



**CSP 2.0**

Operator's Digital Transformation with  
New Revenue Opportunities

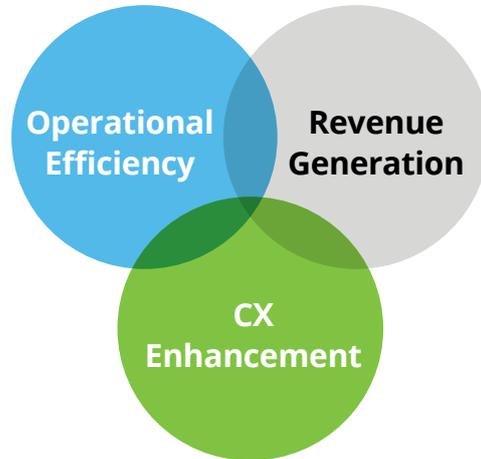
Deloitte predicts that in 2017, operators in India would undertake broader digital transformation programs on two fronts: on one front some digital transformational programs would be designed to enhance customer experiences by adding more digital interaction points with focus on customer acquisition, customer relationship and customer value management. On the other front, there would be urgency shown to define digital transformation programs to unlock new revenue generating business models. While some degree of transformation is already happening on the customer life cycle management side but the pace to identify new business opportunities is slow.

### What are the challenges to conquer?

CSP 2.0 – THE 3D APPROACH

How to increase operational efficiency

What are the new revenue channels



How to deliver what a customer wants



# CSP 2.0: A quick summary and why it's important

CSP 2.0 is a two way model where one side comprises end-users who gain access to curated content and personalized applications across service offerings hosted by the service providers. The other side comprises of enterprises and developers, who use operator's assets to enhance their service offerings.

## Operators will focus on exploiting their existing assets and strengths in new ways by moving from a one-sided to a two-sided model - CSP 2.0

Enterprises to see operators as key enablers and **business partners** in their own digital transformation journey

**CSP 2.0** operators to share assets and capabilities with partners in the form of Applications Programming Interfaces (API's) to enterprises

Transformation of business models towards **B2B2C and B2B2B** services



## Key Takeaways

### Digital Transformational Programs

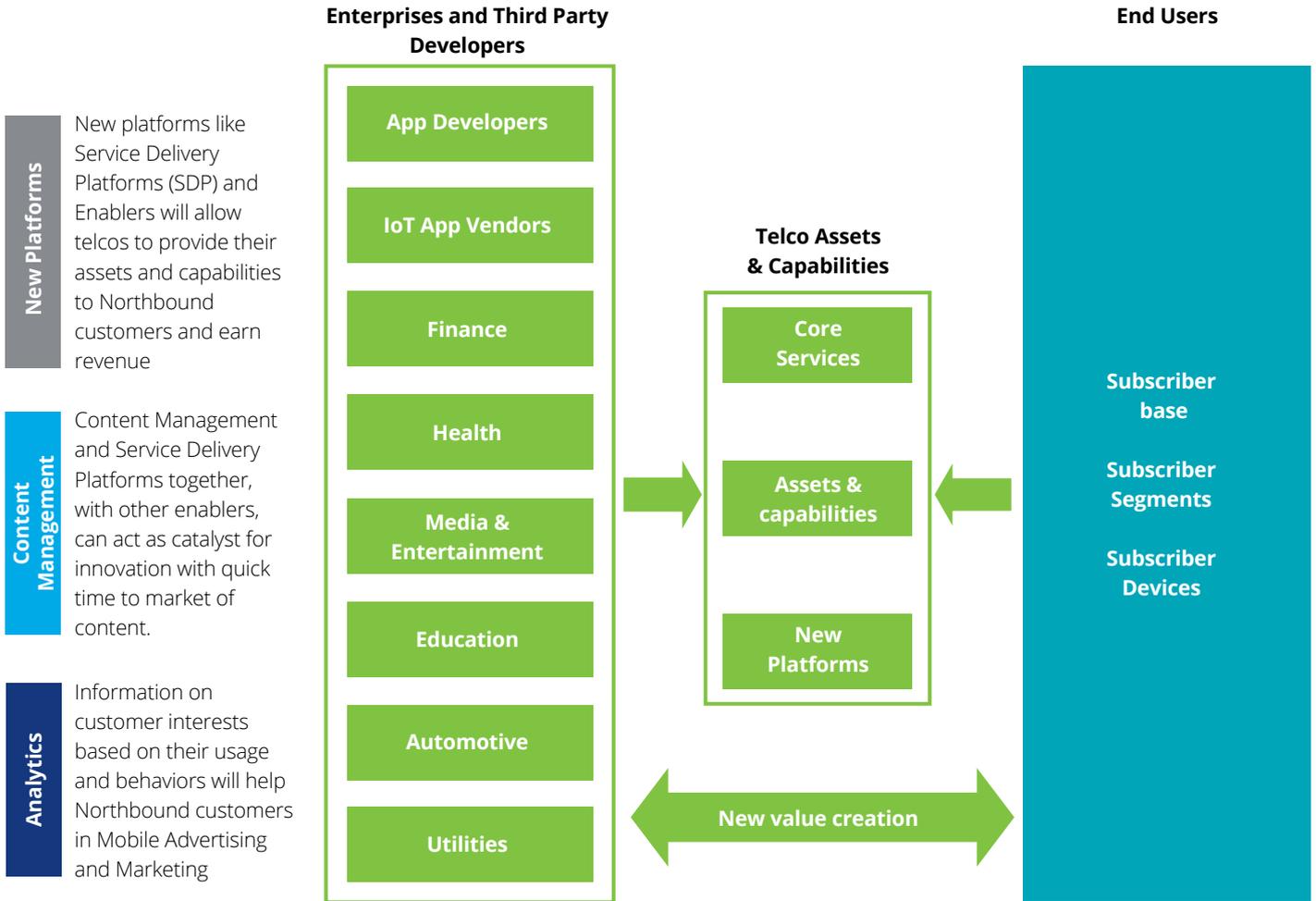
designed to enhance customer experiences by adding more digital interaction points.

