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POP! CSPs Curating Markets at the Edge (C23.0.599)

Mobilizing Enterprises to Monetize Experiential Commerce

Catalyst Solution Concept Document

About this Document

This document provides a high level executive summary of the solution for the catalyst - POP! CSPs Curating Markets at the Edge. For a detailed Technical Solution Document and other reference documentations, please refer to the Solution Deck available in the Catalyst Page (Link).

Please feel free to reach out to the catalyst team with any questions.

Catalyst Participants

Champions

Bell

lightstorm

vodafone

Solution Providers

ARIA

aws

concertia®

NOKIA

salesforce

SUMMIT

CSP Challenges

CSPs slow to monetize investments in 5G/MEC

Enterprise Buying VAS Services for 5G-MEC Manual and Complex

Creation of partner ecosystems have barriers to entry

Lack of platforms to integrate CSP network assets with partner products

Custom integration between partners lacking standards

Massive untapped market potential

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How Can B2B2X Marketplace Help CSPs?

B2B2X Marketplace can enable CSPs to harness the potential of 5G and Edge technologies, uniquely position themselves, beyond connectivity providers, to launch innovative services in a digitally-driven world

- Take the complexity of packaging digital services away from the customer
- Scale for hundreds of advanced enterprise offerings
- Leverage the core expertise of cloud native systems
- Exploit innovative commerce and revenue-sharing models to boost revenue

Marketplace connects Tech Firms with CSP Services and Enterprise Customers

Automated & Real-time processes to execute the full Insight-to-Intent-to-Order-to-Cash Lifecycle

CSPs can quickly onboard partners to the marketplace and package partner services in unique ways

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B2B2X Marketplace Stakeholder Model

Partner

- Producer - Products (Delivered as apps) & Goods (Physical Devices - Video Cameras)
- Customer – Enterprise Products[1]
- Enabler – Value Added Business[2]

CSP

- Marketplace Platform Provider and Operator
- Producer – Goods & Service (Connectivity, MEC Resources, BSS/OSS Functions to support Marketplace operations)
- Trusted Service Provider for Customers

Customer

- Marketplace Customer – Retail Enterprise (in catalyst C23.0.599)

1. A Partner can purchase enterprise products 5G slice from CSP or MEC services (as shown catalyst from public MEC) buy 5G Enterprise products such as Slice, MEC from CSP
2. API Ecosystem provider, Value Added Service Provider (Type II Marketplace function) for other partners

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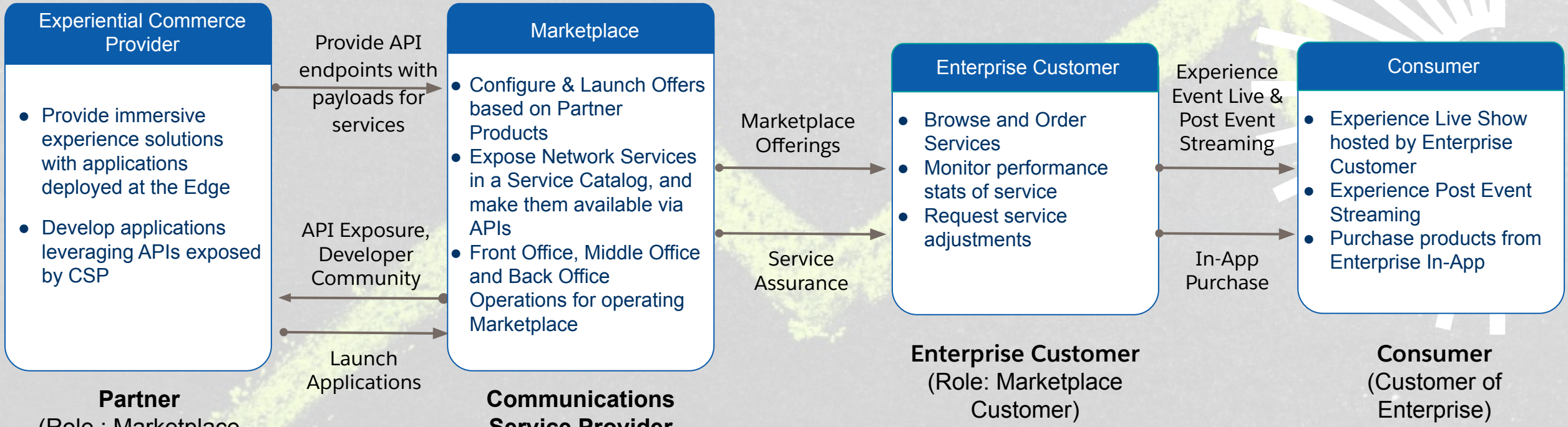
B2B2X Marketplace Stakeholder Model for Catalyst Solution



