

## 5G Live #4: Models for Monetising 5G & Edge Computing Investments

July 15, 2020 15:00 PM

03:52 pm (12 mins)

To what extent are you confident in your 5G verticalisation strategy and execution?

We do not have a clear verticalisation strategy - e.g. yet to focus on key industries	21% (5)
We are yet to finalise our verticalisation strategy – need to define our business model(s)	47% (11)
We have a clear verticalisation strategy but unclear execution plan – need to decide how we will acquire skills/capabilities/customers	17% (4)
We have a clear verticalisation strategy and execution plan – already seeing indicators of success	13% (3)

TOTAL VOTES 23

03:39 pm (4 mins)

Which business model do you believe your organisation should focus on to deliver 5G growth?

Applications and solutions	39% (23)
Application enablement	29% (17)
Networks-as-a-service	31% (18)

TOTAL VOTES 58



03:44 pm (7 mins)

To what extent is verticalisation core to your 5G strategy?

We are not focused on verticalisation: we see future 5G growth coming from our horizontal connectivity business	5% (2)
We are exploring verticalisation: we see B2B being a key growth engine in 5G but do not yet have a clear strategy	47% (17)
We are starting to invest in verticalisation: we have selected our verticals and are exploring organic and inorganic growth options	30% (11)
We are actively investing in verticalisation: we have already made some acquisitions and/or organic investments in our select verticals	16% (6)

TOTAL VOTES 36