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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**

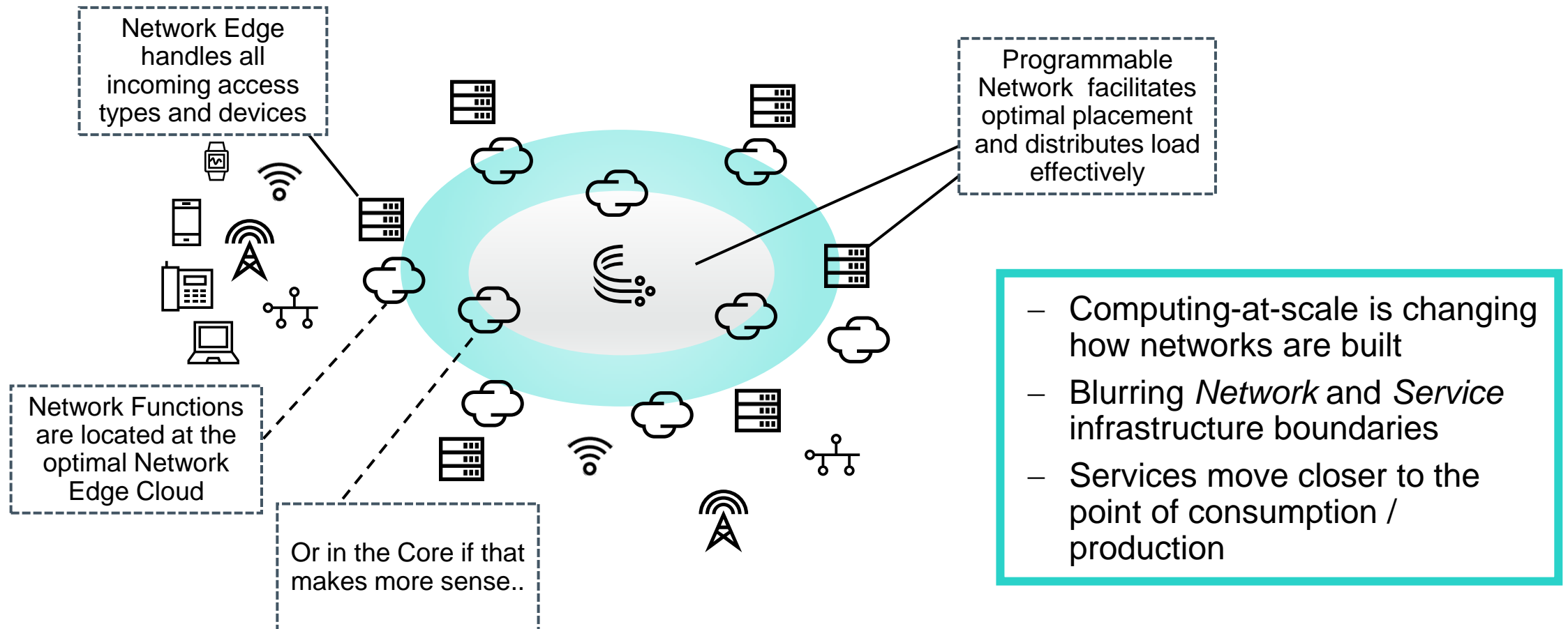
**Customer centricity in operations**, services and the ability to be in constant contact with customers via multitude of digital channels

Evolving value chains  
**Service diversification**

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

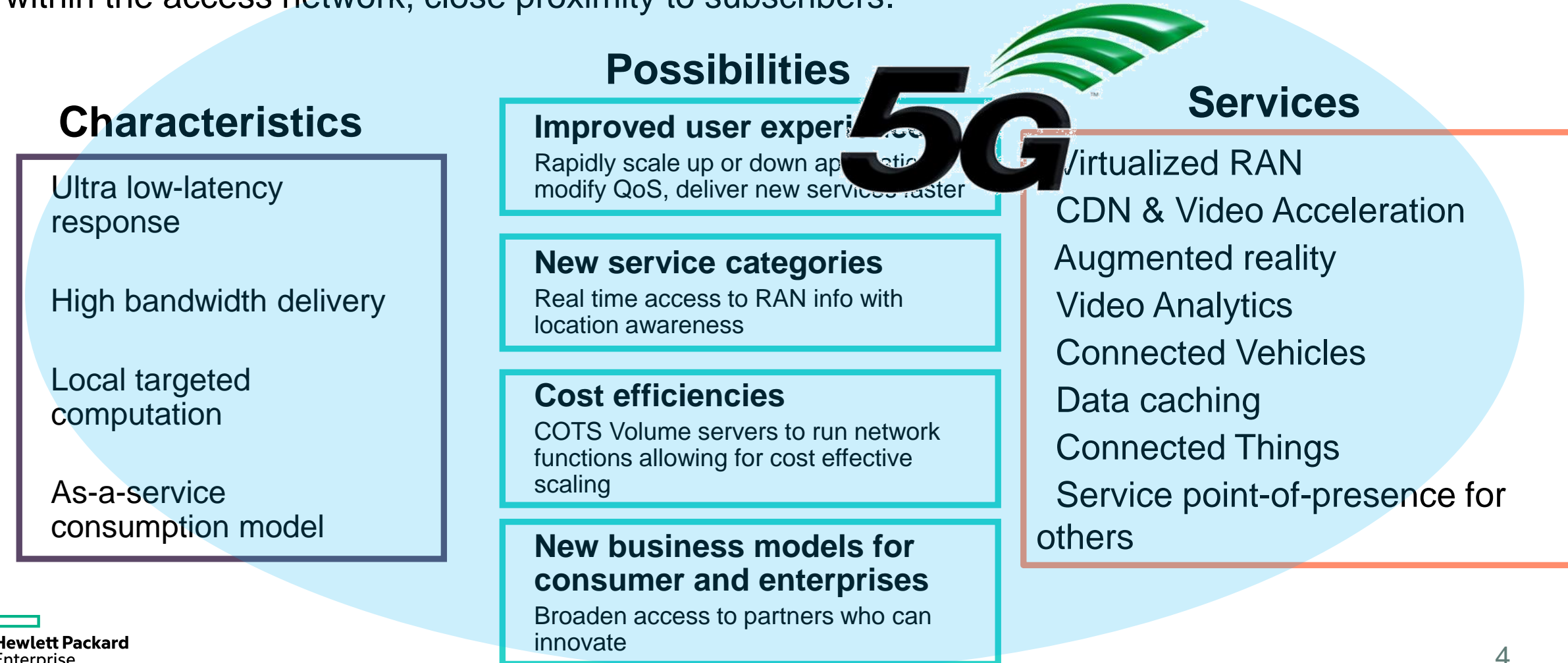
# The CSP Network is headed towards a distributed cloud

