



Unlocking tomorrow's technology, today

# The Evolution of Infrastructure Providers: From cost centre to customer centric



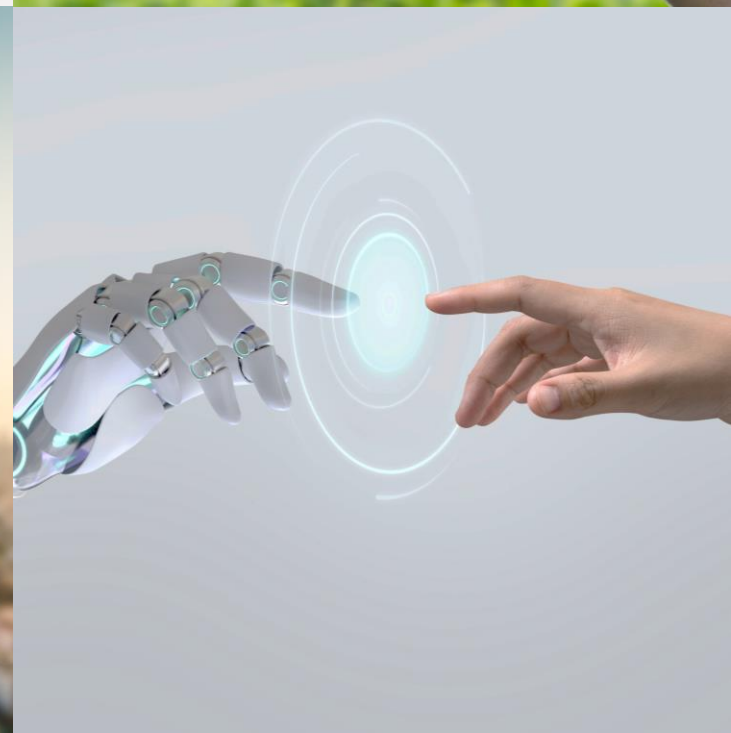
**Daniel Campion**  
Chief Executive Officer

TOWER & FIBRE FORUM  
Thu, 29 Feb: 10:00 - 12:00 CET  
MWC Stage C, Hall 6

**#MWC24**



The technology of tomorrow is arriving fast...





**...but huge infrastructure investment is needed**

Deploying and managing  
infrastructure is hard





Our mission:

