

# Overview of STL Partners' marketing services

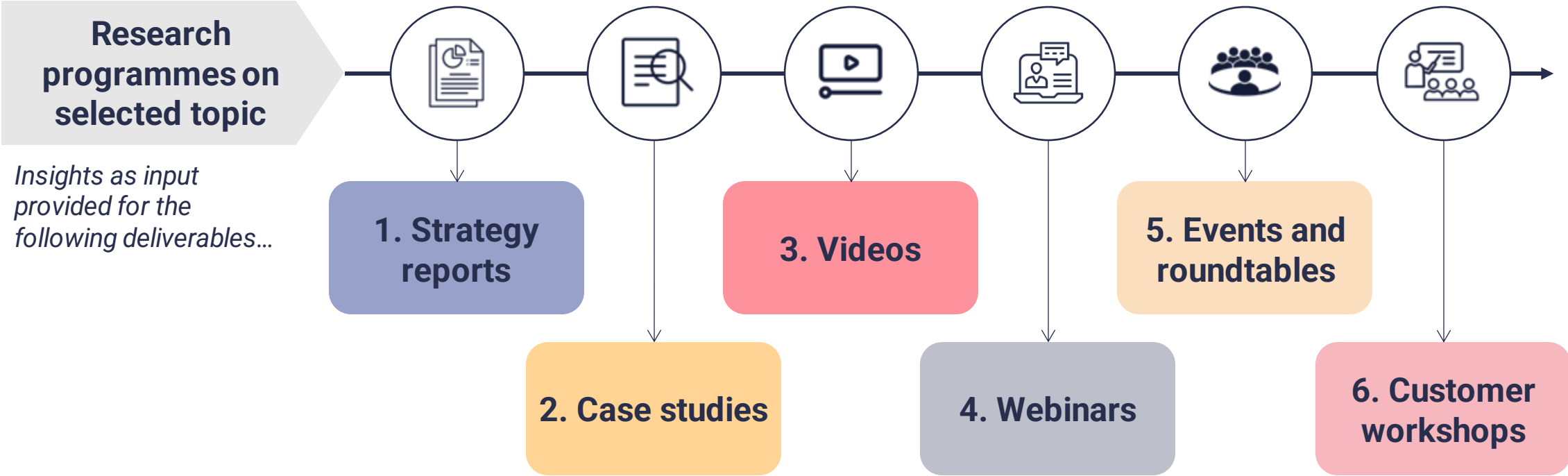
Helping you engage more effectively with your customers

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# Overview of STL Partners' strategic marketing services

We help our clients to engage **digitally** and **face-to-face** with their customers' key influencers and decision-makers. We create campaigns that leverage our **unique thought-leading research** and insights on **technology-driven business opportunities** for operators. These are communicated via a range of compelling **interactive online and physical solutions**.



# A thought leadership research programme can involve primary research on a key focus area

1

Select key topic area and identify key questions to answer

- What areas are top of mind for the client to drive thought leadership with telcos on?
- What pressing questions are telcos asking today?
- What questions are the client's stakeholders receiving from their customers? What questions do they also want answered?

2

Build bespoke research programme

- Based on the key questions in Step 1, there are two key options for primary research:
  - **Interviews:** Best for in-depth anecdotal insights
  - **Survey programme:** Best for qualitative data for comparison and benchmarking

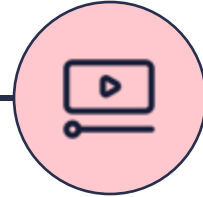
3

Leverage insights for internal and external purposes

- Insights from the research programme can be used for internal strategy and external thought leadership/customer engagement
- External assets include:
  - Strategy reports
  - Case studies
  - Videos
  - Infographics
  - Webinars
  - Customer workshops
  - Multi-operator roundtables

# STL Partners develops unique, research-based tools and collateral to help you engage with existing and prospective customers (1)

STL Partners'  
insights and  
thought leadership



## 1. Strategy reports

- Co-branded research report on a new technology or business opportunity investigating emerging trends, implementation challenges, best practice, and so forth.
- Internal report to inform your own strategy and identify areas of opportunity, product development recommendations, etc.

## 2. Case studies

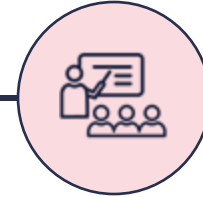
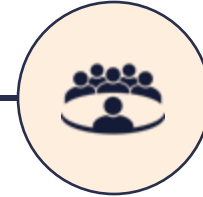
- Customer “mini-report” case study, focusing on reference customer(s), highlighting expected and achieved benefits of a particular solution
- Key findings and data converted into a compelling and visually attractive infographic (optional add-on)
- Designed to promote your thought leadership, and for distribution to clients and on own channels

## 3. Videos

- A video of the relevant consultant or analyst from STL Partners talking through findings of the research, being interviewed, presenting (either live or via PowerPoint recorded slideshow), etc.
- Video available for you to upload to your website, use in online and offline client interactions

# STL Partners develops unique, research-based tools and collateral to help you engage with existing and prospective customers (2)

STL Partners' insights and thought leadership



## 4. Webinars

- Co-hosted or STL Partners-facilitated webinars, marketed to our 40,000-strong telco community (or a targeted segment of this)
- Leverage insights from research, create reusable content for marketing & educational purposes, generate tangible warm leads.

