

## The Future of Telco

# How to become an innovative omnichannel telco without drowning in too complex projects?

Many telcos have the ambition to become digital and omnichannel telcos, but it is very difficult to get there.

At Gomibo, we have a clear vision to help you to find your path towards future growth. In our software development, we already work on this distant future because we believe that our software should facilitate your future needs. In this whitepaper, we want to give you an idea of how Gomibo's omnichannel software can enable you to achieve your ambitious goals. A glimpse into the future.

### Monetize 5G with functionalities for consumers

These days, telcos are focusing on powering new devices with 5G which can change the lives of customers. The technology is already here, but the bottleneck is the software used to offer it to customers. We imagine customers buying connectivity subscriptions for their self-driving cars in a marketplace solution. We envision IoT devices being sold and shipped via e-commerce platforms, contributing to the health and happiness of masses of people. Even though it sounds futuristic, with the Gomibo omnichannel software you are almost there. The most important thing is that you can add these products and services to your e-commerce platform. Gomibo supports all these business cases. Dedicate a team of solid employees to this topic and start building the future!

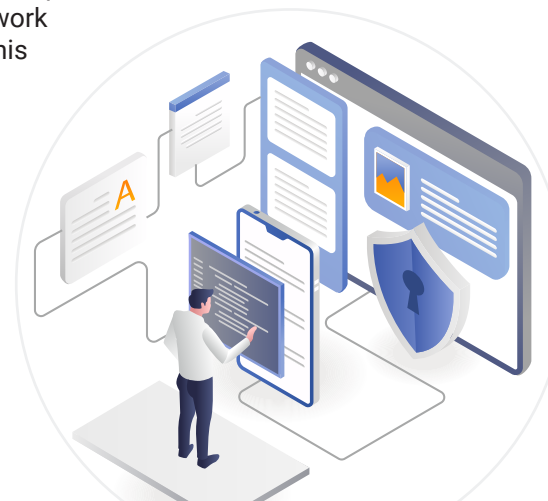


### Boost businesses by supplying sophisticated connectivity solutions

Network slicing is a large opportunity for both telcos and their business customers. It enables machine-to-machine communication, is helpful to telcos and is a great tool in the move towards more and more OTT services. We imagine that telcos will power superspeed networks for emergencies and it has great implications for the gaming world too. In the future, we think that telcos will shift towards mobile services that look more like mobile data centers: selling online bandwidth for dedicated networks similar to what Amazon Web Services does and selling temporary performance boosts at mass events for example. Third-party products and services can be supported as well, to create a multidimensional marketplace. We think that the main thing to make this happen, is to ensure that those services are visible on the front-end. It requires a product catalog capable of supporting future use cases, while most telcos currently work with software that only looks back to support use cases that already exist. This mindset shift is the key to future growth.

### Optimized use of available data

Connectivity companies have a lot of useful data to help customers better. We suspect that telcos will get closer to media companies and will use the joint data for useful purposes. One possibility is a data sharing model like the Open Government Initiative founded by Barack Obama. Another option is combining event tracking (actions) with available information from media and telecom companies to provide personalized offers and promotions. Whatever happens, we see opportunities in combining this data.



**Gomibo.**Platforms

**One Platform, All Channels**

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Self-service | Create new channel