

# Digital Expansion

Creating new revenue streams and building market differentiation with digital services

Digitally enabled services are top of mind for current and future plans



96%

of respondents have either currently **IMPLEMENTED DIGITAL SERVICES** or are planning to in the next 12 months

85%

believe that launching new digital services is **CRITICAL** to their business strategy

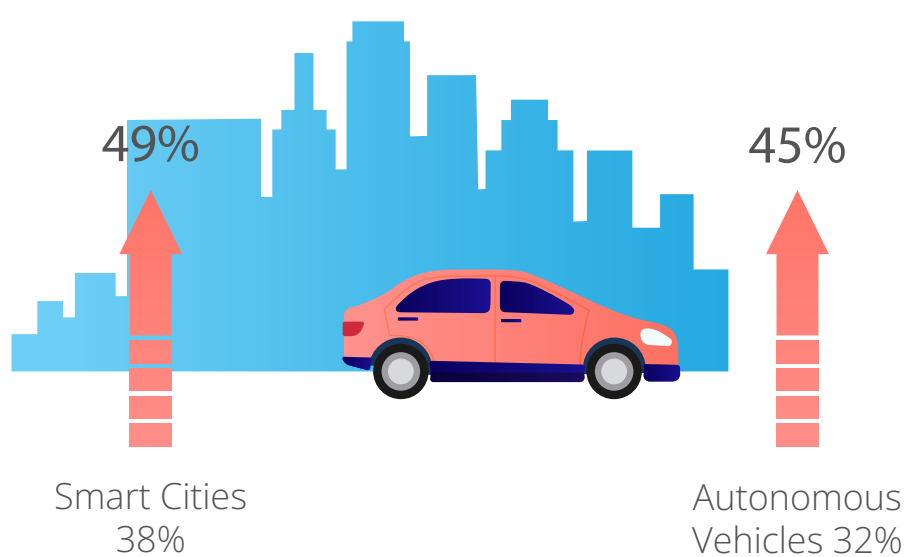
45%

are **EXPLORING** how to build digital customer engagement tools into existing mobile apps or website

5G will accelerate opportunities for high speed, real-time, sensor-enabled digital services

E-COMMERCE & DIGITAL CUSTOMER ENGAGEMENT are top of opportunity for those exploring digital services today.

5G Enabled



Those interested in exploring smart cities opportunities rose from 38% without 5G to 49% when 5G-enabled.

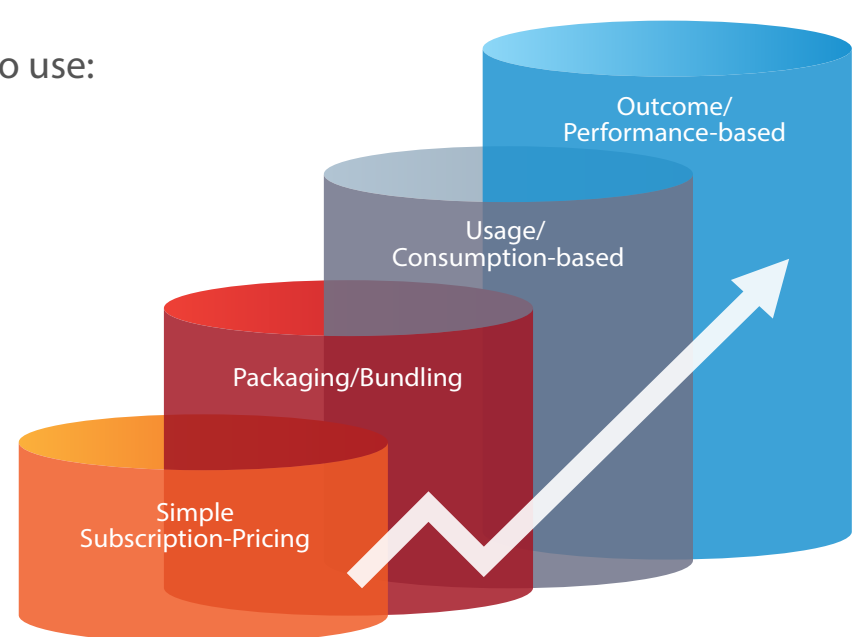
Additionally, interest in connected/ autonomous vehicles rose from 32% without 5G to 45% when 5G-enabled.

More sophisticated pricing models will be essential to driving market differentiation and revenue growth

Simple subscription-pricing is the initial model used for new digital services.

Those looking for differentiate their digital businesses plan to use:

- Packaging/ bunding of products or digital services
- Usage/ consumption-based charging
- Outcome/ performance-based charging



## IT'S TIME TO ACT

Tridens monetization provides integrated communications and cloud solutions for Service Providers and Enterprises to accelerate their digital transformation journey in a communications-driven world from network evolution to digital business to customer experience.



Power your Concept to Cash to Care process with the leader in monetization. Request a live demo and learn more at <https://tridens technology.com/monetization/>

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