## 5. Events and roundtables

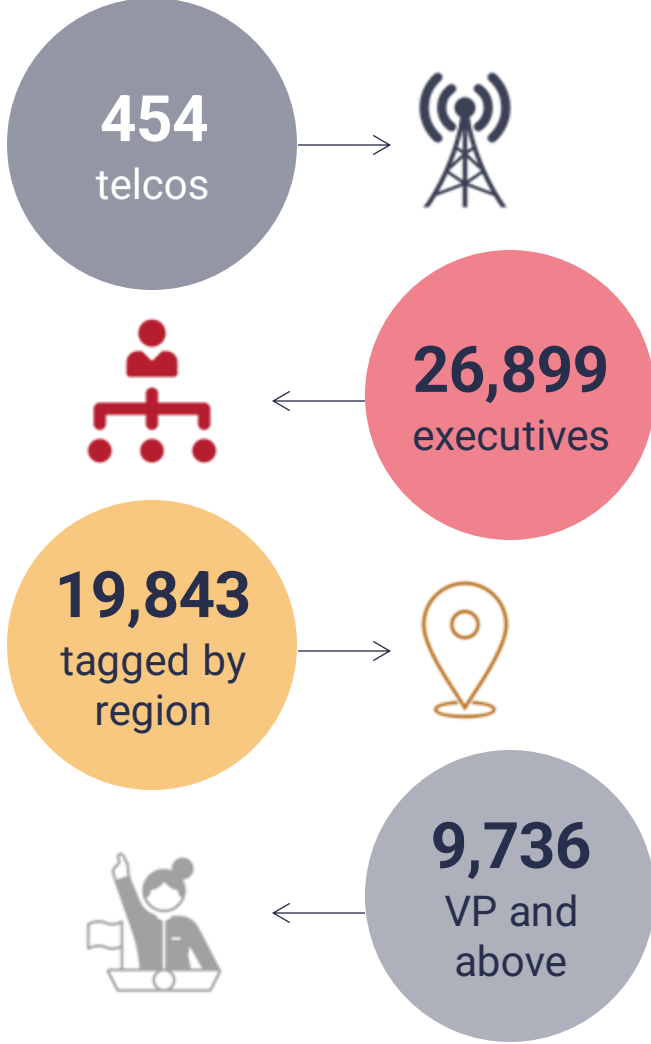
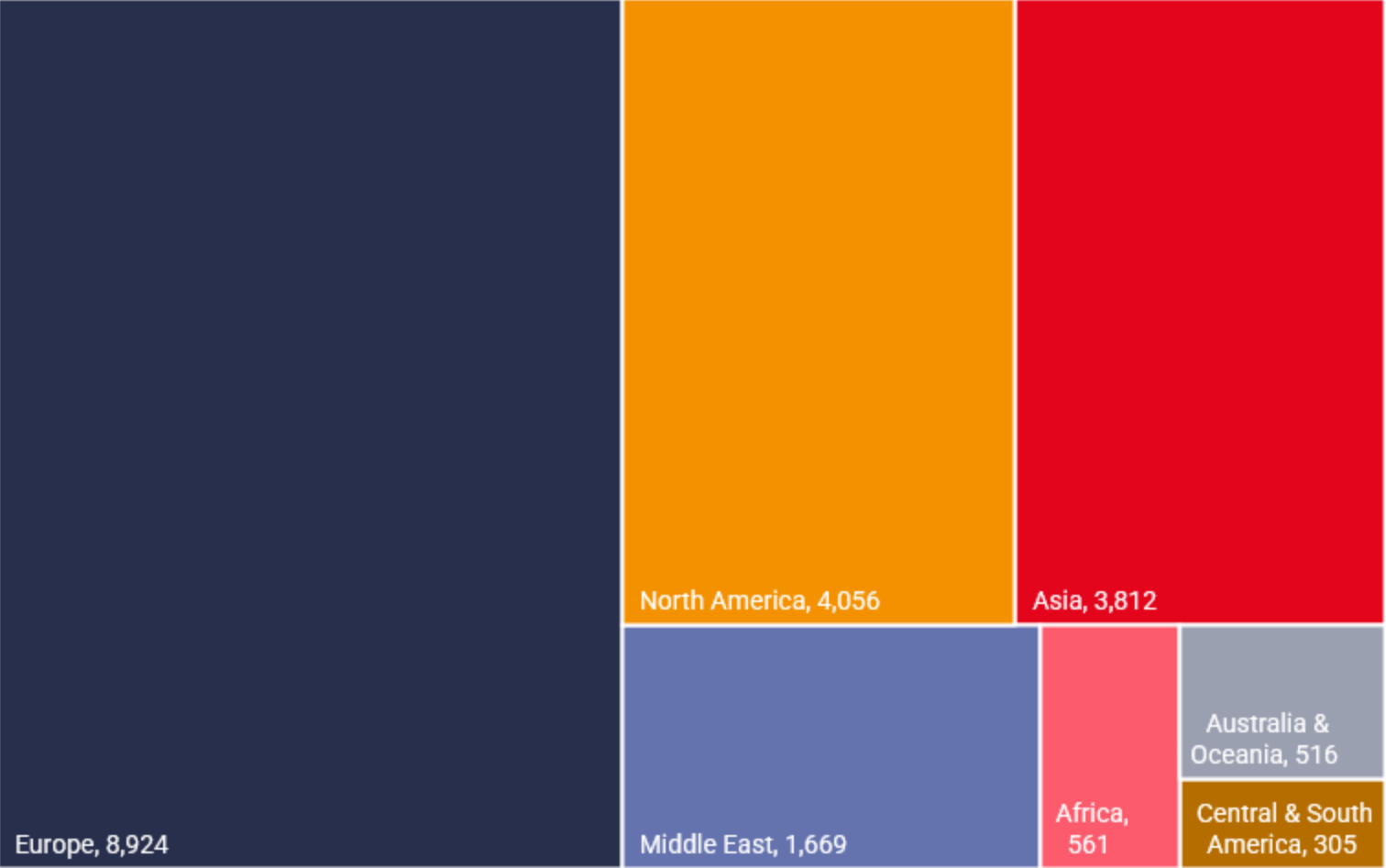
- STL Partners-facilitated invitation-only events for senior telco executives
- Draw upon STL's 10-year history of running invitation-only events for industry leaders globally
- Leverage insights from research and STL's relationships to drive deeper engagement with multiple operators

