Use case business motivation
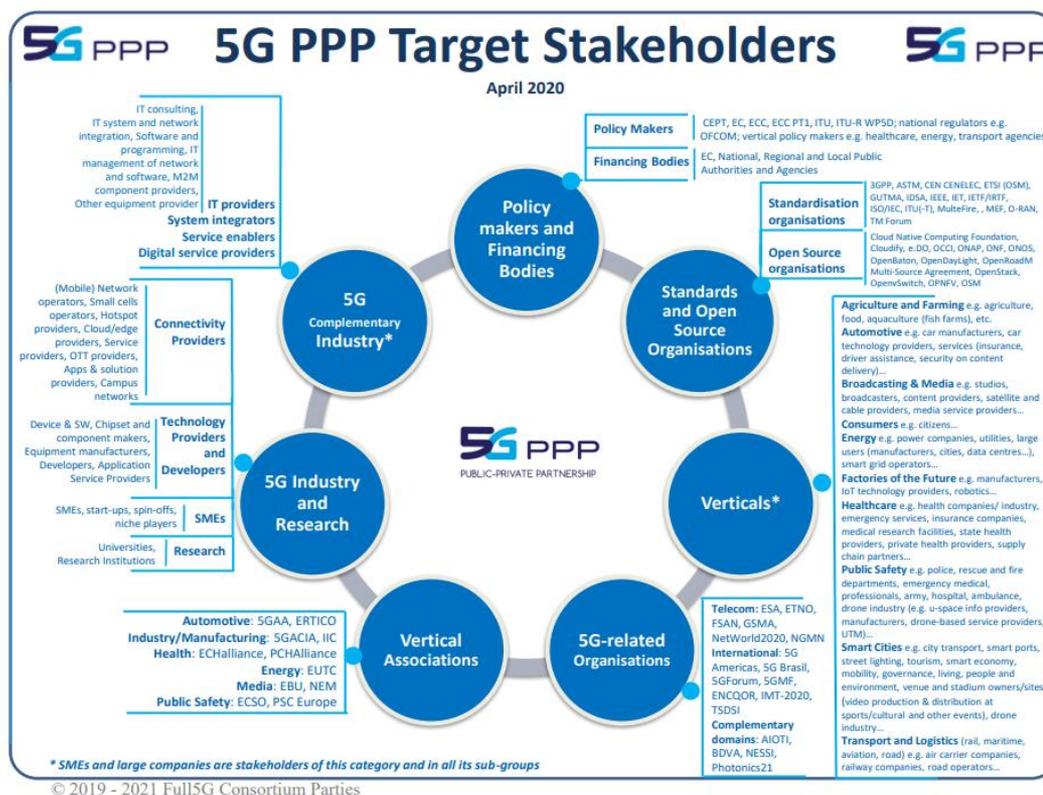
Dr. Hanne-Stine Hallingby
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Leader: Business Validation, Models and Ecosystems sub-group (5G IA)