**Customer-centric models-** Focus will be on customer acquisition, customer relationship, and customer value management

**API services -** Operator assets and capabilities are provided in the form of "Application Programming Interfaces" (APIs) which can be customized to provide cross-sector offerings. Example: Banking, Automotive, Online Service Providers, etc.

Developers could explore the operator APIs to enrich digital user experience of their applications across genres and some of these APIs can also help them to market the apps/content to specific target segment.

# CSP 2.0 Process Flow

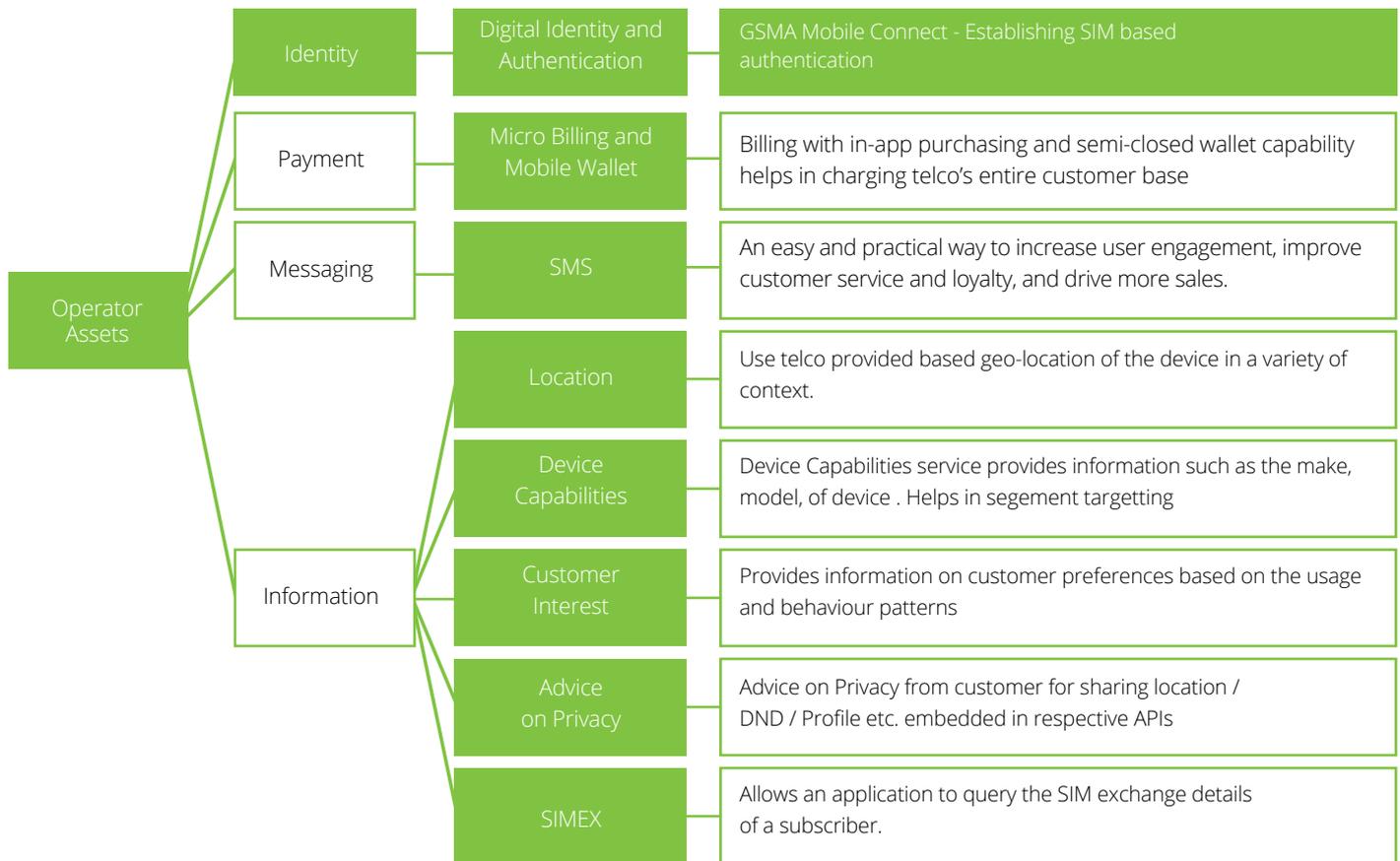


# Operator Assets – CSP 2.0 Model

To expose these APIs, from the technology point of view, a Service Delivery Platform (SDP) or a Service Oriented Architecture

(SOA) as API gateway is needed. SDP/SOA integrates with various enabling platforms like location, messaging, billing and other

network and IT elements and converts these functionalities and capabilities into APIs.



Deloitte predicts that in 2017 and beyond, Indian enterprises across industries and sectors would see operators as key enablers and business partners in their own transformation journey. Most enterprises in India would embark on transformation programs in order to fine tune existing business and operational efficiencies, improve productivity and performance, and enhance reliability.