## 6. Customer workshops

- STL Partners-facilitated workshop with key stakeholders within telco operators
- Draw on STL's experience engaging operators worldwide, with specific insights regarding markets and industry practices
- Leverage STL's expertise in designing, preparing and facilitating interactive workshop sessions

# STL Partners has strong relationships with telecoms operators in both technical and commercial functions

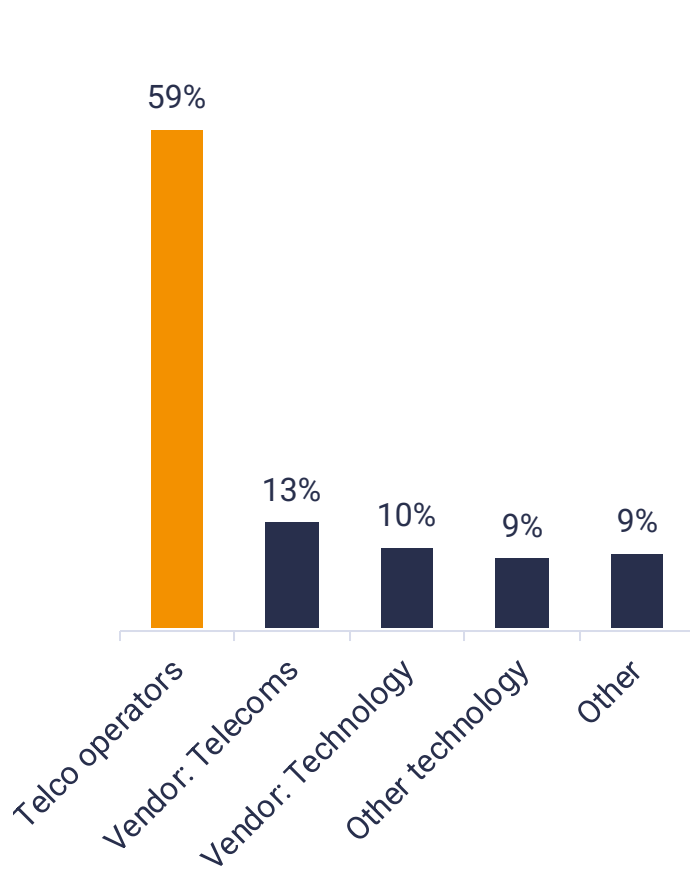
STL Partners' telco executives database by region