**To help infrastructure providers  
unlock tomorrow's technology, today**

# Stakeholders are evolving...



Utilities

Telecoms

Green energy

Smart cities

EV charging

Industry 4.0

# ...and so are their expectations



Easy site selection



Digital tools



Fast decision processes



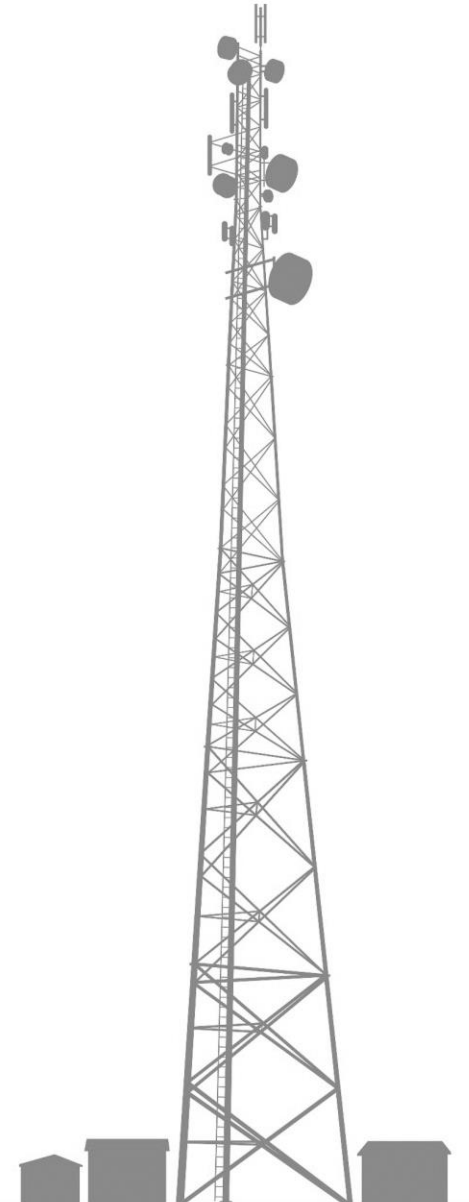
Collaboration



Customer success



**‘Build and they will come’  
no longer holds true**





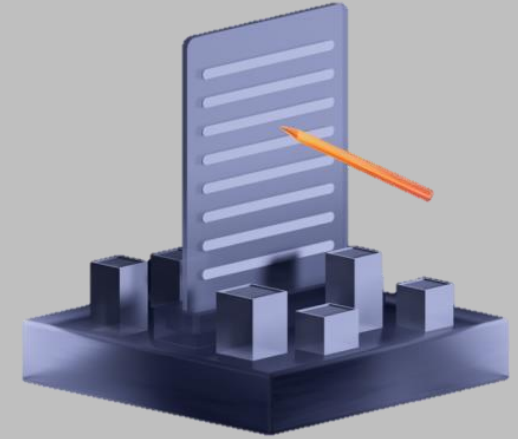
# Those who adapt can win big



**More infrastructure.  
In budget. Faster.**



**Additional  
revenue streams.**



**Operational  
efficiencies.**

**Unlock billions in value across the ecosystem**

# How can InfraCo's adapt?



**Culture**

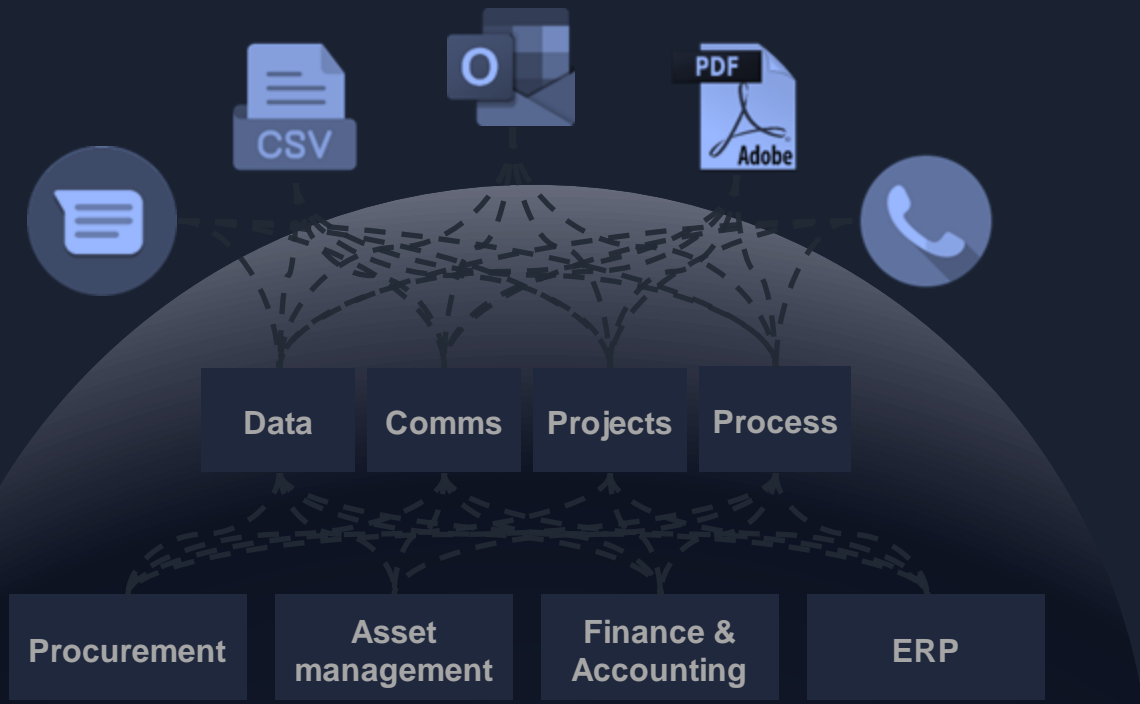


