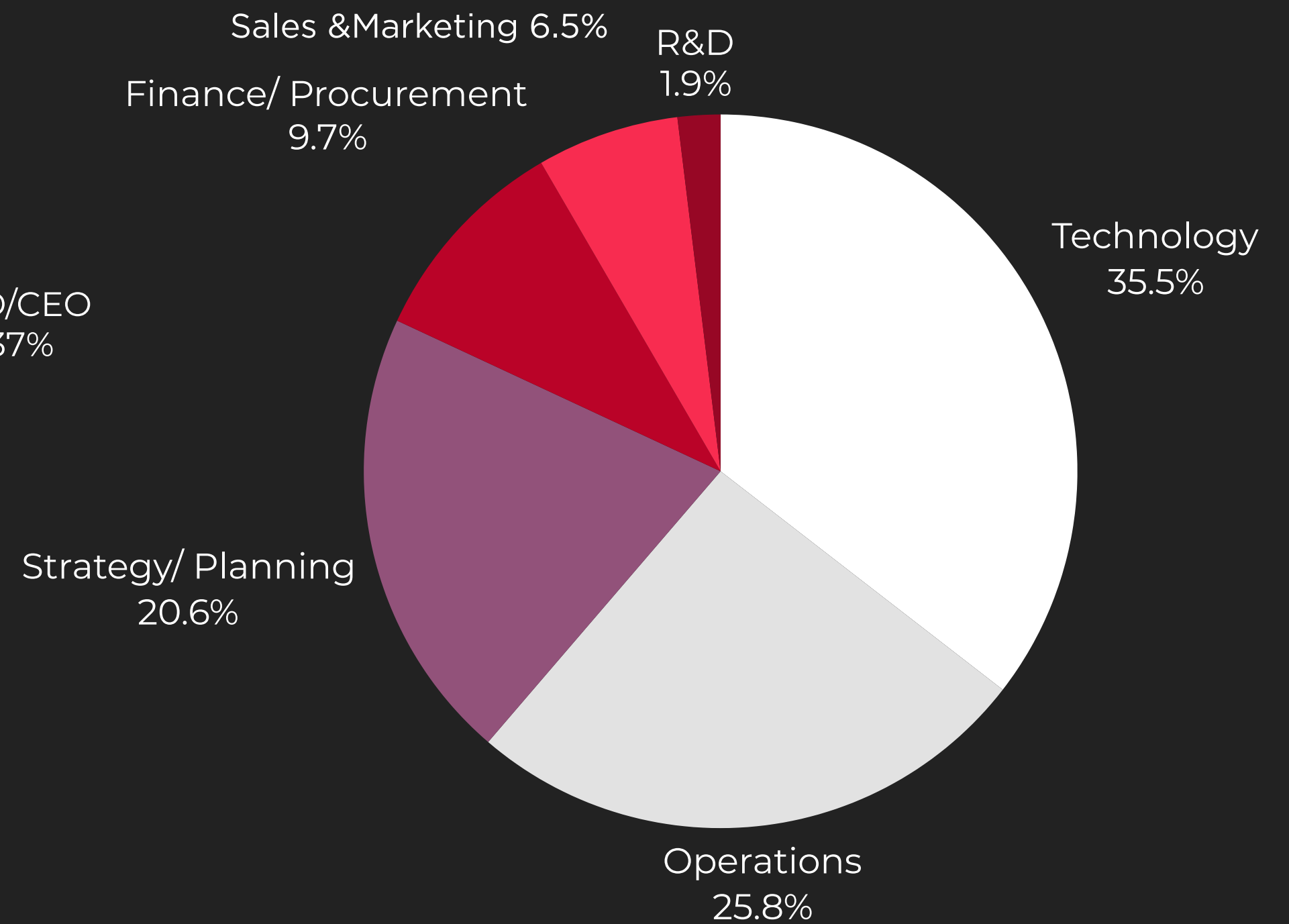
How do you **learn about** upcoming events? (Pick ONE)



