

4 types of CSP and their big bet: B2B revenue growth



Defenders



Challengers



Specialists



Prospectors

The race for B2B market share is heating up. Learn about the CSP players involved and more.

5G technologies have made B2B revenues even more appealing for CSPs. Read on to learn about TM Forum's four different categories of telco maturity, and why usage data is key to all of them.



Meet the... Defenders

Incumbent telcos with mature B2B lines of business, developed before competition rules arrived in the 1980s and 1990s. Defenders have provided fixed-line and broadband services to businesses and consumers for over 50 years.

Did you know: Defenders are likely generating 30% to 40% of their revenue from the B2B market.

Meet the... Challengers

Challengers are hot on the heels of Defenders. Traditionally focused on consumer mobile, they have their sights set on expanding the services they offer to enterprises.

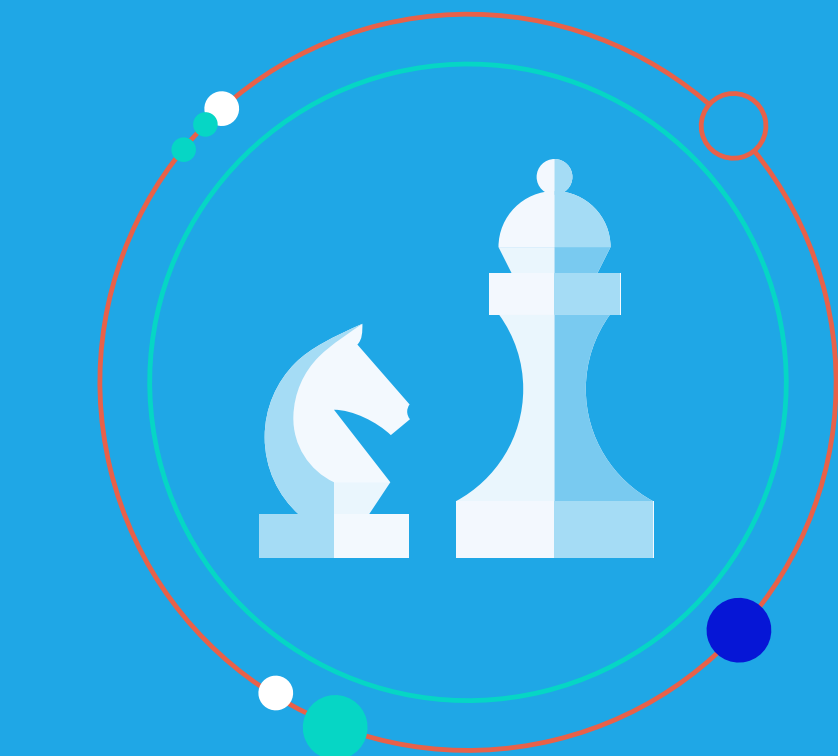
Did you know: Challengers may be realizing less than 10% of revenues from B2B.



Meet the... Specialists

Specialist CSPs thrive in niche markets and verticals (like healthcare and manufacturing). Their unique selling propositions can also be based on geography (countries, cities or even buildings), network capabilities (like fiber deployments) and product lines (like private networks or IoT).

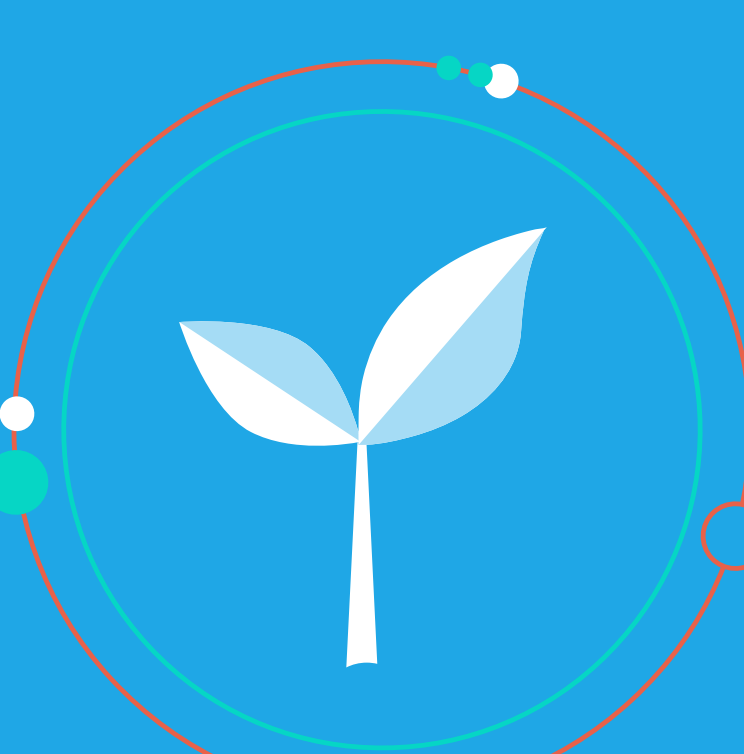
Did you know: According to TM Forum's report, connectivity represents just 5% of an overall IoT deal. However, CSPs can deliver software and enable B2B2X models to widen their influence.



Meet the... Prospectors

Prospectors represent contemporary operators. They entered the market much later and must take a different approach to B2B opportunities, either as wholesale operators, "asset-light" operators or highly specialized, niche operators.

Did you know: In the TM Forum survey, 57% of CSPs say that 5G is important but they will also leverage other technologies and capabilities.



5 key steps for B2B success

- 1. Capture and process all service usage data**
5G-era business models go beyond static-only charging metrics. From SLA-based outcomes to API innovations, it means there's more emphasis than ever before for CSPs to capture and process a wide range of service usage data.
- 2. Think beyond traditional network data sources**
CSPs need to capture every possible drop of information to support complex revenue management, targeting data sources like OSS, hyperscaler infrastructure, MEC platforms, enterprise systems and billing partners.
- 3. Embrace cloud-native software**
CSPs should take advantage of the developer-friendly and flexible infrastructure made available in cloud-native environments, in order to optimize time-to-market agility and resilience.
- 4. Take a stepwise approach to modernizing billing systems**
To a big-bang swap to a 5G CCS charging stack, CSPs can leverage their existing OCS capabilities to support existing 3G/4G services, while incrementally adding support for 5G services as they continue to evolve.
- 5. Adapt to the charging models that will come with network slicing**
Network slicing gives CSPs the ability to create tailored connectivity services for individual enterprise customers, serving as an enabling technology to pursue new B2B and B2B2X business models. To be successful with all B2B and 5G business models, CSPs will need a comprehensive, cloud-native, 5G charging function (CHF/CGF).



Want to learn more about CSPs and the B2B market? Download TM Forum's report, "Mapping A Path To Telco Revenue Growth," where you can read more about how DigitalRoute supports B2B telco charging.

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