

Digital Marketplace: The New Telecom Frontier

WHITE PAPER

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INTRODUCTION

Launching new products and services has always been a way for companies to grow.

Today, the traditional storefront is being replaced by a new distribution channel – digital marketplaces. The “way” companies bring new products to market is now a differentiator. And just like the basic need for new products and services, the method used for development and distribution will impact the future of the telecommunications industry.

MAIN TOPICS IN THIS WHITE PAPER

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A New Selling Approach is on the Horizon

Finding new ways to meet a customer's needs has never limited communications service providers (CSPs) in the past. Nor has innovation. The ability to quickly bring that innovation to market, ahead of the competition, was primarily limited by technology and processes. Today, 5G networks are bringing new revenue possibilities and cross-industry applications and technology such as AI, machine learning, automation, and IoT are creating new opportunities everywhere. However, even with all these new possibilities, notable challenges are facing CSPs and are driving the urgency to explore how 5G use cases can bring new revenue:

- Consistent average revenue per user (ARPU) reduction with little service differentiation
- Increasing debt from expansion activity and investments in 4G technology
- Saturation of user bases across mature markets
- Playing catch-up with customer demands and offering the choices that over the top (OTT) companies like Facebook, Apple, Amazon, Netflix, Google (FAANG) provide consumers



FAANG and other OTTs have revolutionized service creation models and re-invented customer experience -- making customers the center of everything and providing top-notch service and support. They have profited from telecom players' inability to respond promptly to market changes. Their web-scale platforms allowed them to be nimble, innovative, and quickly try, test, and deploy new products and services. Their ability to focus on "possibilities" without being constrained by technology rapidly increased their reach and market share.

The lines between telecommunications and IT are blurring. CSPs have the opportunity to rethink their strategy and migrate from traditional, barely-evolving business support systems (BSS) to modern and agile platforms that bring the architectural flexibility needed to innovate and co-create new services quickly and economically.

It's Time for the Digital Marketplace Approach

It's time for a change! Digital marketing is radically changing the way companies create and offer services and the way customers consume them. Consumers and enterprises across the spectrum are adopting digitization on all levels. A recent Deloitte study highlights the [growing opportunity](#) CSPs' have as 5G promises to provide enterprises with unprecedented, real-time visibility, insights, and control over their assets, products, and services. A Marketplace approach offers new opportunities to radically transform how they operate and deliver new products and services.

Digital transformation initiatives received a [significant boost](#) from Covid 19, and 5G acts as a catalyst in justifying them. It is time for CSPs to harness their key differentiator – trust and customer loyalty. It's time to compete with the FAANGs and OTTs and deliver more than simple communications services. The CSP's customer base is waiting for them to seize this opportunity to become true '[Digital Enablers.](#)' To help them in this journey is a Digital Marketplace that extends the CSP's BSS, and bundled with 5G, CSPs have unlimited access to profitable monetization opportunities.



What is a Telecom Marketplace?