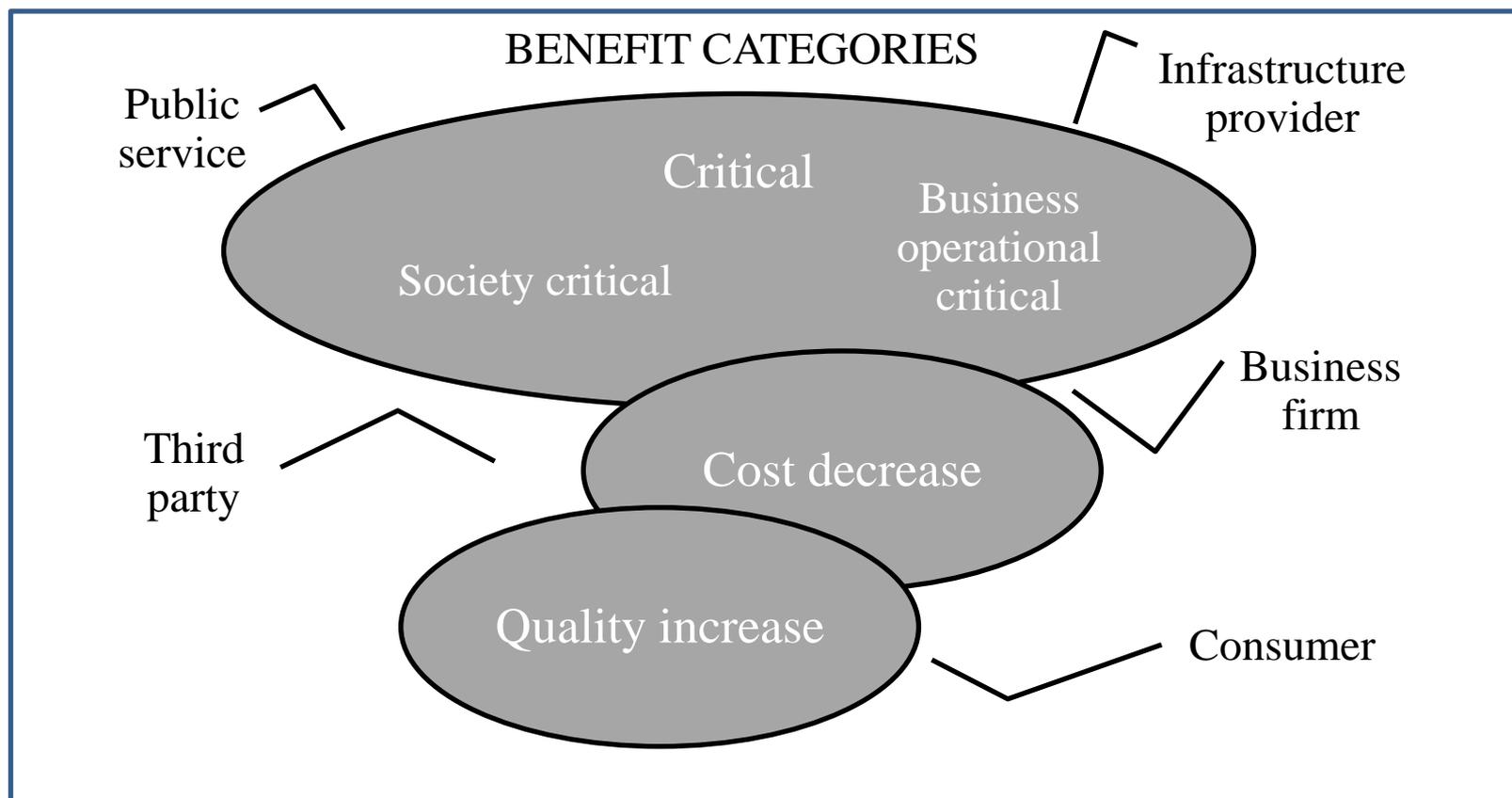Participate in Full5G, 5G-VINNI, 5G-SOLUTIONS, 5G-HEART
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Those who hold stakes in 5G are many, with varied motivations and business interests