Partner
(Role : Marketplace Partner/Supplier)

Communications Service Provider
(Role: Marketplace Orchestrator)

Enterprise Customer
(Role: Marketplace Customer)

Consumer
(Customer of Enterprise)

Note: Working Solution developed in catalyst shows working solution catered to Partner, CSP (Marketplace Provider) and Enterprise Customer

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User Persona (Stakeholders) for Marketplace

Partner
(Summit Tech)
Paul Crosby

Marketplace Manager
(Quadstar)
Sue Turner

Enterprise Customer
(Northern Trail Outfitters)
Tom Blake

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Marketplace Journey

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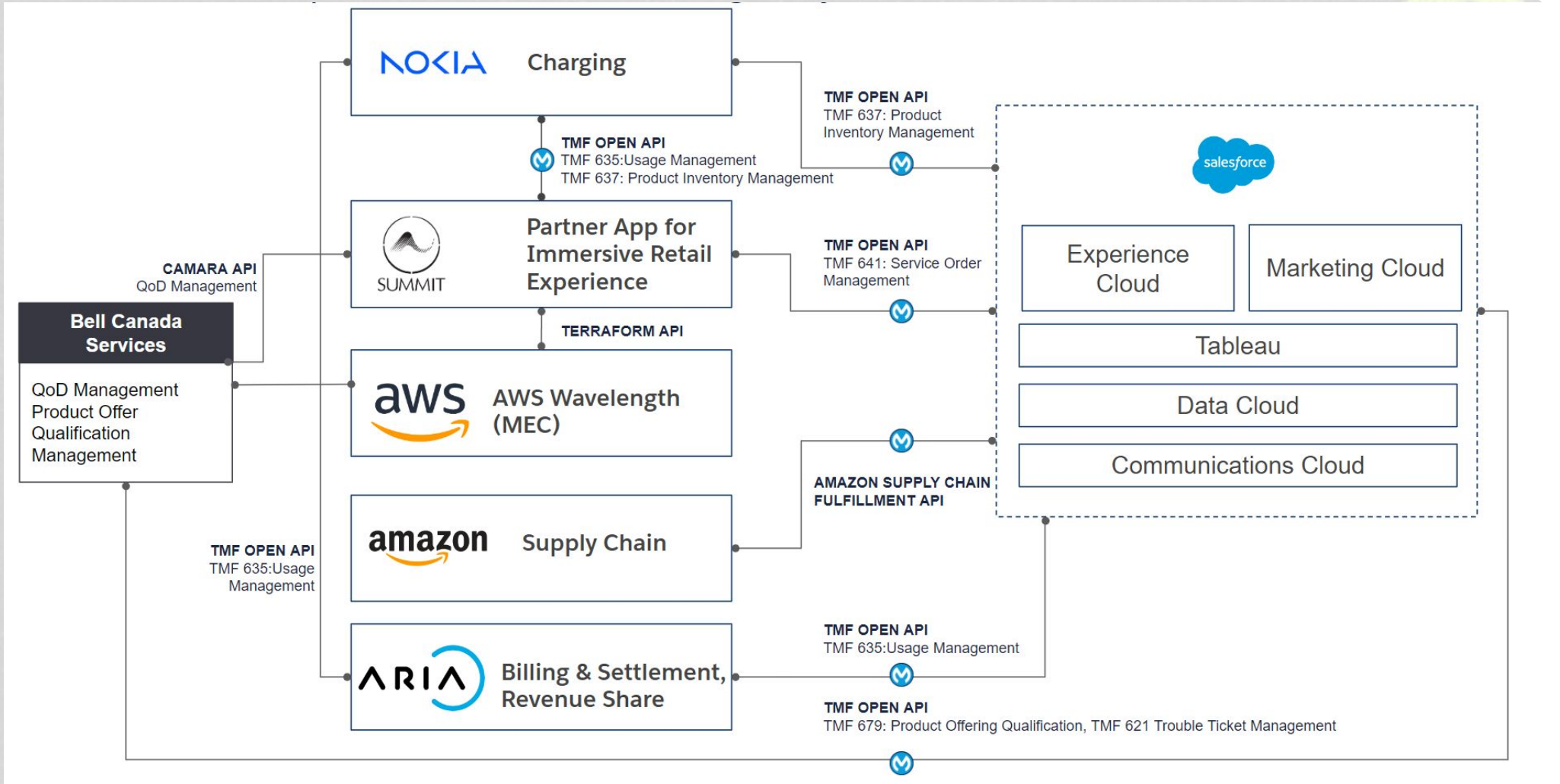
Catalyst Solution Concept