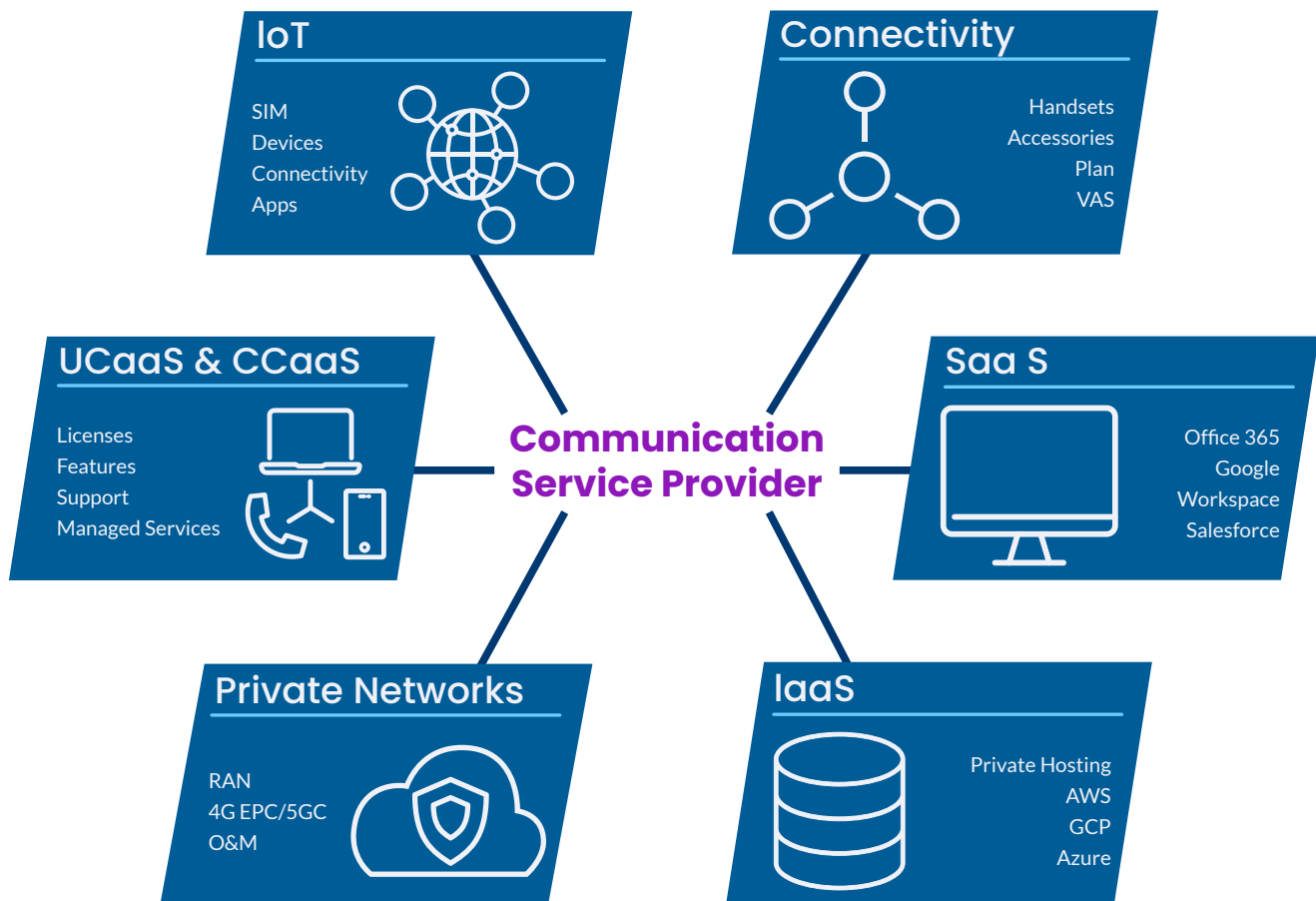
[A Telecom Marketplace](#) is a CSP-operated platform that offers their in-house products and services bundled with partners' products and services to deliver an **entirely digital** buying and selling experience. The architectural agility of a marketplace platform allows CSPs to create and launch any kind of product or service that responds to buyer needs or demands.

Customers today expect **real-time**, end-to-end digital experiences. New 5G connectivity has become a differentiator for vendors across industries and helps partner ecosystems develop and thrive. CSPs can capitalize on an unlimited number of Marketplace ideas that bundle services, products, or connectivity.

Several examples are shown in the diagram below such as a bundle for Connectivity which includes choices for handsets, accessories, voice and data, and other value-added services. Similarly, a Private Network bundle might offer RAN components, 4G or 5G core or voice options, and operations and management tools to manage the new network.

Customer Focused Use Cases for Your Marketplace

These preliminary use cases will help unlock value for CSPs and pave the way for a roadmap of 5G, IoT, and Industry 4.0 use cases.