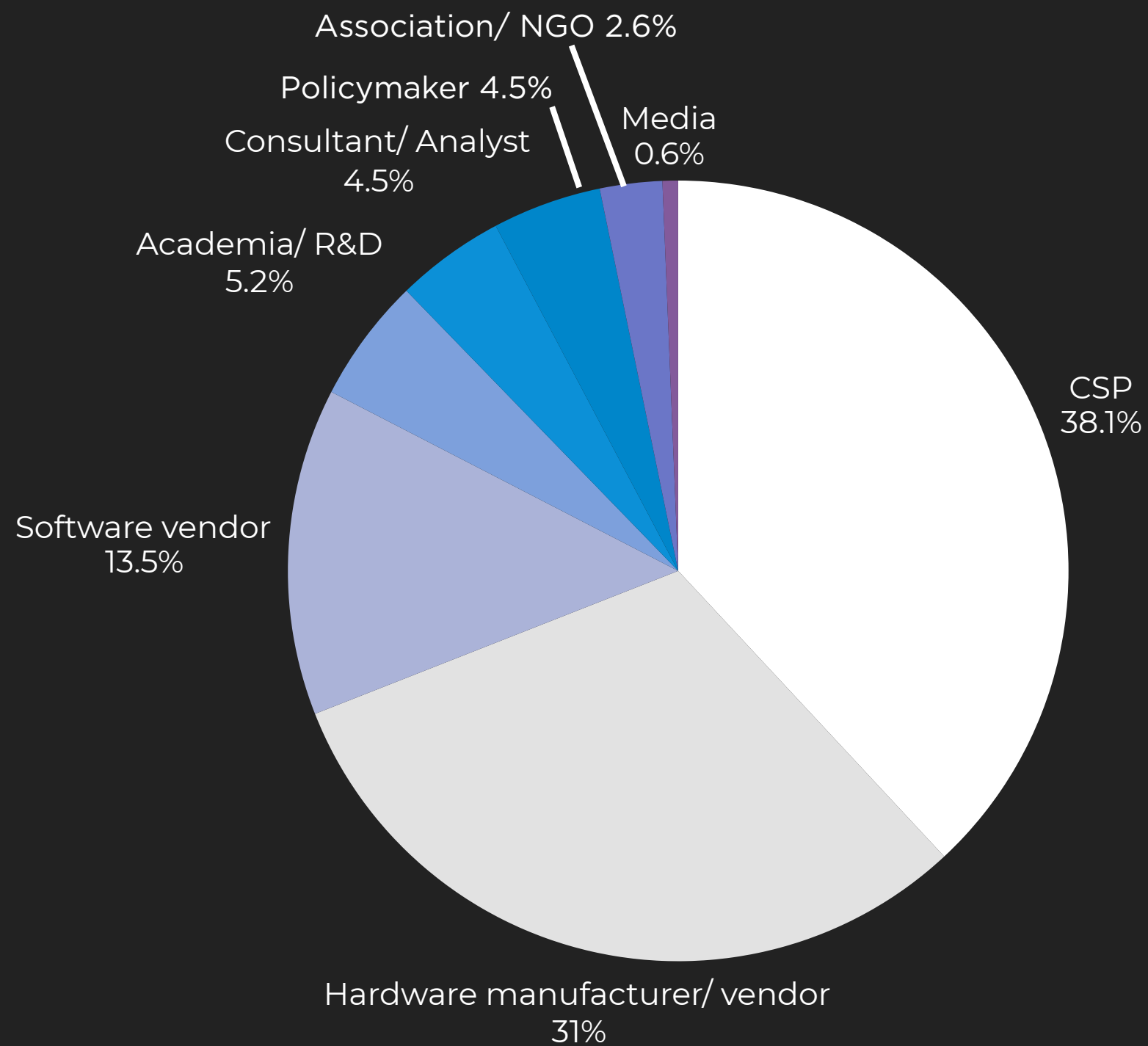
How do you mainly find the right talent?



