A3 technology: Where should telcos focus?

STL recently explored potential enterprise solutions leveraging analytics, AI and automation (A3) capabilities that telcos can address across 200+ use cases across 14 industry verticals.

We looked at vertical opportunities and sought to answer two questions: Which of the A3 technologies are most feasible for telcos to work with? and which verticals hold the most opportunity?

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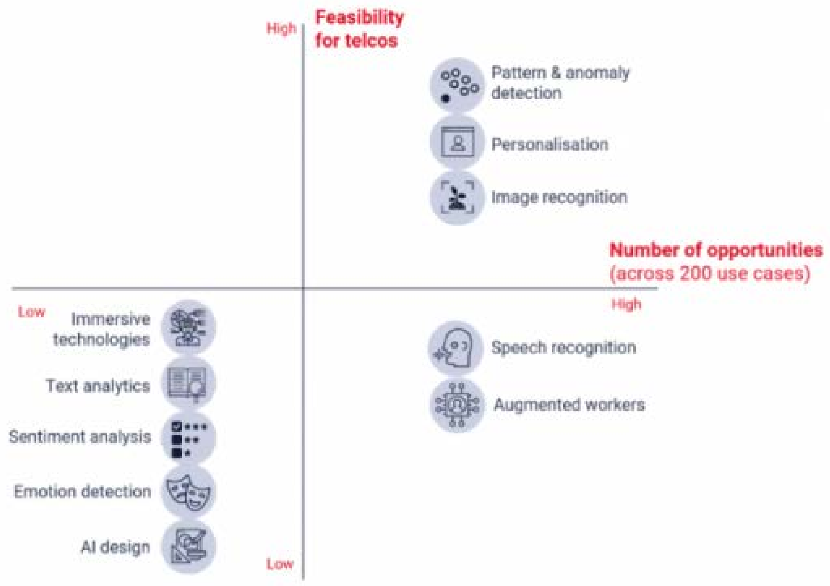
Prioritisation matrix for telco A3 capabilities

In terms of **A3 technologies available to telcos today**, we asked: How feasible is it for a telco to deploy the A3 technology successfully? (y-axis) and how many opportunities are there for the particular technology to be deployed across all the vertical use cases? (x-axis).

Prioritisation matrix for telco A3 capabilities



The key takeaways from this element of our analysis found:

- **Pattern and anomaly detection and personalisation** are by far the most numerous and attractive opportunities for telcos. The addition of analytics and machine learning to track behaviours in both people and things often provides input into forecasting and optimisation exercises. They also find patterns or triggers in order to suggest actions to be taken.
- **Image and speech recognition**, also offer a good number of reasonably feasible opportunities, particularly for large telcos with related products and good traction in the relevant verticals (retail, real estate and construction, manufacturing).
- **"Augmented workers"** capabilities is a more speculative addition to the graphic. These technologies work alongside humans to provide decision support where large data sets and complex decisions are needed. We include these capabilities as they could be added to telco

analytics solutions to provide additional functionality to customers in future, particularly in contact centres.

- **Text, sentiment and emotion detection** are mostly unattractive opportunities for telcos, tending to be used in use cases that are of low interest to them.
- **Immersive technologies and AI design** are considered of lower feasibility currently due to the immaturity of the technologies and markets.

This report considers in depth each of these different types of A3 capabilities and their uses for a telco as well as where it is most feasible for telcos to provide A3 technologies to different verticals.

Download the report here: A3 for enterprise: Where should telcos focus?

Related research report:

The report builds on a previous STL Partners report **Telco data monetisation: What's it worth?** which modelled the financial opportunity for telco data monetisation – i.e. purely the machine learning (ML) and analytics component of A3 – for 200+ use cases across 13 verticals.

How STL Partners Growing Enterprise Revenues can support you

Our research provides insights into how enterprises in different verticals are leveraging new technologies such as 5G, AI, IoT and cloud to solve critical operational needs, as well as key strategies and partnership models telecom operators are leveraging to address these needs.

Get in touch to understand how STL Partners can support you:

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