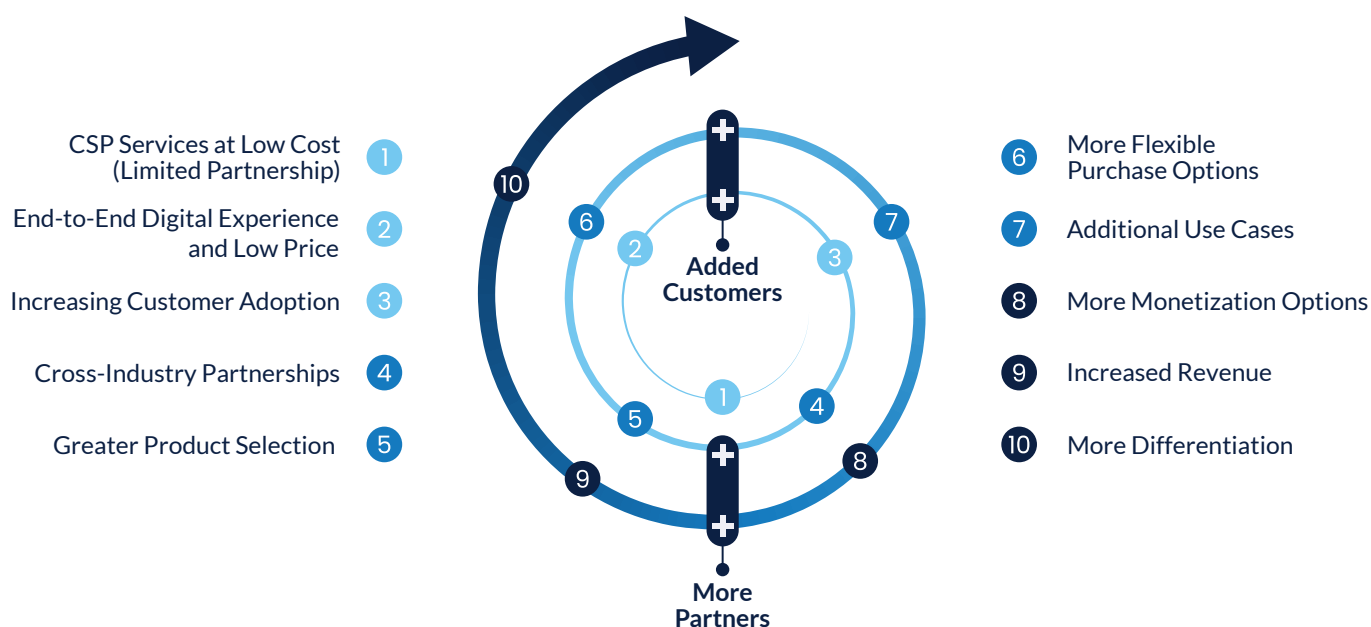
With 5G now at the heart of future strategies, the most [significant opportunities](#) for CSPs lie in the telecom enterprise services market, so the number of application vendors and OEMs is expected to grow. The diverse set of enterprise needs will be greater than any single vendor can fulfill. This gap presents the perfect opportunity for CSPs to build a Marketplace that focuses on collaboration and a partnership-based, ecosystem-driven approach.

The Marketplace platform centers around the core concept of **co-creation**. The primary purpose is to allow multiple producers (either within a CSP’s organization or outside) to collaborate and create bundled products and services.

The Digital Marketplace: Powering the Customer Experience

The figure below shows how a digital marketplace allows CSPs to create a flexible, collaborative commerce platform, enabling a networking effect that inherently fuels revenue growth.

CSP’s Digital Marketplace



When CSPs transition to a Marketplace selling model, they sell to existing customers and new customer segments through subscription options. They on-board existing strategic partners and new partners, helping each reduce OPEX costs and expand or launch their services. This cycle converts to lower service costs and a rich buyer experience. An on-demand, scalable Marketplace means the revenue growth cycle can allow more and more partners to collaborate and reach an even bigger buyer audience.

