



IMAGINE WIRELESS

Crossing the Chasm

Private 5G – The Enterprise Perspective

1. Business Problem Being Solved
2. Digital Transformation Mindset
3. Key Performance Indicators (KPIs)
4. Fiber, Ethernet, WiFi, MNO, Private 4G/5G
5. What is CBRS?
6. MNO... ???
7. RFP to POC, Business Value vs. Technology
8. Business Case vs. TCO
9. Pricing Penalty – not like WiFi
10. Enterprise Integration APIs vs. MEC



Private 5G – The Service Provider View

1. Solution looking for a Problem
2. Speeds & Feeds Focus
3. Single Integrated Stack – limited functionally
4. Multi-Vendor Complexity
5. Lack of Industry Vertical Expertise
6. MNO 5G Market Confusion & Devices
7. Carrier Scale & Costs
8. Drive WiFi like Costs
9. MEC Island Swivel Chair
10. Lack of Enterprise Architecture – cloud native APIs



Bridging the Gap – Key Take Aways

1. Enterprises:

- **Create a Digital Transformation Plan**
- **Don't Leave Use Cases on the Table**
- **Define clear Network KPIs**
- **POCs to justify the Business Case**
- **Communicate Business Value – Get Service Provider Skin in the Game**

2. Service Providers:

- **Consultative Sale – not a widget sale**
- **Drop all the Techno Speak**
- **Focus on the Enterprise Business Levers**
- **Quantify the Business Case**
- **No more Cost+ Pricing**

3. Start Today @Enterprise5G