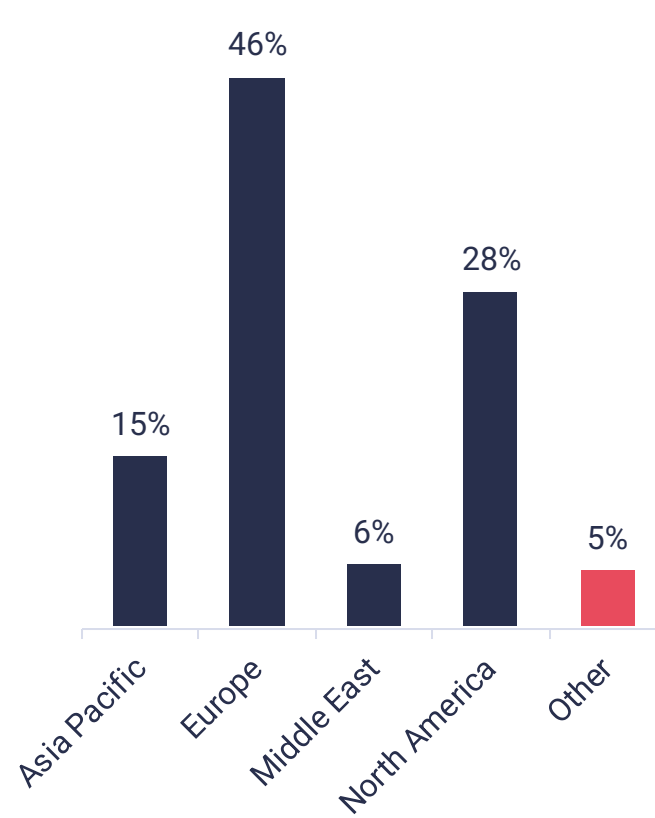


# Our webinars are watched by key decision makers and influencers at telcos and technology companies globally

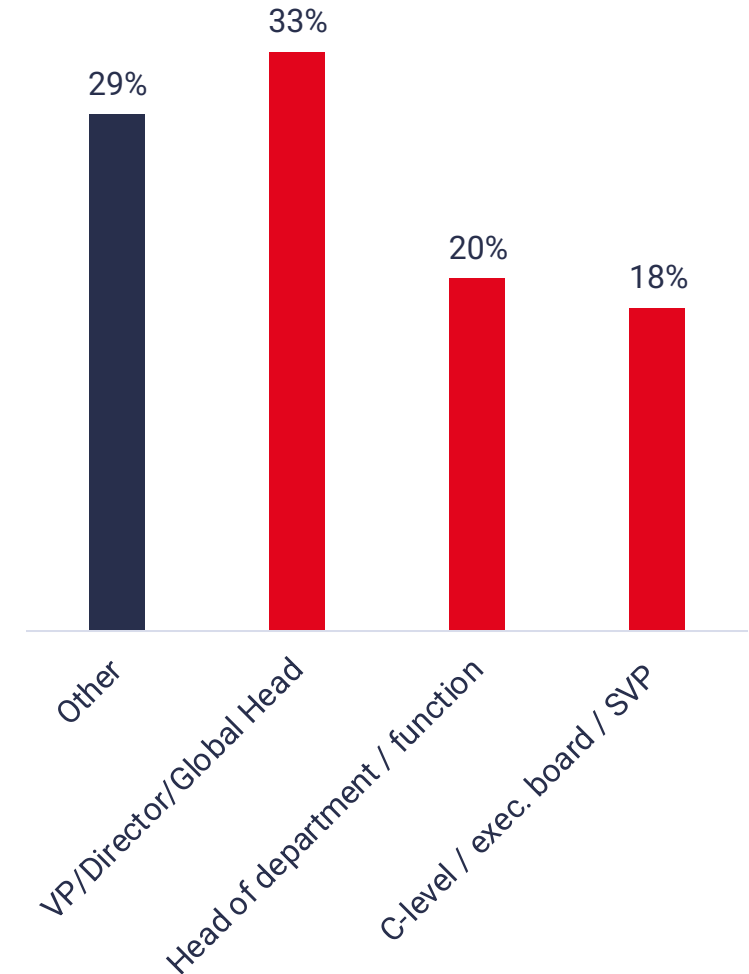
### Telcos and vendors...



### ...globally...



### ...including senior stakeholders





# Our clients value our knowledge and experience in bringing insights and in helping them engage with their customers



Director of Portfolio  
Marketing, Telecoms



I am very confident I can rely on STL Partners whenever I need unique and compelling points of view on the state of the telco industry – both technology and business.



Head of Strategic  
Intelligence



STL Partners is a very reliable and trusted partner which delivers high-quality intelligence and insights on key strategic themes and current issues that face our senior executives as we manage the transformation of our organisation.



Vice President



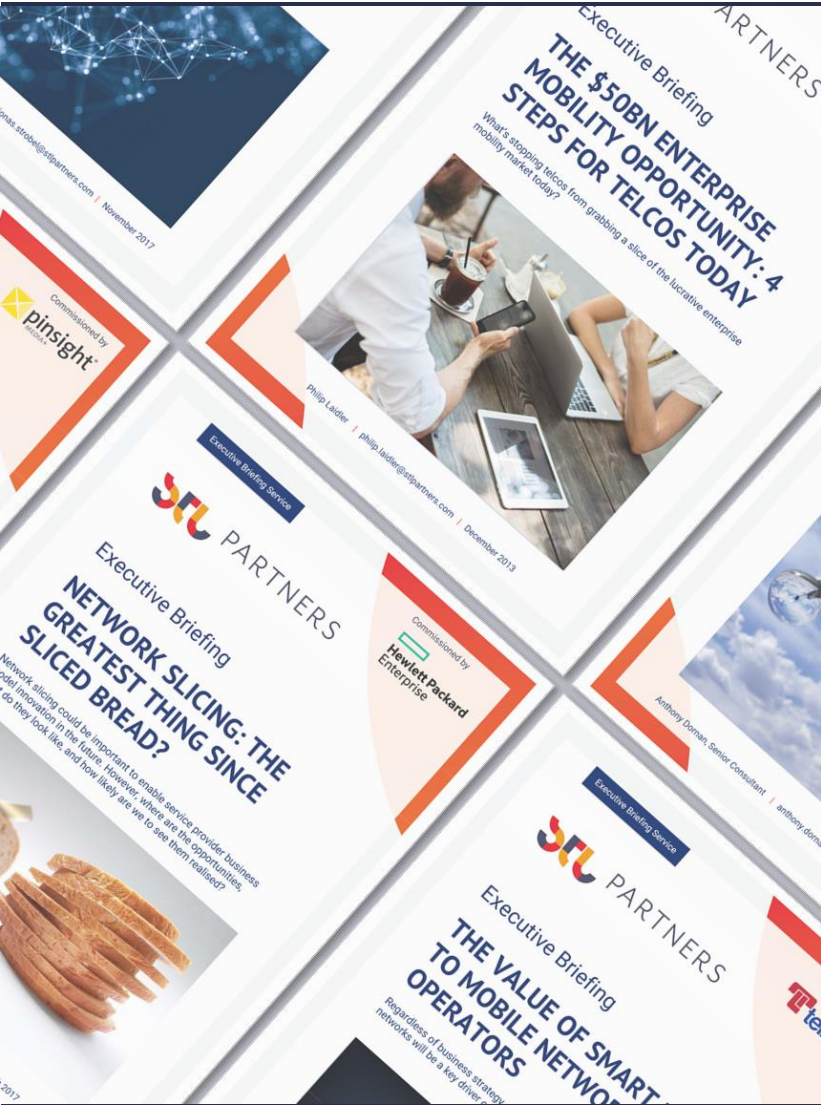
STL has provided an invaluable perspective on TELUS' activity over the last 10 years in healthcare, and helped us to work with other telcos internationally.



Digital Marketing Services



STL delivered an exceptional turnkey marketing project, carefully using engaging research to attract a senior telco marketing audience that contributed to a successful new product launch for Ericsson.



# Strategy reports

STL Partners' research is read and trusted by senior executives at telecoms operators worldwide.