Hence, everyone benefits from connecting diverse partners and consumers of new services through a Digital Marketplace platform that removes the middleman. According to an Accenture study, telecom companies [are more suited](#) than companies from any other industry to power an ecosystem-driven business model.

Why is a Marketplace Critical for Enterprise Customers?

Expanded bundles are especially crucial for B2B and enterprise customers. They typically opt to fulfill most of their needs from a single supplier. They expect the benefits of scale, faster delivery, personalized services, support, and most importantly – simplified operation for managing and integrating multiple suppliers.

Personalized Features

- Telco and cross-industry partnerships
- AI-driven recommendations
- Tailored product campaigns
- Loyalty management
- Account management
- Chatbots

Simplified Purchase

- End-to-end configure, price, quote (CPQ) experience
- Pure e-commerce cart experience
- Assisted account manager or virtual agent to complete CPQ
- Digital payments
- Flexible subscription and payments

Simple and Intuitive

- Valuable experiences for all users
- Digitized customer registration
- One-stop shop for all telco and enterprise solutions
- Refined e-commerce view
 - Editor's recommendations
 - Industry and use-case categories
 - Highest rated and selling bundles
 - Advanced filters and sorting

Marketplace Self-Care

- Dashboard and usage reports
- Manage subscriptions & quotes
- Manage user hierarchy
- Manage addresses
- Manage product bookmarks
- Manage tickets

How is a Marketplace Beneficial for Partners?

It is critical to use a Marketplace platform where different partners application vendors and OEMs can **easily and seamlessly join**, integrate their specialized products or catalogs with the CSP, and count on reliable settlement. This allows CSPs to create bundled, innovative offerings driven by analytics that highlight what users need. Examples include hardware sales that offer software options, cloud storage and services, network slicing, or security features. A thriving Marketplace depends on easy partner on-boarding and the services such as data analytics they need to better respond.

Partner Hub

All Partner Functions In One Place



- Registration, certification, product onboarding and management, settlements, analytics
- Easy product management for rapid market changes
- Branded Marketplace product pages
- Rating, review, and Q&A options
- Offer account management / partner growth programs
- Dedicated loyalty management, Rich omni-channel marketing campaigns suite to drive up conversions
- Personalized dashboards - Sales reports, subscriptions, campaign performance, segmentation and analytics

How Can Mavenir Help CSPs

Mavenir Digital Enablement (MDE) Marketplace platform is the industry's only telco-specific digital Marketplace solution built with 100% stateless microservices, an API-first approach, cloud-native, and headless (MACH) principles. Moreover, open-source technologies and frameworks ensure that all modern demands for a telco Marketplace are inherently handled.

- MDE's headless content management system, CPQ, billing, settlement, inventory, & workflow engine capabilities enable powerful digital experiences for customers and partners alike

- Modular services, statelessness for web-scale, and agile experience creation allow CSPs to carry out risk-free experimentation
- Adherence to Open API 2.0, [TM Forum's Open Digital Architecture \(ODA\)](#), single page application (SPA), and 12 Factor App principles drove the development of MDE's open platform architecture that simplifies partner integrations
- MDE is built from the ground up on open-source tools which eliminate vendor lock-in and make in-house development easier for CSPs

Constantly evolving the Marketplace is a dynamic model, and the MDE Marketplace platform, built on an **open architecture**, is easy to customize with a CSP's in-house DevOps practice. Mavenir brings extensive telecom experience from working with leading global CSPs, an experienced team of development resources, experienced in agile and sprint-based deployment methodology. Building a telecom Marketplace and considering the [critical factors needed](#) is extremely important but will ensure success.

[Let Mavenir MDE](#) help you start planning.

About Mavenir

Mavenir is leveraging our DNA as a pioneer in advanced technology to focus on the vision of a single, software-based mobile network that can run on any cloud. We are reshaping the industry with our multi-generational, cloud-native, end-to-end software that is reducing complexity, de-risking digital transformation and rapidly modernizing networks. We are the trusted partner to customers around the globe, who are transforming the way the world connects – realizing the amazing new services and the promise of 5G and beyond.