

B2B2X

The key for Telecom Operators to rise above Xpectations

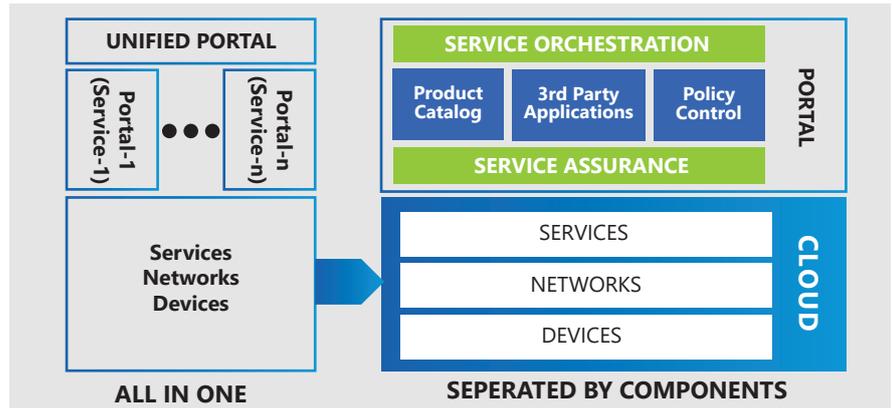
The idea of digital transformation has taken center stage over the last few years and has thrown open many opportunities for organizations to fundamentally change the way they do business. In particular, as Telecom operators have expanded into new and emerging markets, they are faced with an ever-increasing set of expectations from both enterprises and consumers.

The need of the hour is for Telecom operators to have their ducks in a row so that internal processes and systems are designed to support business objectives while ensuring a seamless and on-demand rollout of digital services.

What is B2B2X?

B2B2X is a new business model in which a telecom service provider is primed to deliver services to any number of end users. The idea is to integrate telecom and IT services capabilities with applications used by enterprises to offer services to customers, retailers, partners, suppliers or whoever might make up the "X".

CHANGES IN BUSINESS ENVIRONMENT



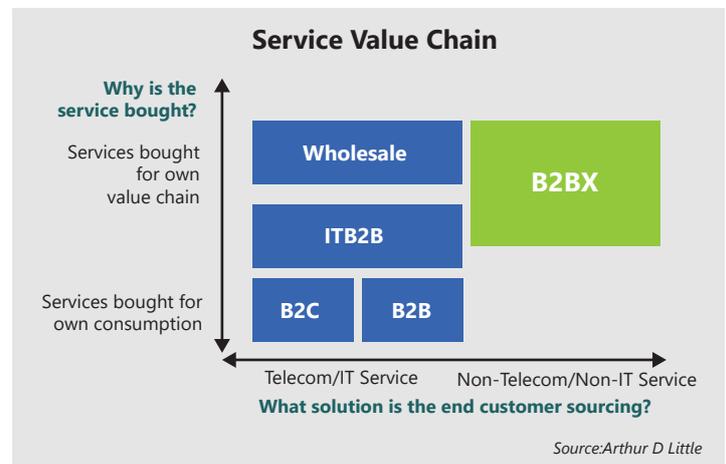
B2B2X Model At the heart of integrating Telecom and IT Services

Telecom operators and IT service teams have been working towards integrating network infrastructure along with applications, portals and 3rd party applications so these can be offered as a bundled service to enterprises.

B2B2X involves telecom operators gaining a better understanding of the industries in which their customers operate and appropriately reconfiguring their businesses and operating models while achieving improved agility and openness in their processes. All this leads to digital transformation by placing telecom and IT services into the products of other companies and considerably increasing revenue by extending the value chain.

The business driver for the telecom operator's customer isn't to source telecom or IT services for internal consumption, but as a means of offering a differentiated value proposition to the market.

The chart below explains this service chain:



Vertical specific Use Cases of B2B2X

Transportation & Mobility

A Telecom provider can service the entire value chain, from connectivity to integration of vehicle telematics on a single platform.

Healthcare

Telecom providers can now develop a telemedicine solution for a monitoring and analytics platform for people with implanted cardiac management devices.

