

## Cross sector connectivity

Connectivity has become expected; a norm with modern-day technologies. Yet CSPs in some ways, have been pushed down this path by other sectors. As we enter a new era of connected everything, now more than ever, CSPs must ensure they are prepared to capitalize on the new wave of connectivity demand.

### Demand-driven connections

The telecommunications sector has increasingly become more relevant to other industries as the benefits of technology, and more importantly, connectivity to their products and services, has become clearly evident.

CSPs faced a reality where their traditional models of serving voice and SMS was challenged by the motor sector, consumer appliances, and a wealth of other businesses keen to drive operational efficiency. Looking for new ways of utilising data, these companies pushed new inter-industry connectivity services. Yet, CSPs were very much on the back foot, trying to deliver these services

At the time, some CSPs explored ways of internally supporting these new services, creating new systems. But these often ended up being too expensive and complex. The realization soon became apparent that to be competitive and stay profitable, partnerships with specialist technology firms was essential.

### Strategic connections

Utilising the expertise of partners, has enabled CSPs to refocus on what they do best, which has served them well. However, the parameters are changing again, with new technologies, such as, 5G and IoT bringing in new challenges.

Businesses see the advantages of the increase in speed, enhanced capabilities and depth of data from these new technologies. Preparation for this opportunity by CSPs is fundamental. They must ensure they have the support systems in place to handle the level of demand it faces from multiple sources.

Equally, looking at partnerships continues to be essential. The last wave of changes taught the telecom sector that a single entity cannot be good at everything. Bringing in the right strategic partnerships safeguards operations, minimizing risk and expensive capital outlays.

Technology evolutions will continue, and more demand will be placed on the CSP to meet new sectors coming into the connectivity era. Staying relevant is imperative, CSPs do not want these sectors to develop and create their own connectivity platforms.

Losing out would set CSPs back, at a time when this data revolution has the potential to harness a significant revenue stream. Only by understanding the importance of partnerships to build a robust platform and services for other sectors, can CSPs really capitalize.

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