

## **The power of the millennial generation**

The millennial generation has very much become the driving force behind the dynamic use of technology, across both consumer and corporate sectors. CSPs are central to serving this increasing digital demand and hold the integral tools to manage connectivity with their sophisticated networks. Yet more work must be done to firm up system agility, which is so crucial to the delivery of these digital services.

### **A generation of technologists**

As a global society our technology dependency is on the rise. Millennials at the centre of this surge; having grown up in an age where technology has significantly developed around them and become the norm. This focus will only increase with Generation Z, people who were born in the age of the internet and freely available technology, gaining spending power.

This demand has been set by consumers, but as millennials enter the workplace and take on more senior roles, this influence over business practices is set to mirror the surge in consumer tech. With this growing demand, CSPs have the opportunity to tap into significant revenue streams.

### **Re-purpose OSS, not re-build**

In order to capitalize on these growing revenue opportunities, CSPs must ensure they are prepared, with agile operations to effectively support the range of applications and technologies. Legacy systems are not fit to serve these new technologies, yet the risk and cost to overhaul these systems is significant.

By re-purposing the infrastructure in place; federating systems to feed into one user interface, therefore increasing control over the network, enables CSPs to enhance operational agility. From authorisation to fulfillment, ensuring these services are delivered quickly is fundamental to CSP revenue generation.

### **Ease of technology**

Millennials expectations of service providers has escalated as more digital services have reached the market. This has been driven by more

connectivity and array of applications developed to enrich people's everyday lives.

And it has very much become the norm for millennials. They desire applications and services that can almost be their personal assistant. Enabling them to conduct useful services – buying tickets, identifying local services, and anticipating their preferences.

The phone has become a central tool to everyday life and essentially the only item they need to go about their day. The desire to ensure connectivity and a personalized service is diminishing prior concerns over personal data; they welcome CSPs to utilise this information to deliver a better service.

As CSPs look to refocus efforts to monetize the surge in technology pushed by millennials, they strive to ensure a tailored customer approach and create an easy-to-use service. To offer this level of prediction, with fast fulfillment, CSPs must ensure that their network performance is agile and can cope with the increase in transactions created by these services.

Re-purposing OSS into a federated approach, combines systems to increase control and deliver more efficiency, which can drive better customer experience and save resources. Ensure you have coping mechanisms for the millennials.

**Professional Insight: Matt Colton**