

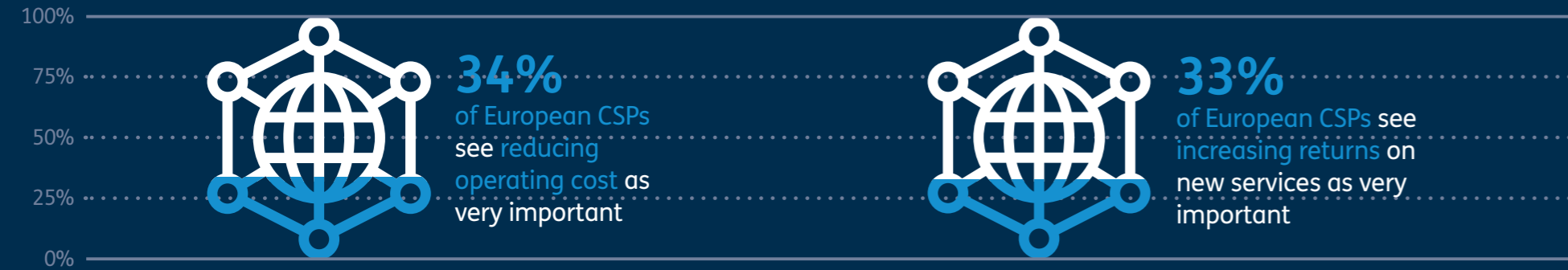
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Ovum research in partnership with CGI

The Next Frontier: From Communications Service Provider to Digital Service Provider

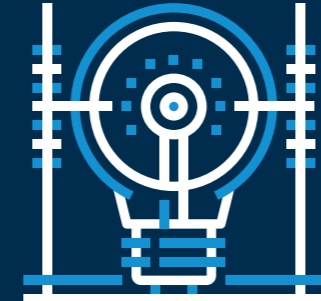
The drivers of digital transformation are numerous, and CSPs sometimes face conflicting business goals



But CSPs must do both if they are to turn into customer-led organizations



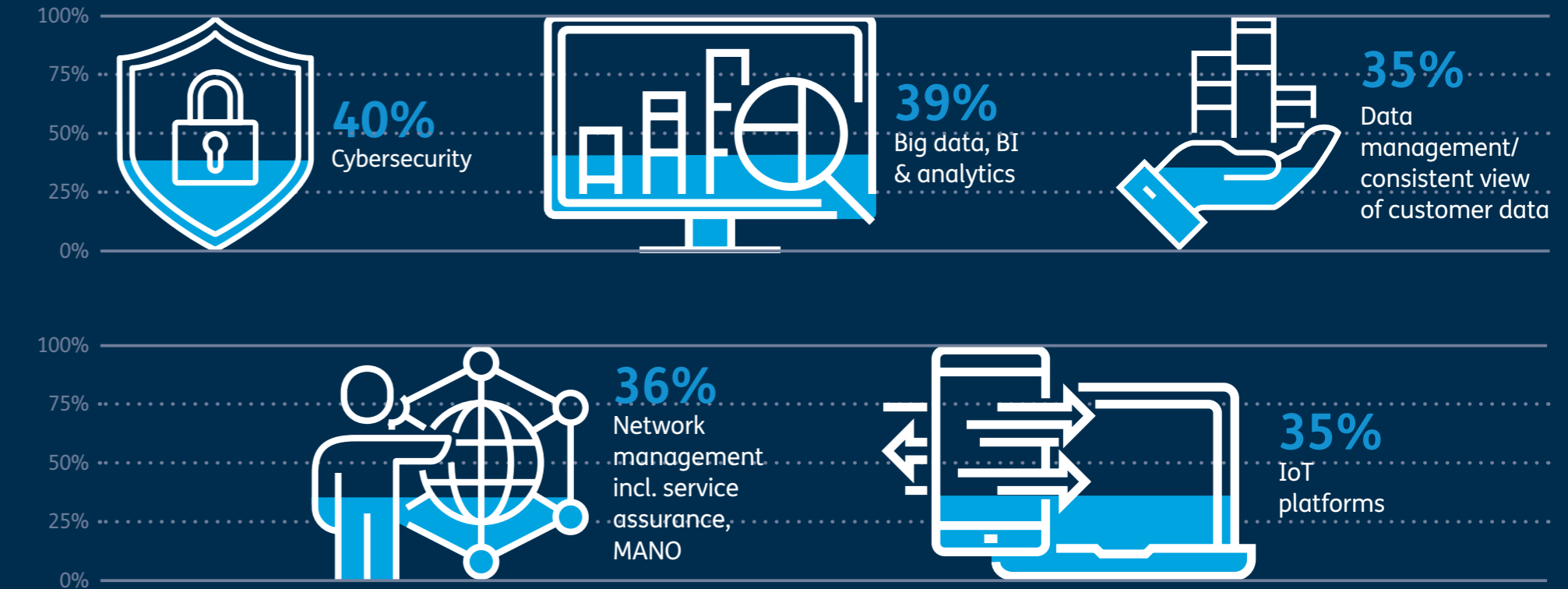
Improving **customer engagement** is the #1 benefit CSPs need to achieve