## Deloitte brings along experience of administering a digital transformational API Commercialization program from “envisioning” to “execution”

Deloitte has the experience to launch Service Delivery Platforms (SDP) that provides external developers with easy-to-use, scalable access to operator API service layer using a Service Delivery Platform as PaaS. The intention of the platform is to open a new channel for 3rd party developers and various established companies and enterprises to onboard

through a self-help portal, test, and deploy new compelling and innovative applications.

All the operator assets and capabilities can be positioned as APIs, for example, Location as a Service (LaaS), Demography as a Service (DaaS). When used, the new applications would encourage subscribers to use the services and drive new revenues through

increased customer retention and loyalty.

Deloitte has end-to-end experience to build, deploy, integrate and support API monetization models by leveraging on its Digital Transformation Framework and by creating distinctive Digital Maturity Model for operators.

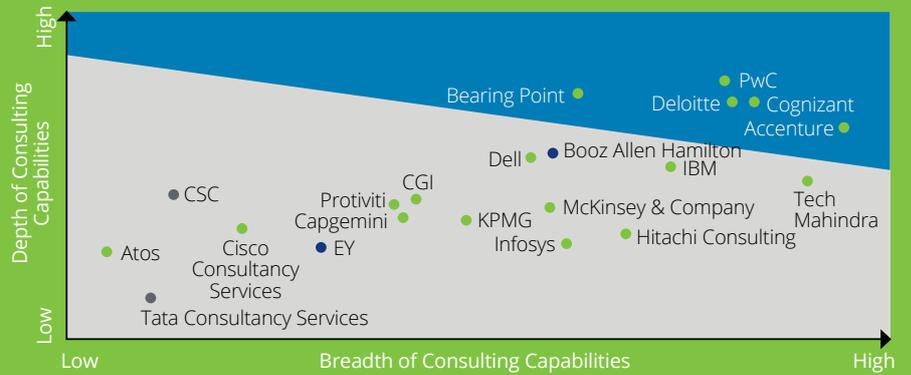
# Deloitte is recognized as an industry leader (1 of 2)

