

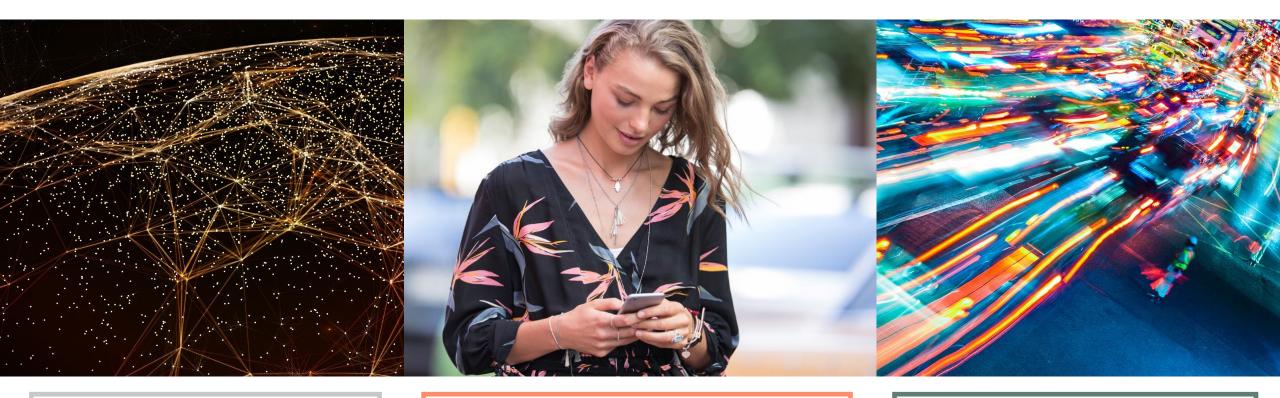
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## The Emerging MEC Services Landscape – A Business Model Discussion

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## Thriving in an age of digital disruption



## New network requirements 5G Ready Telco Cloud

**Transforming to 5G ready Telco Cloud** infrastructure will change consumption models and the financial structure Increasing customer expectations
Customer-centric operations

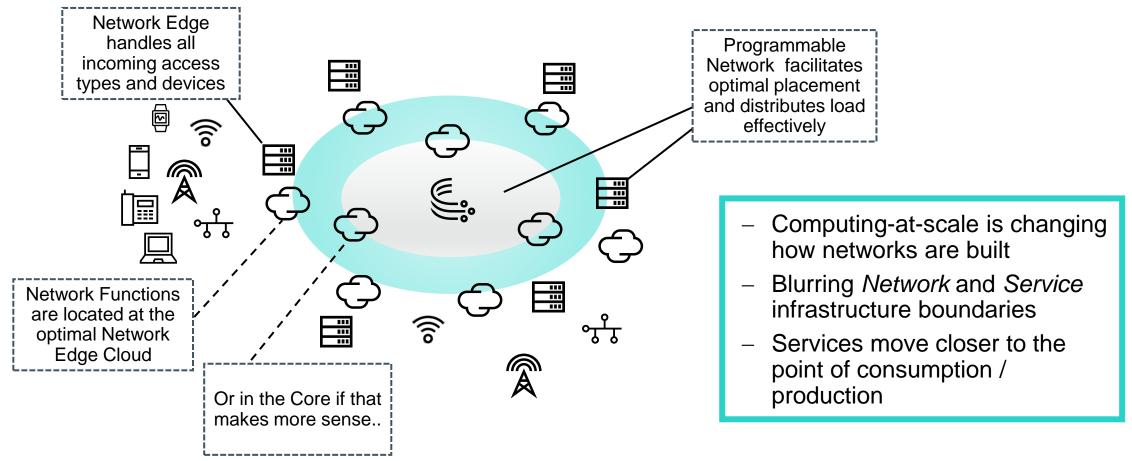
**Customer centricity in operations**, services and the ability to be in constant contact with customers via multitude of digital channels

## Evolving value chains Service diversification

Pioneering culture, rich partner ecosystem & new business models open new markets

## The CSP Network is headed towards a distributed cloud

Flattened network, optimally placed functions along a 'network of clouds', and paths 'stitched' between cloud ingress and egress points.



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## MEC

The Telco industry has crystalized this left shift to the network edge with the notion of Mobile Edge Computing (MEC), which enables IT, NFV and cloud-computing capabilities distributed within the access network, close proximity to subscribers.