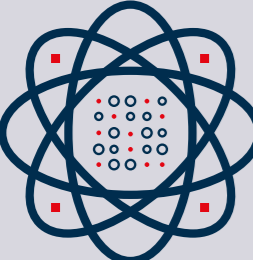
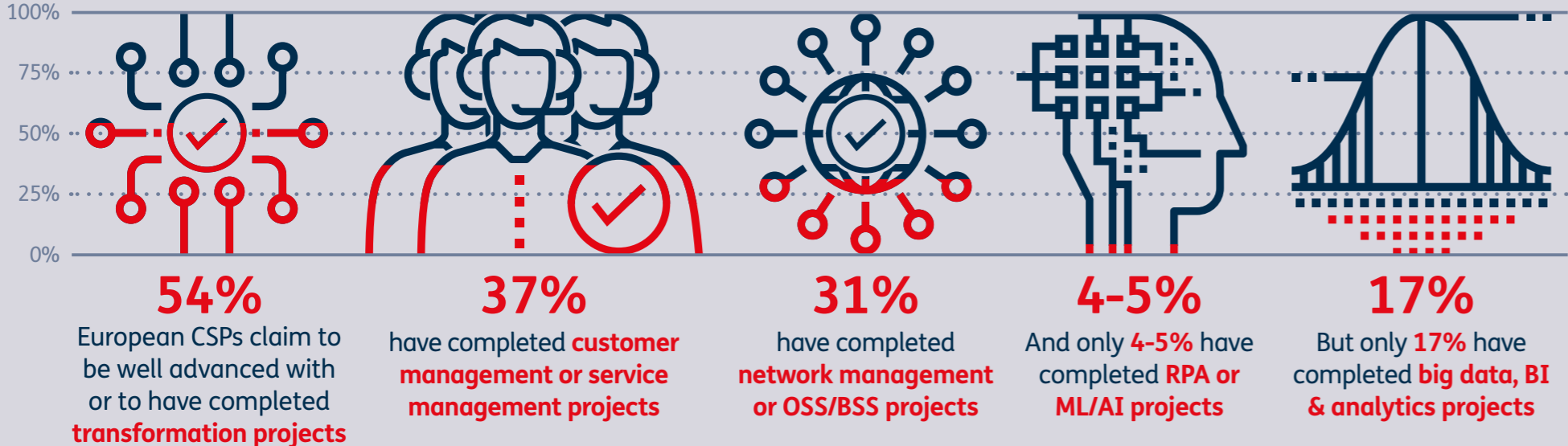
Enabling innovation is also a significant expected benefit

The technologies necessary for a successful transformation are closely interlinked, revolving around data as a core foundation

The most important transformational technologies for European CSPs are:

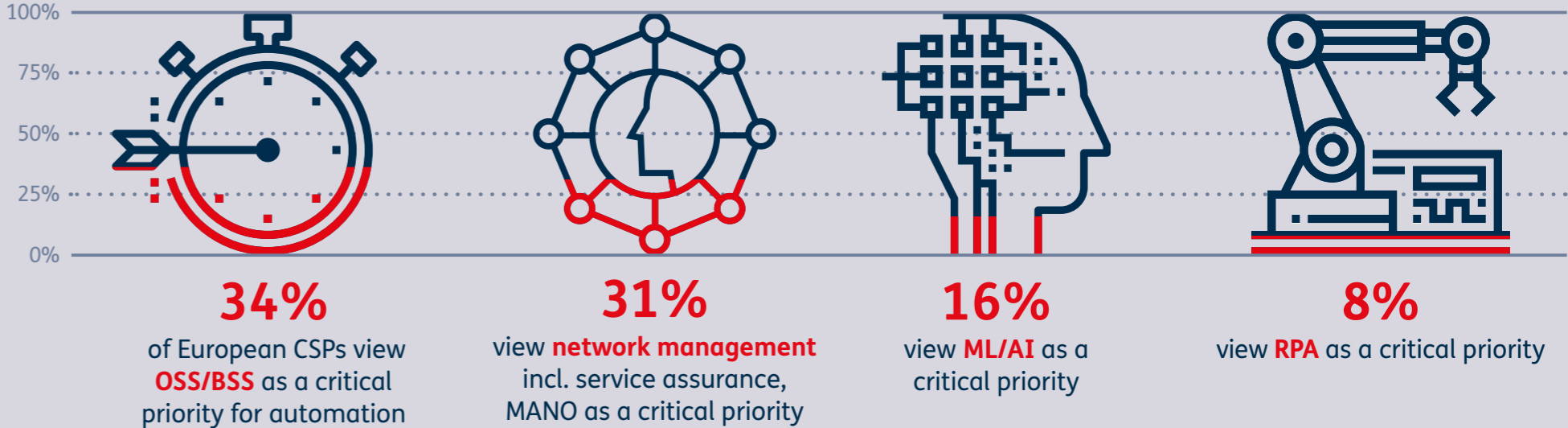


European CSPs are confident they are making good overall progress with transformation, but there are still gaps in several key technology areas