B2B2X Marketplace - Owned and Managed by CSP



Introducing POP! Marketplace

Mobilizing Enterprises to Monetize Experiential Commerce

- **Marketplace Connecting Tech Firms (Partners) with Enterprise Customers to Fulfill Industry Specific Business Needs**
  Innovative Event-As-A-Service Experiential Commerce Offer, leveraging Public MEC and CSP's Network and IT assets, for Pop-Up live Events Hosted by Retail Enterprise Customers
- **Automated & Real-time Processes to Execute the Full Insight-to-Intent-to-Order-to-Cash Lifecycle**
  Leverage Industry Standards (TM Forum Open API, CAMARA API, Amazon Supply Chain APIs) to execute automated fulfillment and zero touch self healing care processes
- **Unique Monetization and Multi-Party Revenue Share Models**
  Configurable Innovative Monetization model based on API clicks for customer purchases during live-show events and post-event streaming
- **Customer-Data Driven Processes to Create Micro Segments for Offers**
  Leverage CSP's anonymized customer data to create targeted micro-segments for marketplace offers to increase effectiveness of campaigns through optimized targeting

Working PoC

6 Demo Use Cases

Business Value and Value Stream Analysis

CurateFx Assets

C23.0.599 Catalyst Deliverables

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Experiential Commerce Offer for Retail Enterprise from POP! Marketplace

EDGE Services
(Services close to Retail Site)
MEC,Applications (AR/VR for Streaming)

IoT Devices
Retail Store devices using applications in MEC - Camera, AR/VR Glasses, inventory trackers, Tablets for the Retail event host

Promotional Services
Data, Analytics, and Marketing automation capabilities that leverage first party customer data to both promote partner offerings and marketplace

Bolt-On (Add - On)
Add-On Options to customer to buy additional time for playback

Assumption: We will assume that customer (Retail Enterprise already has connectivity service that connects the Retail Stores with the MEC location. In fact, it will be used as an eligibility criteria to make the offer

Products for Customer – From CSP

Products for Customer – From Partner

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Catalyst Outcome

Primary Direct Benefits of Catalyst Success

- Showcased **how a B2B2X marketplace platform connects CSPs** and **tech firms** and **enterprise customers** through **industry standards**
- Emerged **new monetisation models**
- Illustrated the **transferability of digital and business assets** to **adjacent** and **new industries**
- Delivered a **working demo**, showcasing the **on-demand** and **zero-touch** nature of the service

- Enabling CSP **transition from Telco to Techno** (**Holistic solutions** – often vertical specific – **without CSP needing to own the e2e service** but **leveraging partner services though APIs**)
- **New 5G & Edge monetization model** that demonstrated the **CSP's orchestration role in the SaaS value chain**
- Established a **repeatable B2B2X framework for CSP**'s to work **at 'techco' speeds** with ecosystem vendors
- **Democratization of technology 'as-a-service'** by **enabling companies**, not-for-profit agencies and municipalities of all sizes **to improve outcomes for customers and citizens**

Catalyst Objective: Deliver a working solution and business case that showcases increase in Network Value, Revenue Growth with offers from partners made available in a B2B2X Marketplace

Potential wider impacts for the industry and society

Catalyst Use of Industry Standards

Use of TM Forum Standards

- **TM Forum Open APIs**
  Implemented in Browse-to-Care Use Cases
  - TMF 679: Product Offering Qualification Management API
  - TMF 641: Service Ordering Management API
  - TMF 637: Product Inventory Management API
  - TMF 635: Usage Management API
  - TMF 621 Trouble Ticket Management API

- **ODA Framework**

  Used for Solution Conformance to Industry Standards, Mapping between Solution functionality with ODA modeled in CurateFx

Use of TM Forum Guides

- **Partnership Revenue Models (TR217 V0.5.2)**

  Used for Modeling Settlement and Revenue Share models between stakeholders in Marketplace

- **Business Architecture (IG 1277)**

  Used for Value Stream Modeling and Mapping of Solution capabilities to Business Capabilities

Use of CAMARA Framework

CAMARA API (QoD Management)

Implemented in Cash-to-Care (Self Heal) Use Case

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Thank you