#### **Characteristics**

Ultra low-latency response

High bandwidth delivery

Local targeted computation

As-a-service consumption model

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#### Possibilities

#### Improved user experi-

Rapidly scale up or down approved aster modify QoS, deliver new services aster

#### New service categories

Real time access to RAN info with location awareness

#### **Cost efficiencies**

COTS Volume servers to run network functions allowing for cost effective scaling

## New business models for consumer and enterprises

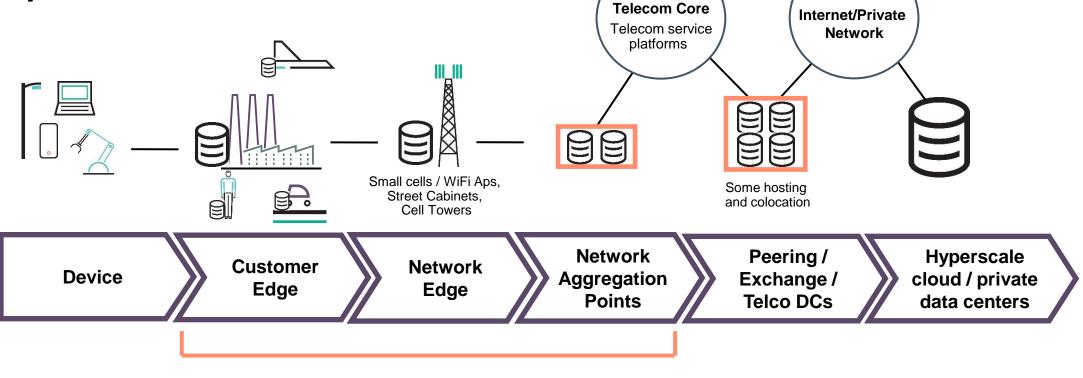
Broaden access to partners who can innovate

#### Services

/irtualized RAN CDN & Video Acceleration Augmented reality Video Analytics Connected Vehicles Data caching Connected Things Service point-of-presence for others

## The Edge Computing Battleground

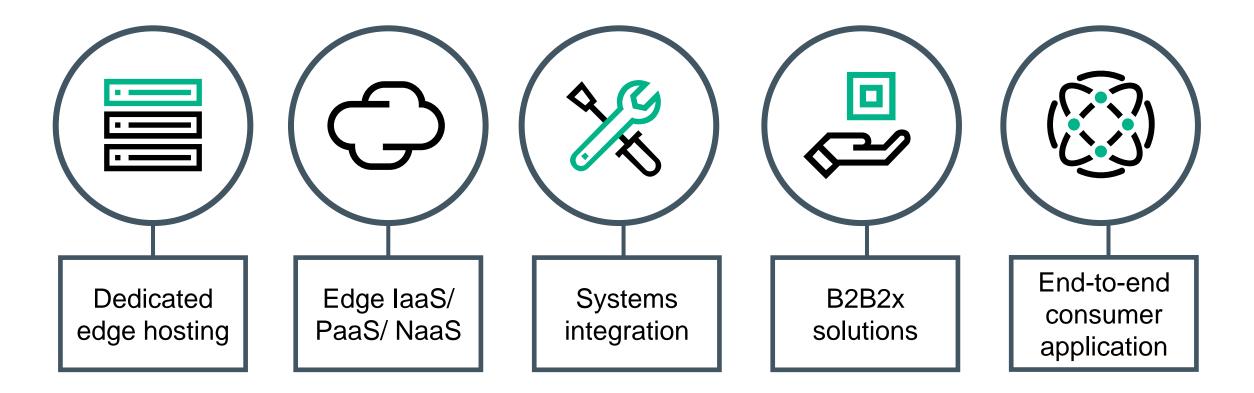
But the "network edge" is only a part of the edge computing space.



Telcos can place MEC anywhere here and compete /cooperate with various parties at the edge

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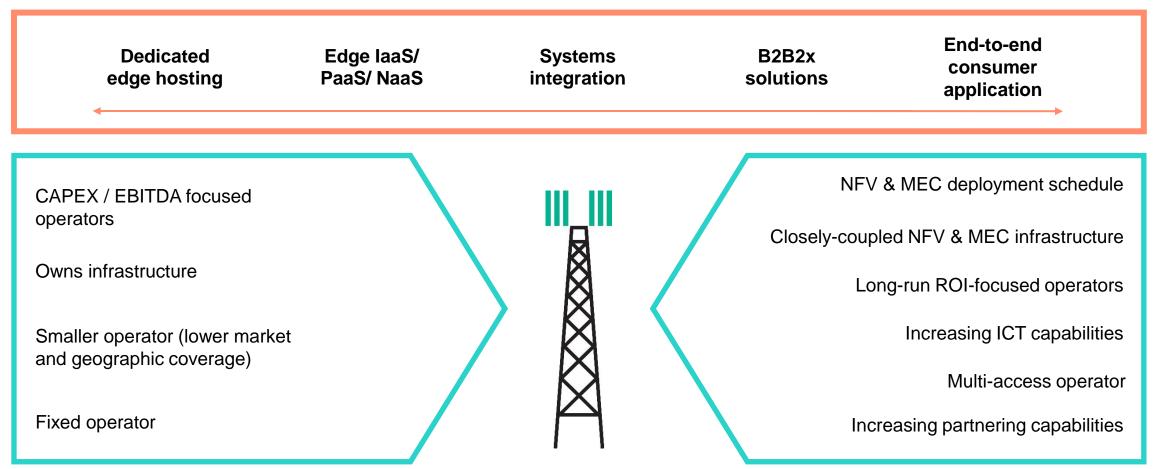
## But what business models are needed to monetize the new services?



We have identified 5 business model types for MEC



## What is the right model for your business ?



The characteristics and skills required of the MEC operator change as we move along the business model spectrum.





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# Thank you