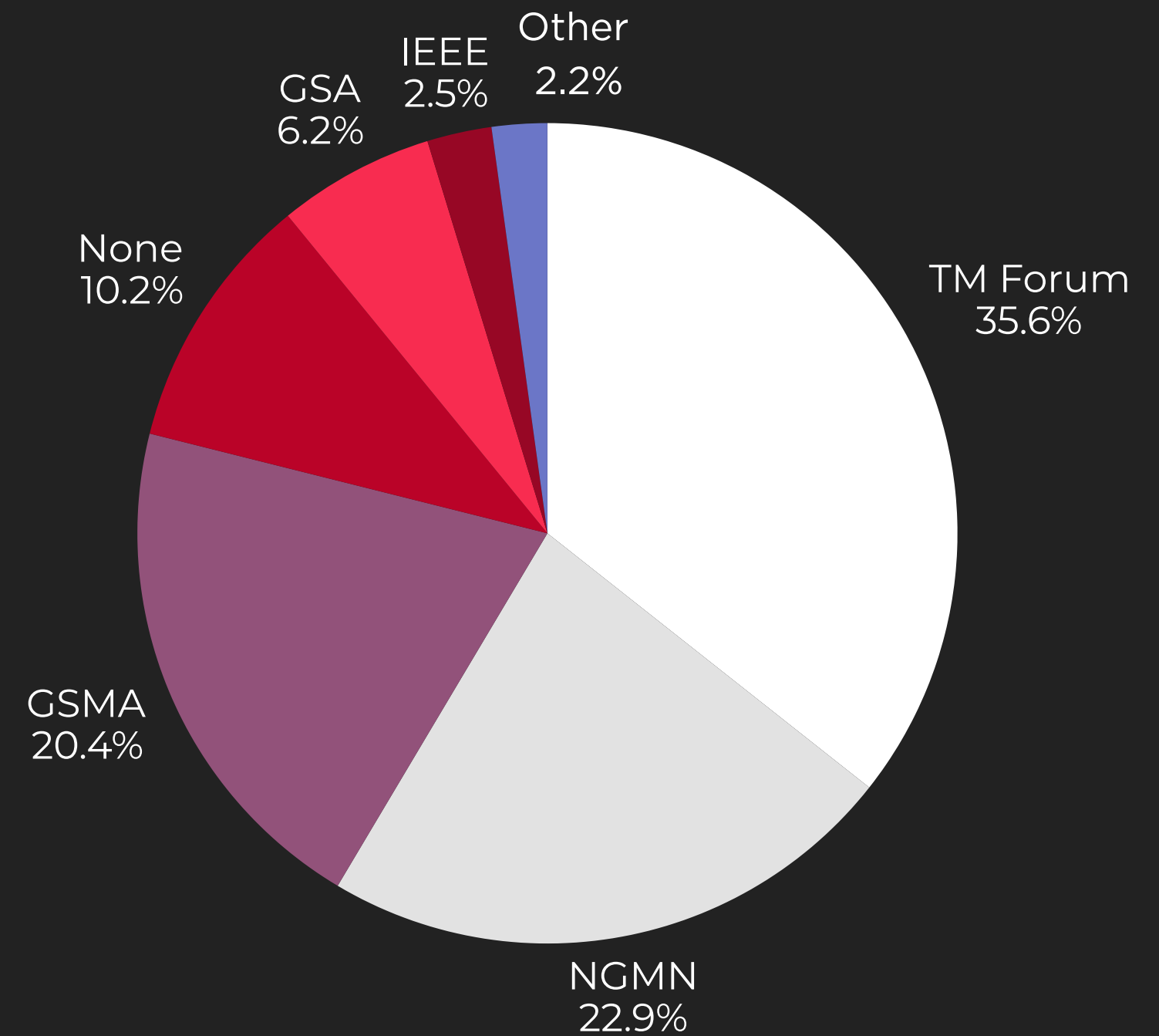
What is your level of seniority?



In what business area?



What does your company do?



Are you a member of an industry body?

THANK YOU!