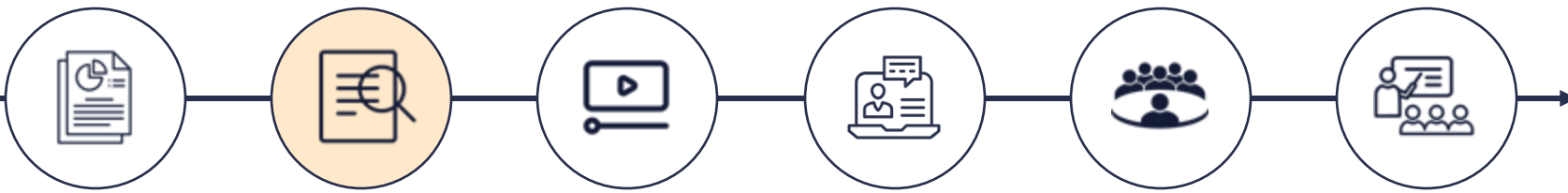
A strategy research programme has a dual purpose: inform your strategy with first-hand insights from operators, and create an asset which can be used to engage new prospects and partners.

## Key deliverables

- **External research report:** STL and/or partner-branded whitepaper
- **Internal report:** implications of the research on your proposition and go-to-market strategy

## Approach (10-12 weeks)

- **Scoping:** agree topics & approach
- **Tailored research programme:** anonymised survey or interview programme with telco executives
- **Production:** frameworks, internal opportunity analysis, case studies, report drafting, readout
- **Publication:** publish on STL Partners research portal, promotion to wider community, and full distribution rights to publish and promote on your own channels



# Case studies

Customer case studies leverage STL’s industry-leading knowledge to frame customer propositions and promote their capabilities to the market.

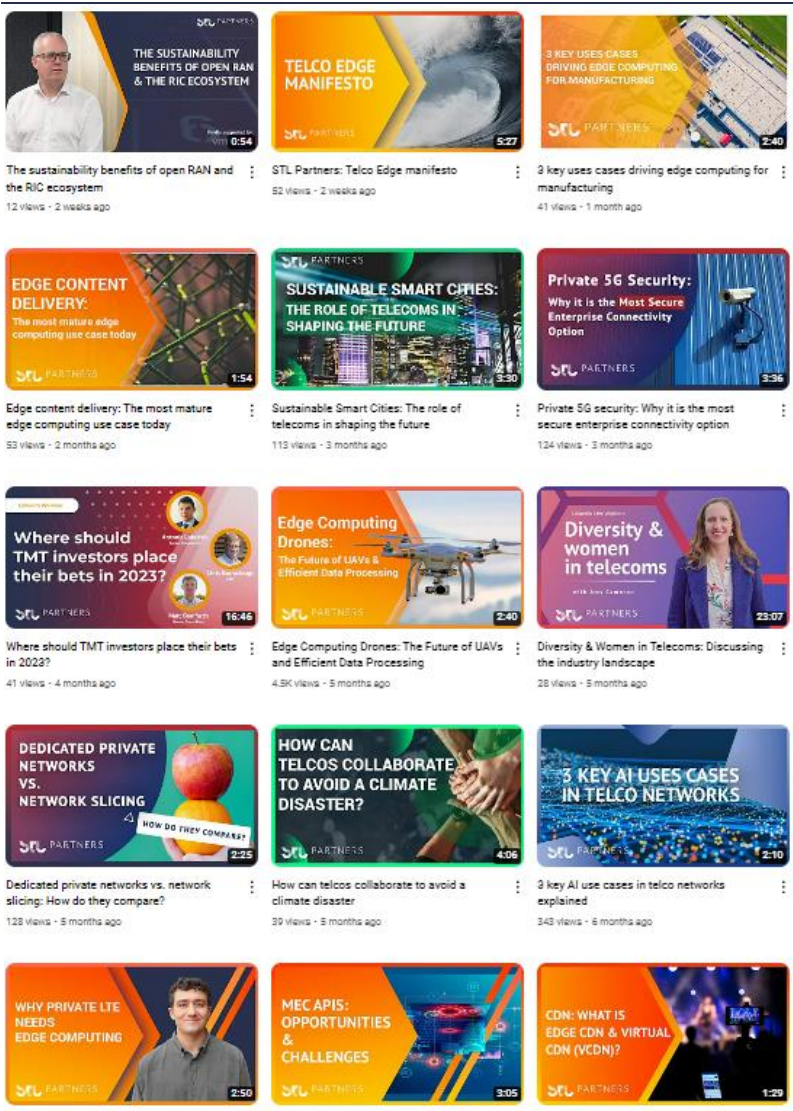
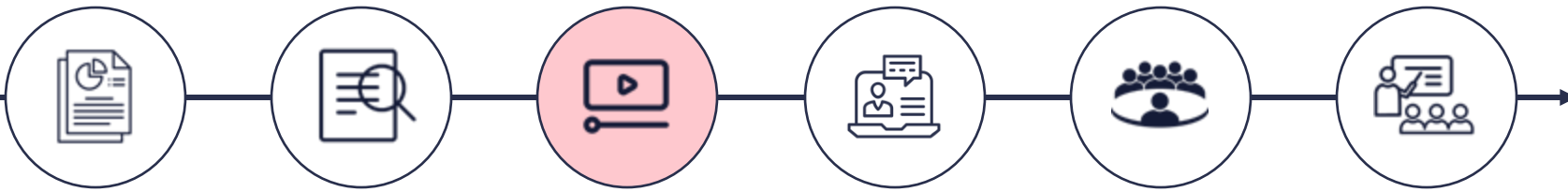
These assets serve as a way to promote thought leadership and bring to life through engaging mini-reports and other supporting materials.

## Key deliverables

- **Co-branded case study “mini-report”:** individual customer case study
- **Promotional infographic (tailored engagement tool)**

## Approach (10-12 weeks)

- **Scoping:** agree topics and approach
- **Primary research:** discussions with relevant stakeholders within telco customer to understand high-level strategic approach, vision and relevant product capabilities
- **Content production:** produce assets
- **Publication:** publish on STL Partners’ website and promote to wider community



# Videos

Our videos can be used as promotional collateral to build mindshare around thought leadership and customer capabilities.

