

Connectivity Shifting Pace in 2018

Connectivity is rapidly changing the way consumers and corporations are conducting their business; and this is expected to vastly increase as we enter 2018. CSPs play a pivot role, so the way in which they set up support operations will have a huge impact on their ability to maximise revenues.

Demand Driving Connections

Consumer demand for on-the-go services and the corporate need for workforce mobility, has propelled technological developments in connectivity. The Internet-of-Things (IoT) has embellished this, creating a vision of the future that has been enthusiastically greeted.

As such, smartphone sales have continued to soar. Deloitte estimates 300 million will be sold globally in 2017. For CSPs, the scale of the operation to meet this demand in 2017 has been challenging and the road ahead is significantly more bumpy, as they balance service performance and speed.

CSP Operational Re-evaluation

One of the main challenges for CSPs is the data output driven by the increased connectivity. Storing data is one thing, but 2017 has shown that CSPs need a more sophisticated method to evaluate and analyse data.

This shift to more advanced methods is still in the infancy stage for some, understanding the complexities delivered by data and establishing that the data needs to be nurtured. Others are further ahead, looking at new methods to unravel the data and teasing out its value.

The challenge for CSPs is not just the amount, but the range of data which is derived from customer devices and the network. Understanding the relationships between these interchangeable parts, provides a deeper, richer analysis.

Many CSPs have begun to look at graph databases to enable more speed, application performance and to streamline operations. Providing both performance benefits, as well as personalization, arms CSPs with an intelligent, robust visualization of their data.

This competitive advantage has propelled graph databases and one that is likely to continue apace as we enter 2018.

2018 – The Data Era

IoT is changing the way things interact and CSPs must reflect this within their own operations. Back-end enhancements are taking strides forward as NFV and SDN continues to be tested and implemented, and 5G will enhance speed.

As these technological changes gain momentum, the true IoT features can be realised. CSPs must implement an innovative way of analysis that allows them to better understand customer and network data. This reflects the nature of the technology and they can monetise it more efficiently and effectively. Connectivity is expected to shift up a gear in 2018 and CSPs must do the same.

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