HEAVY READING
Service Provider IT
insider

Smart Data Monetization: Operator Strategies Take Shape

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Report Highlights

Leveraging real-time, policy-driven solutions will provide operators with tools to differentiate their services, be more creative in their service offerings and distribute and control network resources more effectively

End-to-end policy deployment requires network and IT convergence

Policy decisions are being made jointly by network, IT and marketing, with marketing emerging as a key influencer group

Expect more market consolidation in the next six to 12 months.

Emerging markets seem more advanced with more simple segmented plans while developed markets seem more aggressive with their plans for advanced segmented plans