Ecommerce

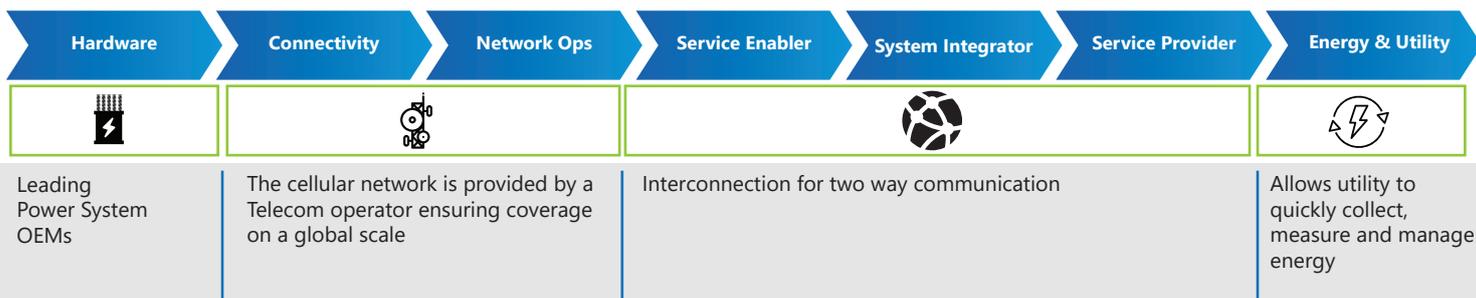
Telecom providers have developed ecommerce solutions for end users to simply tap and pay while also providing Mobile Financial Services.

Energy & Utility

Telecom providers own a solution based on M2M platform. The platform enables remote grid measuring and analytics to energy firms.

An example of a **B2B2X Model** for an advanced Meter Infrastructure solution

SOLUTION WORKFLOW



The solution integrates wide-area networking using the telecom operators nationwide, high-speed cellular data network with a platform provider's local-area networking to give utilities two-way communication for access to data from meters throughout their systems.

This combination allows utilities to quickly collect, measure and manage energy usage and provide a more reliable and affordable supply of power without having to build and operate prohibitively expensive proprietary communications networks.

The Telco Operator solution enables utilities to use proven standards-based cellular technology for their Smart Grid AMI initiatives to transport device data and control messaging more efficiently.

How **Happiest Minds** can help Telcos in embracing **B2B2X**

At Happiest minds, we use our engineering expertise and vibrant product innovation culture to help build cutting edge digital solutions. We are positioned to be one of the very few companies who can bring about an intersection of SDN/NFV Engineering with Analytics & IOT services. This is backed by our strong expertise across the consumer, industrial and enterprise domains helping us to intricately understand your requirements and deliver value from the get go.

Potential Areas of Collaboration

<ul style="list-style-type: none"> • Converged Solution development including the Technology Layer (SDN/NFV, Device Engineering, Orchestration) and Service Layer (Service Orchestration, Service Management). 	<ul style="list-style-type: none"> • Service Assurance – applications to raise trouble tickets be it proactive or reactive.
<ul style="list-style-type: none"> • Self-care portals for consumers to quickly and easily access new offerings while updating or retiring existing offerings. 	<ul style="list-style-type: none"> • Create data-driven and AI driven solutions for business problems to boost revenues.
<ul style="list-style-type: none"> • Transformation of legacy OSS/BSS system to SDN/NFV enabled systems. 	<ul style="list-style-type: none"> • Design, develop, integrate, deploy and manage end to end IoT processes.
<ul style="list-style-type: none"> • Service portals for device and service lifecycle management. 	<ul style="list-style-type: none"> • Hardware product design and 3rd party product integration to deliver end-to-end solutions and accelerate time to market.
<ul style="list-style-type: none"> • Web and Mobile Application design, development and testing. 	<ul style="list-style-type: none"> • Gateway engineering, device testing and network equipment engineering.
<ul style="list-style-type: none"> • Integration of partner ecosystem and a Telco's network. 	

About Happiest Minds Technologies

Happiest Minds enables digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights through an integrated set of disruptive technologies: big data analytics, internet of things, mobility, cloud, security, unified communications, SDN-NFV, etc. Happiest Minds offers domain-centric solutions applying skills, IPs and functional expertise in IT services, product engineering, infrastructure management and security. These services have applicability across industry sectors such as retail, consumer packaged goods, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in the US, UK, The Netherlands, Australia and Middle East.

For more information, write to us at:
sdnnfv@happiestminds.com



www.happiestminds.com