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



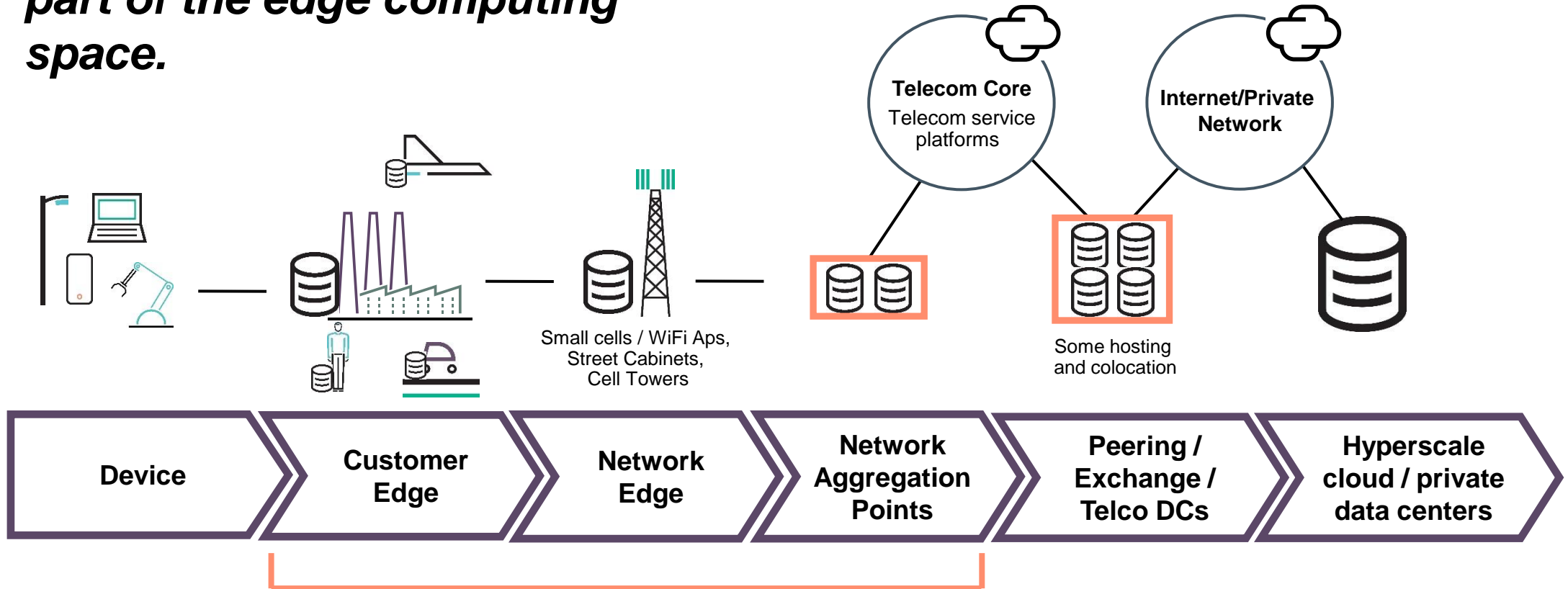
# MEC

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.