5G PPP Target Stakeholders — April 2020

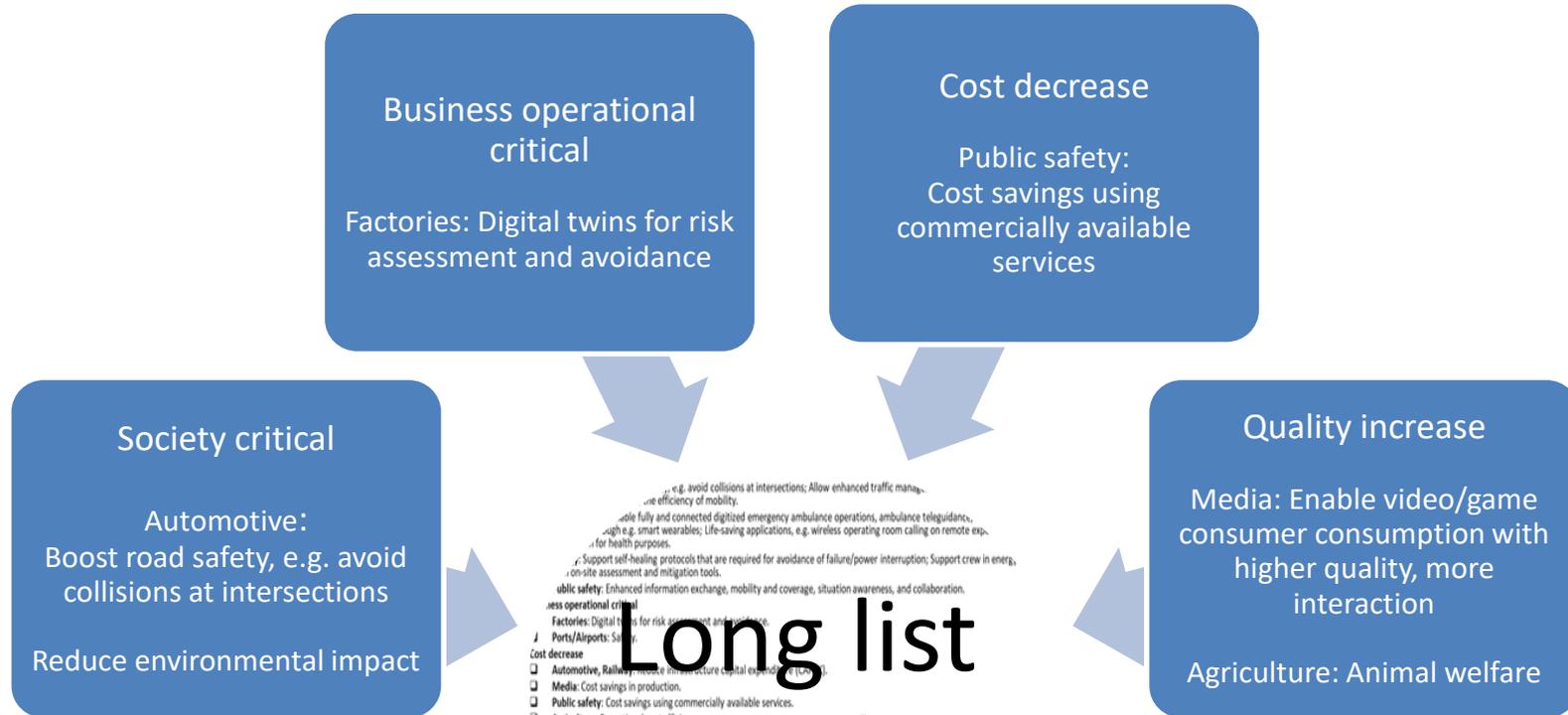https://5g-ppp.eu/revised-5g-ppp-stakeholders-picture-and-glossary/

5G PPP projects suggest types of stakeholders across verticals, users, and providers, and their potential benefits

5G benefits are well founded in solving problems and creating value

Business operational critical

Factories: Digital twins for risk assessment and avoidance

Cost decrease

Public safety:
Cost savings using commercially available services

Society critical

Automotive:
Boost road safety, e.g. avoid collisions at intersections

Reduce environmental impact

Quality increase

Media: Enable video/game consumer consumption with higher quality, more interaction

Agriculture: Animal welfare

Long list benefits

Use case business motivation ideas come easily.

More challenging to confirm value propositions – which business models and cases build upon.

Growth Trajectory
Create a Business Plan for revenue, people and products that is viable and potentially investable.

Customer Validation
Define the specific customer pain in the early adaptors which is most important to solve.

Technical Research and Validation

Business Model
Find an appropriate business model that delivers a win-win for customer and solution provider.

Solution Alignment
Cluster on the consortium partners who can provide the most appropriate commercial solution.

4 1 3 2

Empowering Vertical Industries through 5G Networks

Proving the business case is challenging;
wise strategies must address complex and competitive 5G market

Projects report quantitative early indications of e.g. capacity and cost improvements with 5G in use cases such as for ports – however:

Suggested strategies:
- ❏ To carry costs - partnerships and co-investment often necessary, e.g. Public-Private partnerships
- ❏ Must mitigate chicken-and-egg dilemma: avoid that potentially positive business case is not realized because different interdependent stakeholders are uncertain about their role and share, and wait to invest

Needed going forward:
- ❏ Enable business model development for all use case stakeholders
- ❏ Address 5G market/ecosystem characteristics and challenges

Thank you for your attention

For more information about 5G PPP activities please visit https://5g-ppp.eu

The white paper is available at https://5g-ppp.eu/white-papers/