**Tools &  
Systems**



**Products &  
Services**

# Current systems and processes are not sufficient



**Data loss, low accuracy and poor integrity** across multiple systems

**Multi-channel comms leads to lost data, frustrated parties and delays to delivery**

**Poor visibility** over projects, slow reporting and high regrettable spend

**Slow, manual processes and poor collaboration** restricts scale

# Investing in customer solutions unlocks vast value



Data

Comms

Projects

Process

Procurement

Asset  
management

Finance &  
Accounting

ERP

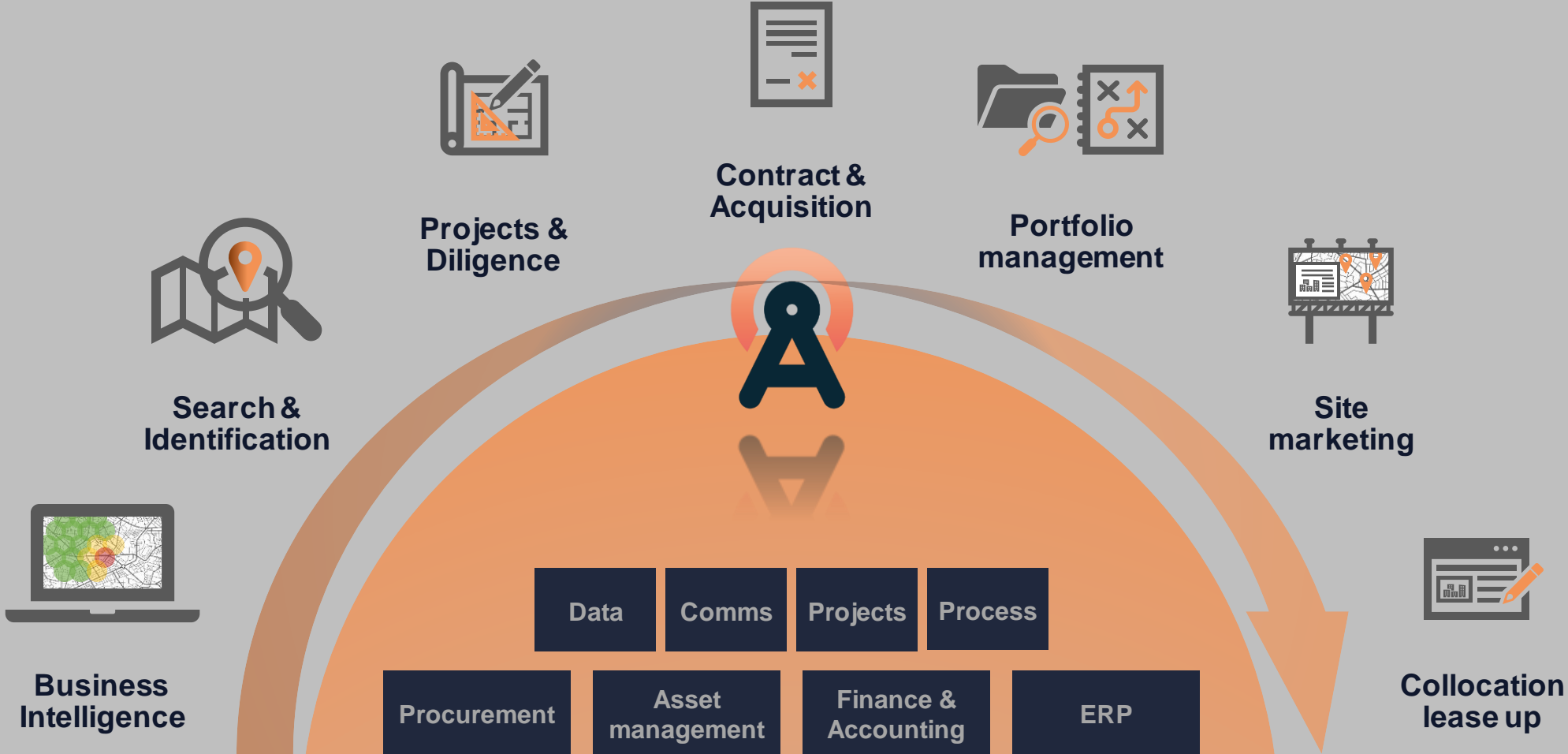
Single source of truth, data integrity and security lead to **actionable insights**

