

## Operator benefit

Expose more of your innovations and network data to the developer audience to capture more of the

**\$300BN** market opportunity

Use cases help connect you to **industry players**

Imagine a world where customers can automatically request a higher level of service in **mission-critical situations**

Or where robust authentication enables **online trust** between brands and their users

## Roadmap

### APIs PRIORITISED VALUE

creating CAMARA APIs including anti-fraud, mobile and fixed connectivity, payments, cloud and edge.

### CERTIFICATION OF CAMARA APIS

## Developer benefit

Valued APIs to mash together to create a solution for the challenges you face or to drive **INNOVATION** in the market

Know the CAMARA APIs tested and **fit for purpose**

**Programmable network capabilities** to improve cloud based applications

Use cases **helps you understand** the art of the possible in terms of how the network APIs can be used

For example, imagine a world where media rich content can be delivered at a **higher quality**

Or where better security and more reliable connectivity will provide a **better future for society**

Operators can start to monetize the APIs as they commercially launch. For example, **\$12bn could be the annual global revenues in 2030** for connectivity services charged as an add-on for mobile cloud gaming subscriptions

### Launches NETWORK AND MARKET LAUNCHES



**More launches means more geographical reach for your application**

Scaling the adoption of GSMA Open Gateway means more developers using the APIs and therefore **more revenue generated**

### Channel partners SCALE THE ADOPTION

of GSMA Open Gateway through channel partners

Access to Network APIs in the places you already are - with **hyperscalers, SIs, or SaaS providers**

Use existing SaaS or Hyperscaled platform with **mobile network capabilities** built in

Open Gateway-enabled growth may represent



**~60%** of mobile telco growth by 2030.

### Federation OPERATOR FEDERATION / INTERCONNECTION

**The true global reach of GSMA Open Gateway. Whether you choose to go direct, via a reseller or via a marketplace, we have the access route for you.**

With the possibilities to contract once in a market and get **broader reach**

Bringing ecosystem players (telcos, developers, channel partners) together to **collaborate and innovate**

### Enterprise Developers engaged CLEAR SIGN POSTS

for developer portals, sandboxes and early adopter programs

**Understanding** where to go, what can be how, how to do it easily.

As more developers use CAMARA APIs for exposed network capabilities, a thriving community will grow. A forum for **problem solving and idea generation**

### DIGITAL INDUSTRY CASE STUDIES

Harmonised agreement templates available, common approach to elevate adoption by Enterprise Developers

Create a market that is aware of the **benefits for using Network Capabilities**

### Commercial Templates Service Level Agreements and ON-BOARDING GUIDES

### DEMAND SEEDING to make Markets

**An easy, unified way of working with mobile operators the world over.**



**Quicker to market** on transparent terms

**Improved connectivity** performance

**Clarity and demonstration** of policies relating to privacy and consent regulation.

An easier path in supporting **vertical segment adoption** of telecommunications

### Pro Open Gateway Regulation REGULATORY CASE STUDIES

into the adoption of CAMARA APIs

A regulatory environment to **safeguard the use** of CAMARA APIs for consumers and Enterprise Developers