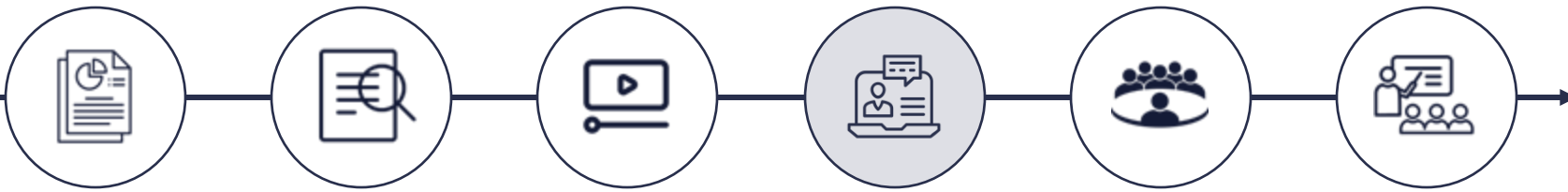
They provide bite-sized snippets of key content to drive interest in associated content (namely reports and webinars).

## Key deliverables

- **Video(s):** short video(s) with shareable link e.g. YouTube

## Approach (2-3 weeks)

- **Scoping:** agree approach and format
- **Production:** record video (platform to be agreed in scoping)
- **Publication:** publish on platform (e.g. YouTube)
- **Promotion:** promote via STL's channels e.g. LinkedIn



# Webinars

Webinars provide an ideal platform to drive engagement and understanding with a wider telecoms audience.

We work with our clients to define panels, topics and target audience, run the campaign, and host and moderate. Video recordings as standard make the completed webinar a reusable asset.

## Key deliverables

- **Presentation content**
- **Promotion and marketing to STL's community**
- **One live webinar** (end-to-end facilitation)
- **Webinar recording**
- **Q&A write-up**

## Approach (6-8 weeks)

- **Scoping:** agree topics and approach
- **Promotion:** email and social media campaign, with full reporting
- **Content development:** presentations, voting and stimulus material
- **Facilitation:** hosting and moderation (incl. Q&A) on our own webinar platform

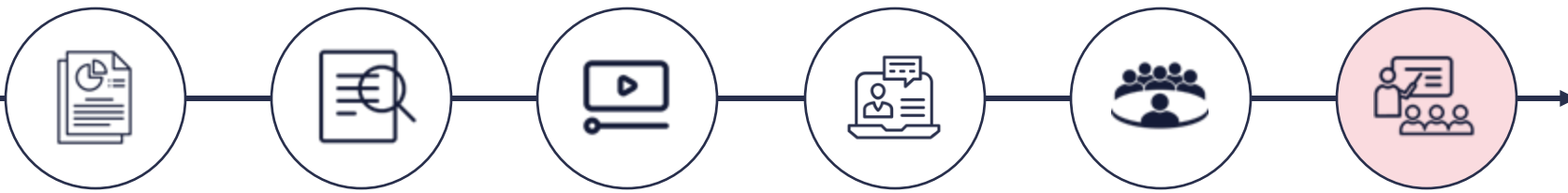


## Events and roundtables

Events such as roundtables and workshops provide an ideal platform for you to create deeper engagement with key telecoms executives.

We have 10 years of history running invitation-only events for industry leaders worldwide, including strategy seminars and executive brainstorms that address the most pressing topics of the day.

Key deliverables	Approach (10-15 weeks)
<ul style="list-style-type: none"> <li>• <b>Secured attendance of senior telecoms executives</b></li> <li>• <b>Presentation content</b></li> <li>• <b>End-to-end facilitation</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Scoping:</b> agree topics &amp; approach</li> <li>• <b>Logistical management:</b> Venue, AV, catering &amp; on-the-day facilitation</li> <li>• <b>Recruitment:</b> phone and email campaign, with full reporting</li> <li>• <b>Content development:</b> presentations, voting and stimulus material</li> </ul>



## Customer workshops

Our tailored workshops are an opportunity for customers to engage with content (e.g. from a research programme) and understand strategic implications based on different key questions and scenarios.

This could include defining the roadmap for strategic opportunities or evaluating potential partnerships.

Key deliverables	Approach (10-12 weeks)
<ul style="list-style-type: none"> <li>• <b>Secured attendance of senior telecoms executives</b></li> <li>• <b>Presentation content</b></li> <li>• <b>End-to-end facilitation</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Scoping:</b> agree topics &amp; approach</li> <li>• <b>Logistical management:</b> Venue, AV, catering &amp; on-the-day facilitation</li> <li>• <b>Content development:</b> key questions to drive discussion, leading insights from (existing) research and experience</li> <li>• <b>Recommendations:</b> strategic recommendations based on above</li> </ul>

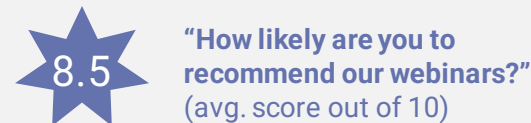
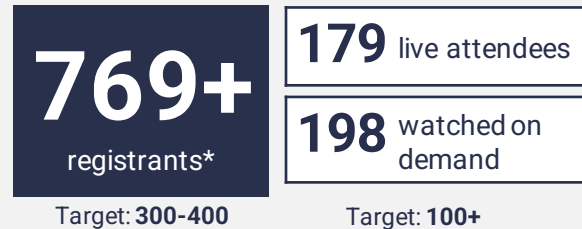
# STL Partners delivered two successful webinars for Red Hat, engaging with 1600+ webinar registrants and 450+ live attendees globally