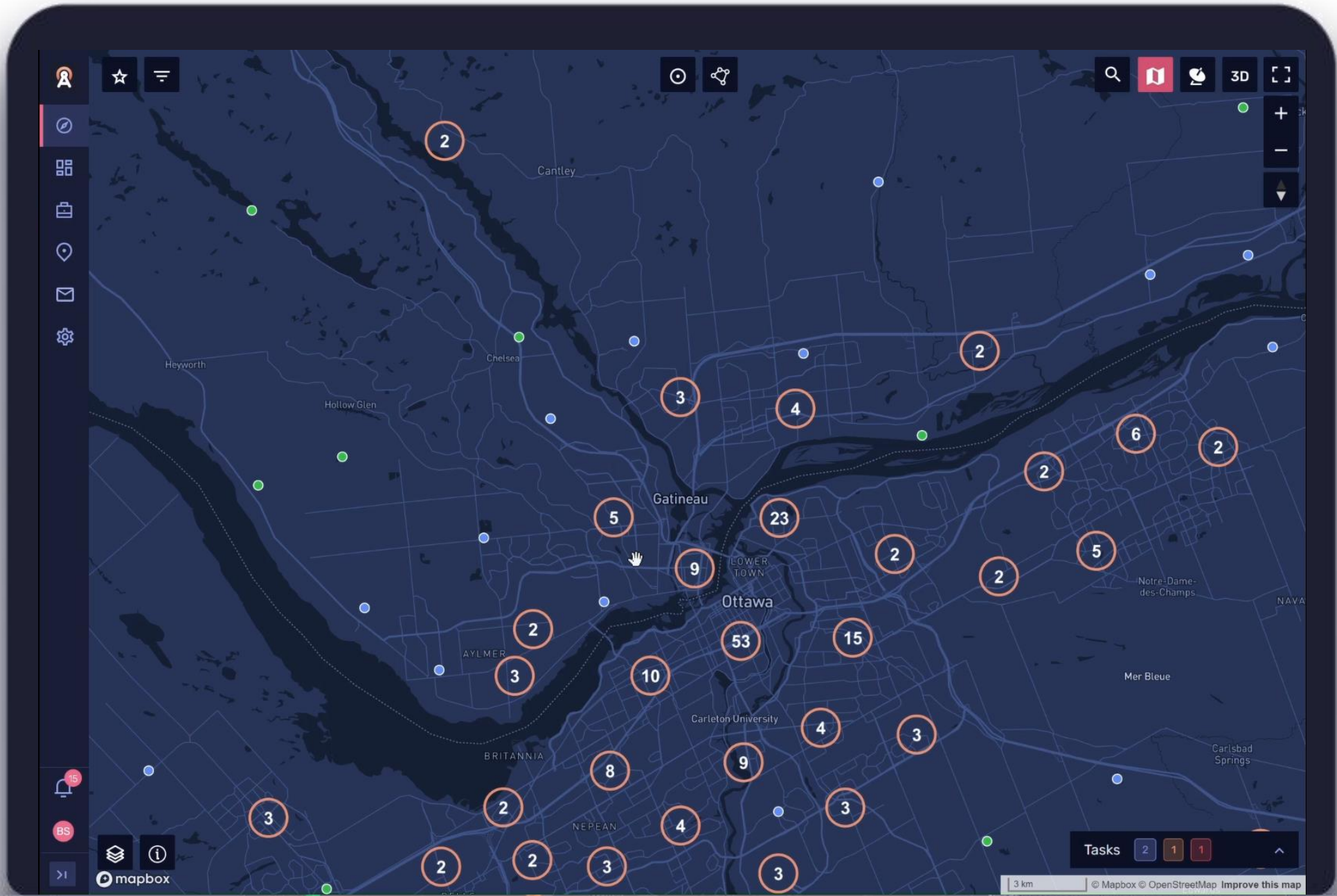
**Excellent customer experience** and speed of delivery