# The Edge Computing Battleground

*But the “network edge” is only a part of the edge computing space.*

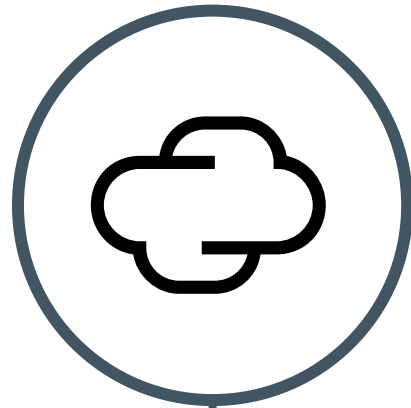


**Telcos can place MEC anywhere here and compete /cooperate with various parties at the edge**

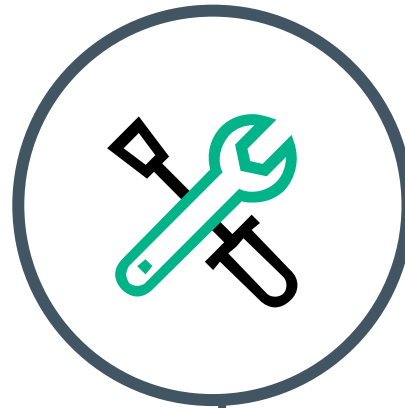
# But what business models are needed to monetize the new services?



Dedicated  
edge hosting



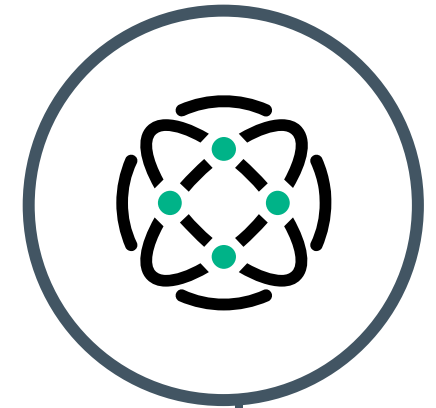
Edge IaaS/  
PaaS/ NaaS



Systems  
integration



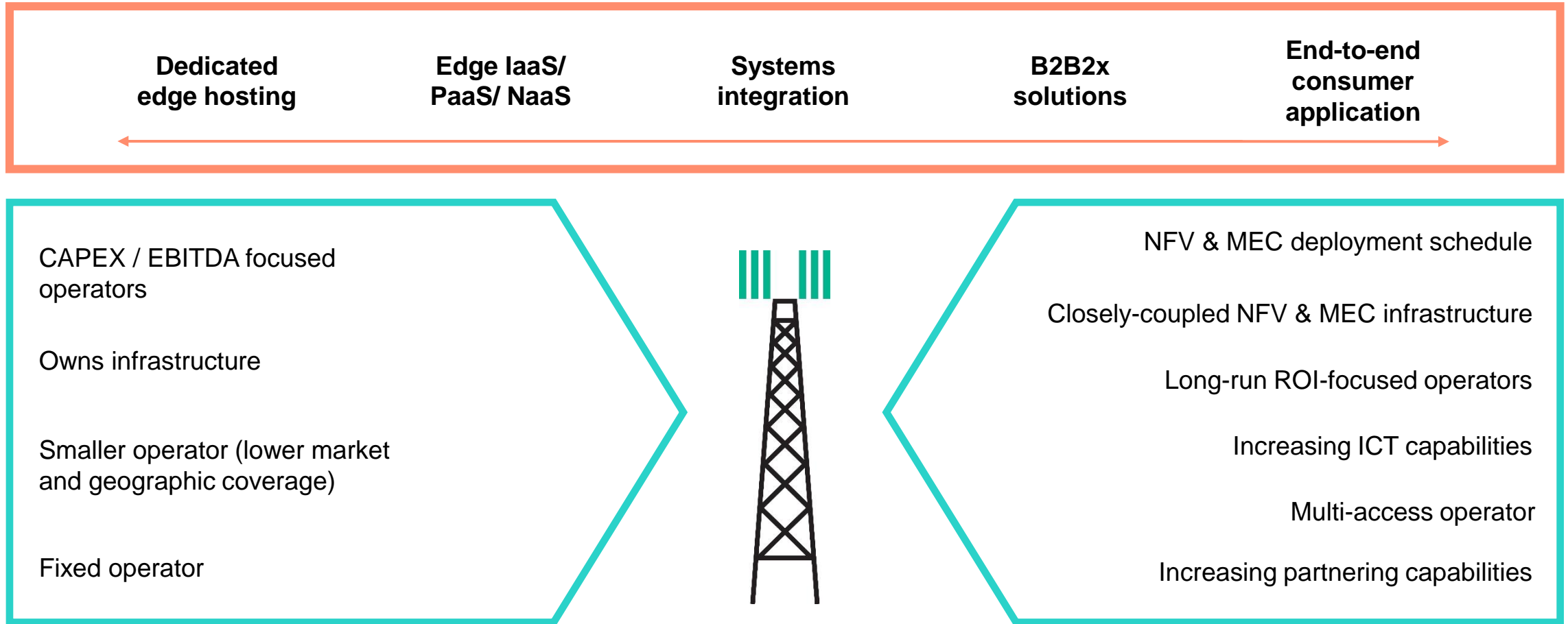
B2B2x  
solutions



End-to-end  
consumer  
application

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**