## Webinar overview:




- Two 1-hour webinars consisting of **presentations, voting, and Q&A panel**
- Moderated by STL Partners, with **SMEs from Red Hat and CSPs** participating as guest panelists

## 1 APAC & MEA webinar, September 1 Building the telco edge: With or without hyperscalers?

### Key figures:

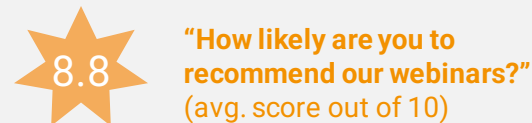
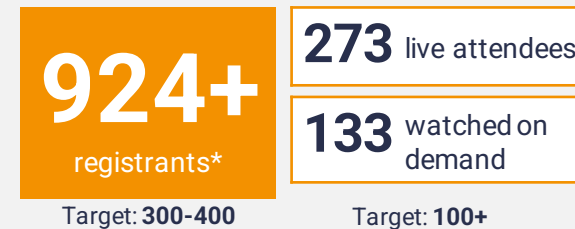


### Guest panelists:





-  Michael Tadault, Red Hat
-  Dharma Simorangkir, Telkomsel
-  Kim Krogh Andersen, Telstra

## 2 NA & EUR webinar, September 16 Telco strategies in edge computing and private networks

### Key figures:



### Guest panelists:

-  Timo Jokiahio, Red Hat
-  Andrés Escribano, Telefonica Tech
-  Phillip Coleman, AT&T
-  Naren Muthiah, Cox

## Attendee feedback:

Superb content, perfect delivery of the messages. Straight to the point, full of facts and results of careful analysis. Nice momentum also in the panel.

Amazing session ...Well executed by Dalia...Well moderated by Yesmean and well addressed/answered questions by panelists...Great work !

Absolutely on the money...The depth of the speakers and their knowledge on such a complex topic was appreciated.

\*leads include those who registered to 1) watch the webinar live, and to 2) view the recording on demand



# We helped Dell EMC to understand how SPs are and should make use of analytics

Supporting Dell EMC in developing thought-leadership around telco data analytics

Co-branded report

Infographics

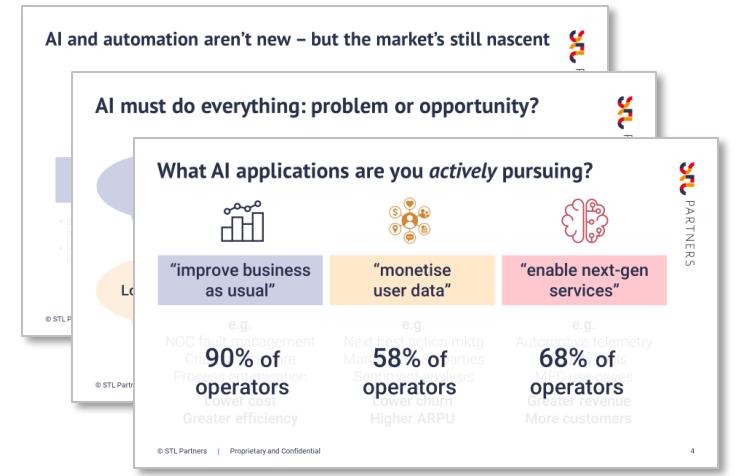
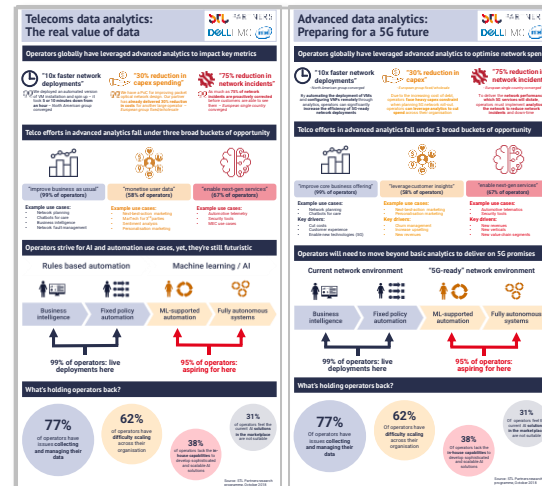
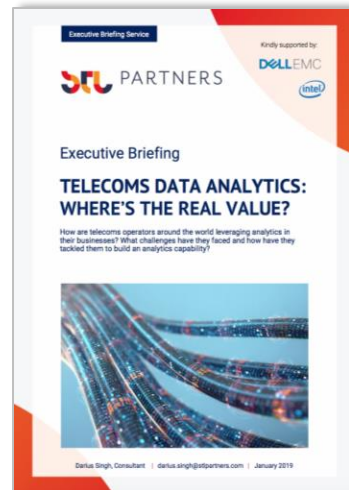
Webinar, video & event appearances

## Strategy research

Interviews with 13 senior SP execs

Mix of profiles, roles & regions

How/why/where using analytics? What value?



I'm more certain now than ever that we made the right choice with STL Partners. The consulting team worked with professionalism and produced high-quality output that could be repurposed in a wide variety of ways.