The marketplace recognizes Deloitte's IoT consulting services and adjacent capability areas



## IoT

Kennedy has ranked Deloitte among market leaders for IOT-related professional services

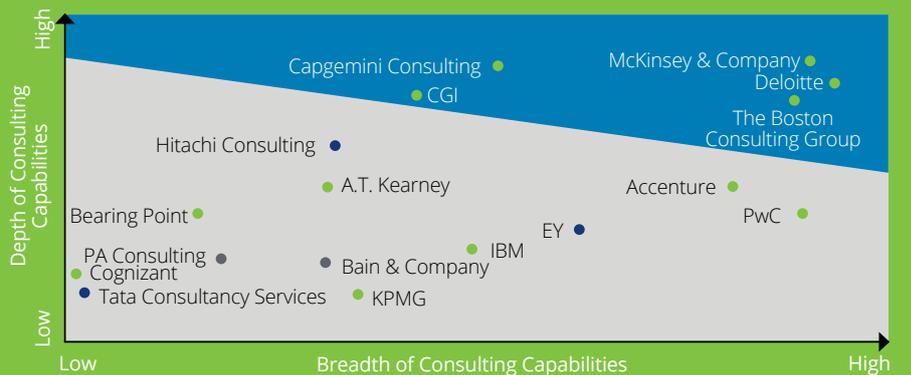


Source: Kennedy Consulting Research & Advisory; Internet of Things IT Consulting 2015; Kennedy Consulting Research & Advisory estimate © 2015 ALM Media Properties, LLC. Reproduced under license

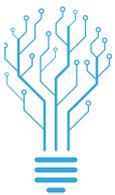


## Digital Operations

Kennedy notes Deloitte's position as a Vanguard firm within Digital Operations Consulting

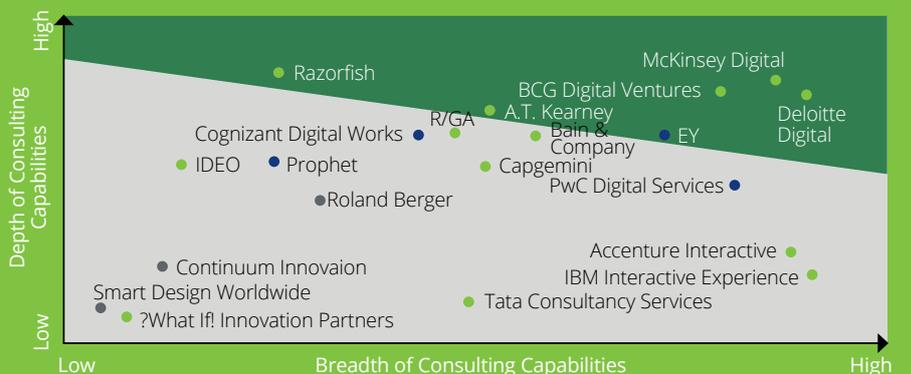


Source: Sources Digital Operations Management Consulting Kennedy Consulting Research & Advisory



## Digital Innovation

ALM Intelligence notes Deloitte's position as a Vanguard firm and leader within the Digital Innovation Consulting space

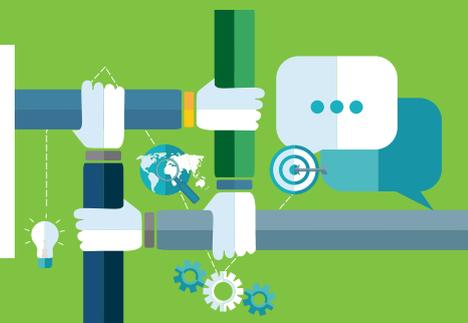


Source: ALM Intelligence; Digital Innovation Consulting 2016; ALM Intelligence estimates © 2016 ALM Media Properties, LLC. Reproduced under license

### According to ALM Intelligence:

"Deloitte was one of the first [large consulting firms] to recognize the extent to which the digital revolution was going to change both its clients' industries and its own consulting business..."

