



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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