Real-time reporting and **shared visibility**

Collaboration across the ecosystem **allows for scale from day one**

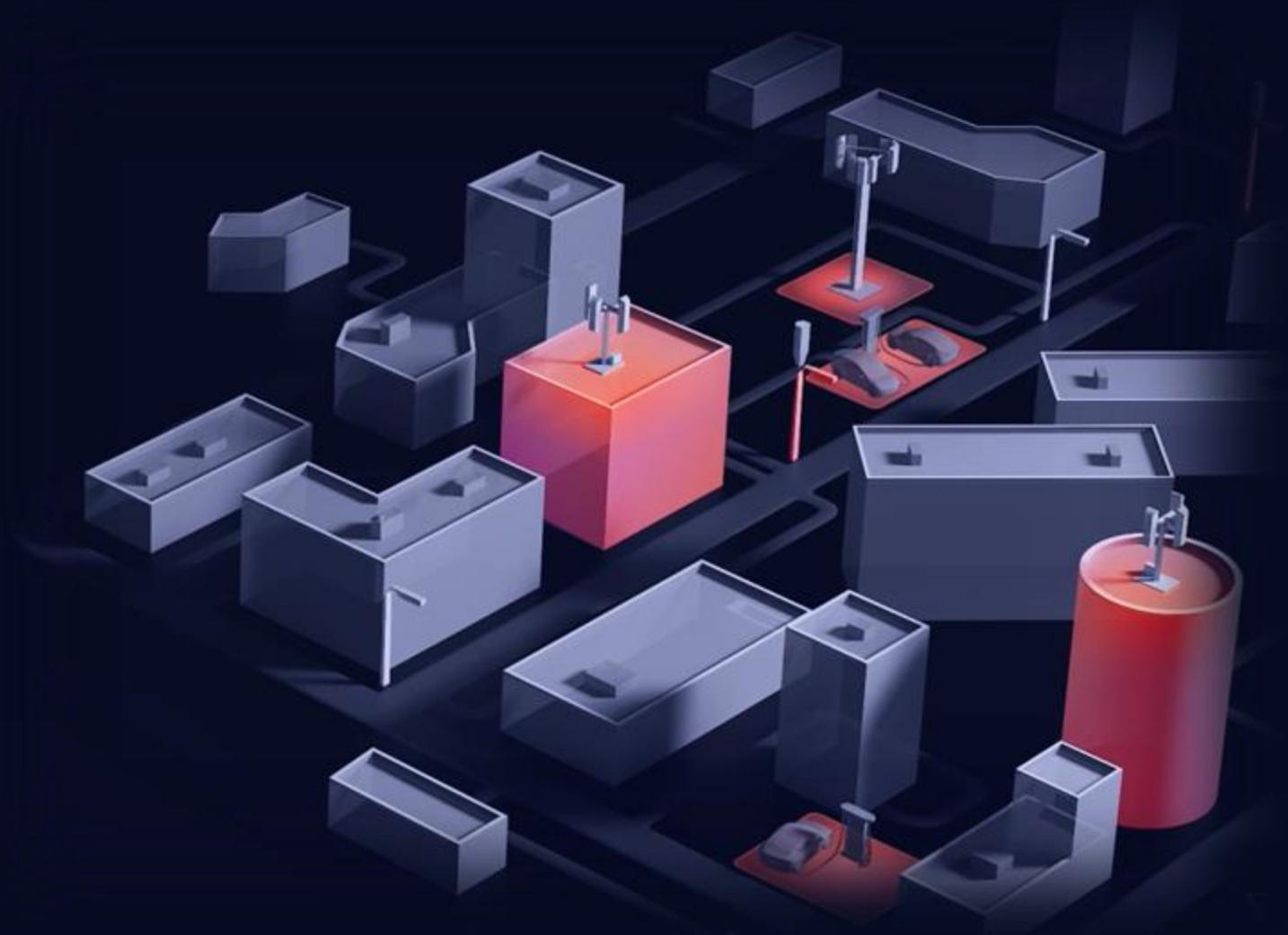
# Unlock opportunities across the asset life cycle







**Unlock tomorrow's  
technology, today**





**Thank you!**



**Daniel Champion**  
Chief Executive Officer

Atlanta, GA | Limerick, Ireland | Birmingham, UK | London, UK

