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## Challenges and opportunities to the Telecoms Industry

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actual Telecoms one-sided business model is under pressure:  
tougher regulation, developing technology, potential new  
entrants, and advancing customer expectations. The  
traditional voice business is facing stagnating or even falling  
revenues and therefore increased voice usage is no longer  
sufficient to compensate for price deflation. In the current one-  
sided business model, the telco buys equipment and content  
from suppliers, integrates them, and bills the end user for  
services. This reflects the traditional value chain in which value  
moves from left to right. The future business model breaks the  
traditional value chain. Value is created on the left and on the  
right side of a telco. This two-sided business model delivers  
value to and generates revenue from 3rd party service  
providers as well as end-users by providing an open platform  
that helps the service providers to interact with end-users in  
more effective ways. This model enables the generation of  
new incomes and can be the solution...



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