Mobile Wealth Revelations 2016

Description:
An artful “dodger” designed for mobile-operators to steer ahead and bulldoze their way into the next generation of mobile wealth & profitability beyond 2015.

Unravel—key formulary involved in “wealth creation, accumulation, and protection” of the super-perceptive mobile operator businesses till 2015.

Emulate & Practice—4G innovation; non-traditional—VAS implementation; and, next-generation business re-modeling, re-packaging, and re-pricing.


Guiding Principles:

- Analysing, scrutinising, and prioritising next-gen VAS ideas and investments;
- Exploring sub-markets & sub-segments for new growth opportunities;
- Quickly offering new services, retaining and enhancing ARPUs;
- Wealth accumulation among big/ small/ new/ pre-existing MNO community;
- Searching big opportunities by identifying what existing players couldn't spot or monetise effectively;
- Analysing vendor engagement (terms, assets, responsibilities, costing, etc.) of innovators and disruptors;
- Exploring underutilised potentials of the legacy systems that can still invigorate to your advantage;
- Securing investments amidst unfavourable scenarios;
- Capturing the ‘next big thing’ philosophy, scale of innovation and investments.

Key Questions Answered:

- How operators can quickly revive and post profits in Q4 after consecutive quarterly losses?
- How operators can break into a market/ market segment that appears saturated?
- How a new entrant (MNO/ MVNO) can quickly transform its mobile wealth into revenues/ profits?
- What are the different opportunities that operators could not monetise so effectively?
- How innovative operators have transformed their business?
- How operators can ride on next wave of organic growth by helping small/ medium businesses turn into digital?
- How can service providers team up with incumbents and collaborate vertically/ horizontally in the value chain?
- What new value propositions and revenue models will be required for mobile operators to compete against direct as well as indirect competitors?
- Which of the collaboration strategies can help for strengthening position in the fragmented telecom market?
- How to develop strong mobile wealth proposition, while securing investors’ confidence?

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