Having gained an early lead over its competitors, Deloitte Digital shows no signs of losing momentum."

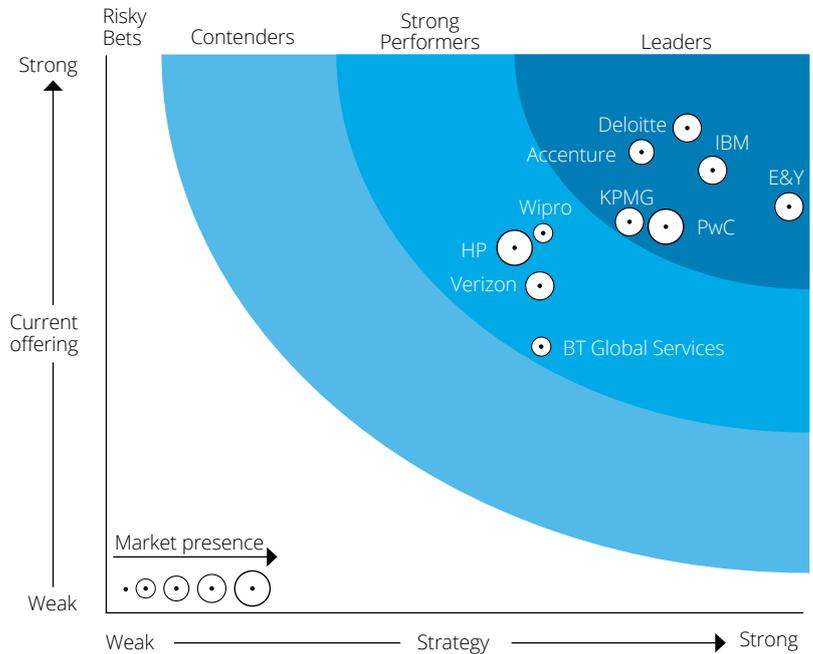


# Deloitte is recognized as an industry leader (2 of 2)



## Cybersecurity

Forrester places Deloitte as a Leader in the Information Security Consulting Services space

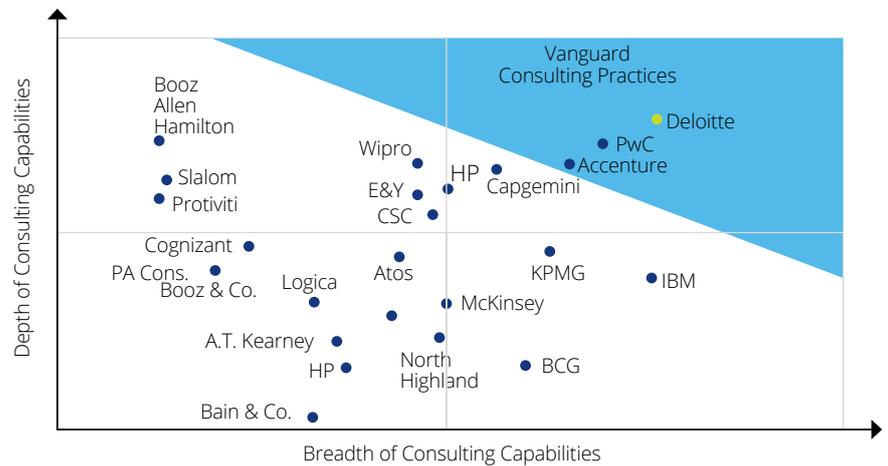


Source: Forrester Research, Forrester Wave™: Information Security Consulting Services Q1 2013", Ed Ferrara and Andrew Rose, February 1, 2013



## Analytics

Kennedy places Deloitte as the dominant firm in IT Analytics services



Source: IT Consulting: Analytics, 2014, Kennedy

Note: Kennedy & Forrester are leading sources of market analysis on the Management Consulting industry

## According to Kennedy Consulting Research & Advisory:

"Deloitte's broad analytics offerings range from high-level strategy sessions to solutions implementations managed services and managed hosting..."

Its approach to each analytics engagement is from the business issue down – articulating the problem and then developing a solution, rather than starting with IT and moving up."

# Contacts



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