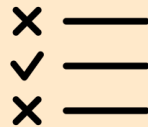
Product Manager, Service Provider Analytics, Dell Technologies

# STL Partners produced thought leadership with Vertiv exploring the best approach for telcos to maintain clean energy as they deploy 5G

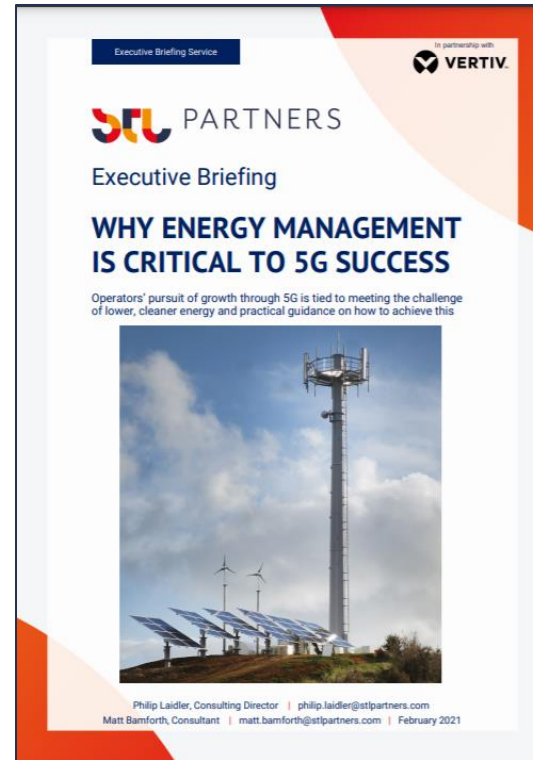
- We conducted **8 interviews**:
- **3** with Vertiv stakeholders to better understand their unique market dynamics
  - **5** with telecoms operators from different geographies across Europe, North America and APAC



- We conducted a survey with **500 enterprises** globally to better understand:
- Their energy challenges and ambitions
  - Who they look to partner with to address these
  - How they perceive the role of the telco in this context

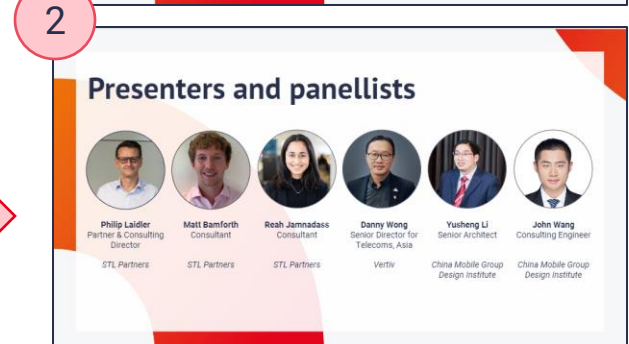
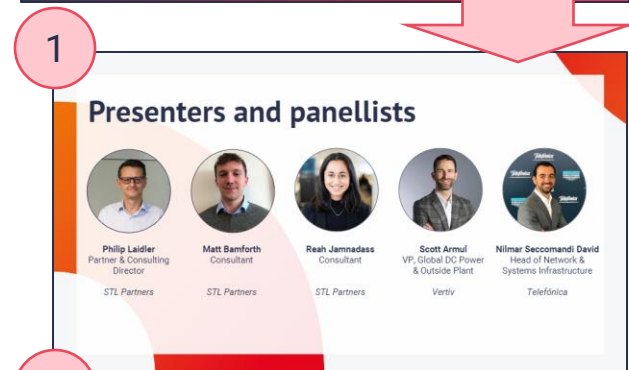


## Report



**580 registrants**  
**197 live attendees**

## 2 webinars for 2 markets



# We conducted a research programme with Juniper Networks on the industry's progress so far in telco cloud

*Building a meaningful thought leadership-driven campaign for Juniper focusing on telco cloud*

Extensive interview programme with telcos globally

Insights and assets to drive customer discussions

Thought leadership-driven engagement for webinar recruitment

## Thought leadership report



## Infographic



## Webinar hosted by STL Partners



# STL Partners promoted an Amdocs sponsored thought leadership report on next-gen monetisation opportunities for telcos with IT/BSS

Executive Briefing Service

**STL PARTNERS**

Executive Briefing

## THE INVISIBLE GAP: HOW TO ADDRESS THE 5G B2B OPPORTUNITY

Though enterprises are excited about 5G, they still have a limited understanding of its potential industry specific benefits beyond speed. In this report, we highlight key recommendations for operators on how to close this gap and seize the B2B opportunity that 5G presents.



Darius Singh, Principal Consultant | [darius.singh@stlpartners.com](mailto:darius.singh@stlpartners.com) | September 2021  
 Ani Keshishyan, Consultant | [ani.keshishyan@stlpartners.com](mailto:ani.keshishyan@stlpartners.com)



**How can operators successfully commercialise...**



**How can operators successfully commercialise...**



**Can operators play a role beyond connectivity in the 5...**



**What is the "killer" app for 5G?**



**Does 5G support operator ambitions to leverage the...**



**What is the 5G opportunity gap, and what does it mean...**

Click each tile to access the link to the videos

# We promoted an Oracle sponsored thought leadership report on CSP attitudes to cloud native networking

Executive Briefing Service

In partnership with  
**ORACLE**  
Communications

**STL** PARTNERS

Executive Briefing

## CLOUD NATIVE: JUST ANOTHER TECHNOLOGY GENERATION?

Cloud native networking offers operators a promise of efficiency, automation and innovation to underpin their future in the coordination age. But it should also mean a new operating model, new skills and organisation that few feel they are ready for.



Philip Laidler, Consulting Director | [Philip.laidler@stlpartners.com](mailto:Philip.laidler@stlpartners.com) | January 2021



## Cloud Native: Just Another Technology Generation?

Interview with the authors of the report




**Philip Laidler**  
Consulting Director




**Matt Bamforth**  
Consultant

**STL** PARTNERS



## Sign up to the webinar or download the report below!



# If you are interested in understanding how STL Partners can support you...

**Contact us to find out more:**

[contact@stlpartners.com](mailto:contact@stlpartners.com)

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**Visit our website here:**

<https://stlpartners.com/consulting/customer-engagement/>