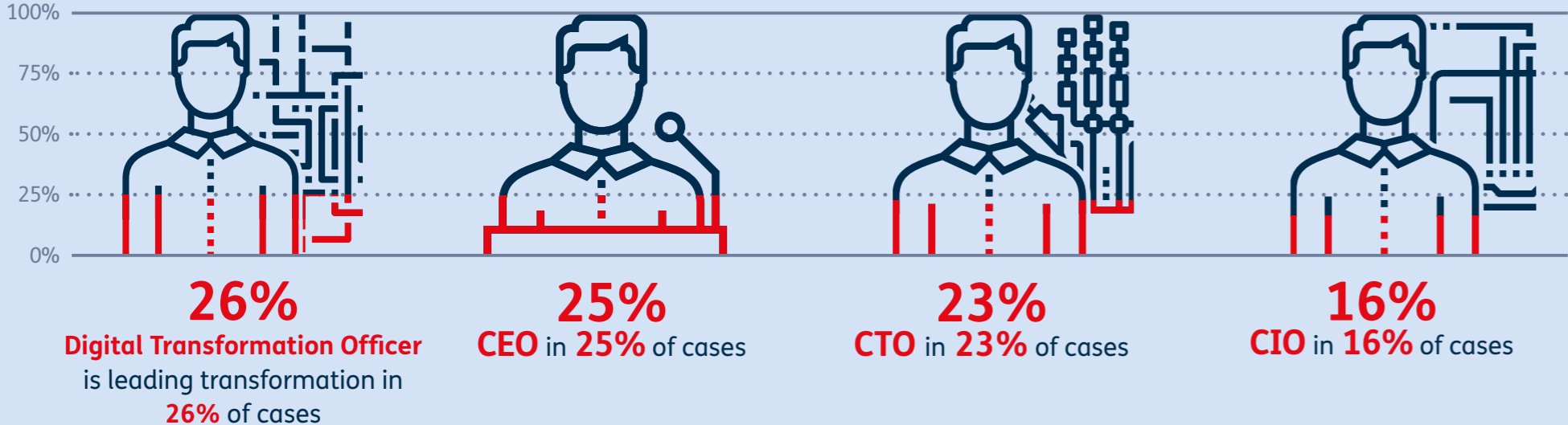
However, CSPs have begun to realise this is an issue, and over the next 12 months **big data, BI & analytics** is expected to be their **biggest transformation priority**

Automation is playing an increasingly important role in improving operational efficiencies and improving customer experience



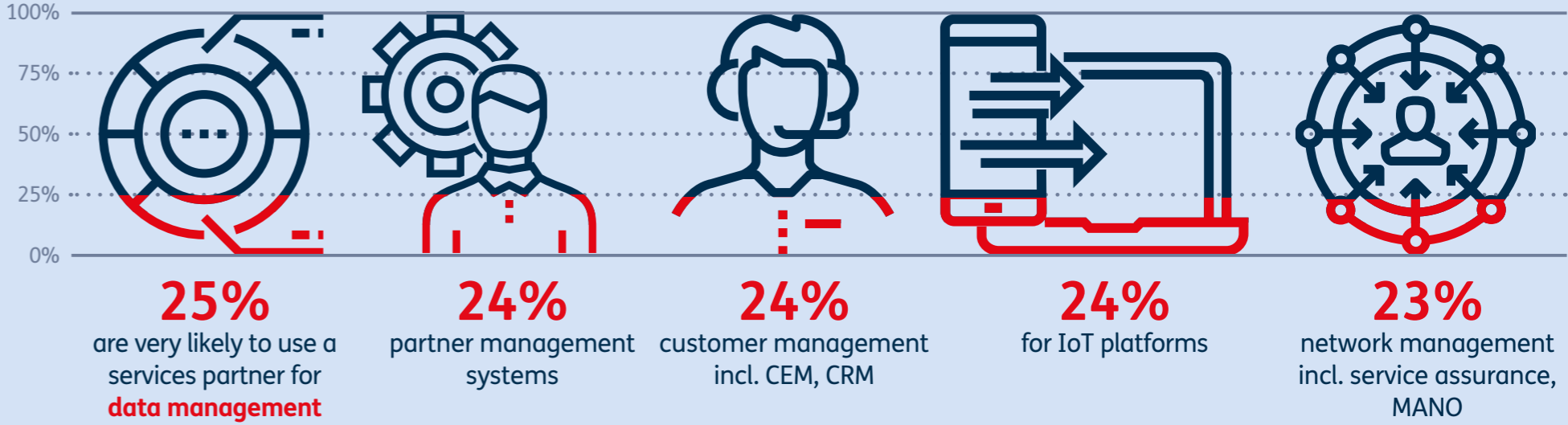
The complex situation is hampered by the fact that responsibility for transformation strategy is not allocated consistently

There is no clear ownership of the digital transformation journey.



Faced with multiple challenges, CSPs feel they need assistance and advice with the projects required to turn them into digital service providers

European CSPs expect to make use of external partners in the following areas over the next 18 months:



Learn more about how Communications Service Providers are transforming into Digital Service Providers



 **Download The Report At:**
cgi-group.co.uk/Ovum-Research-The-Next-Frontier



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