

Outthinking disruption in communications

The 2020 CSP in the cognitive era

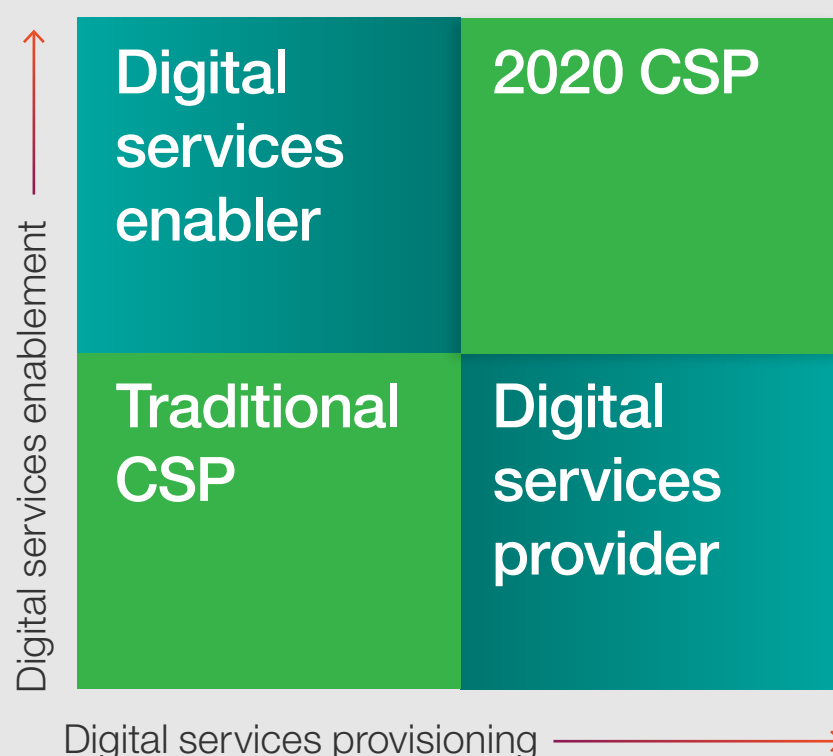
The 2020 CSP

The 2020 CSP will emerge from today's provider along two primary axes:

The **digital services provider** and the **digital services enabler**

- CSP assets open to digital players
- Platform-based business model
- Ecosystem participation

- Traditional sources of revenue (connectivity, voice/text, data)
- CSP-controlled customer interaction

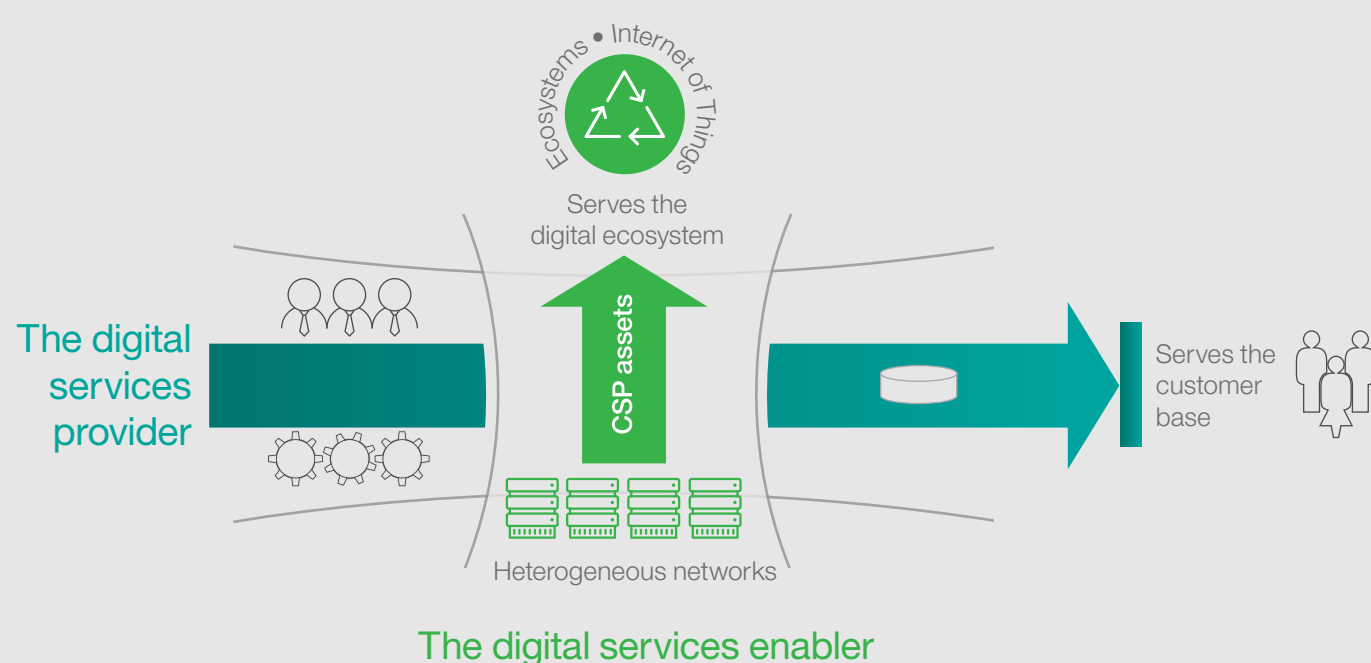


- DSP and DSE capabilities
- Cognitive capabilities to create customer-defined contextual experiences and “as-a-service” for ecosystem partners

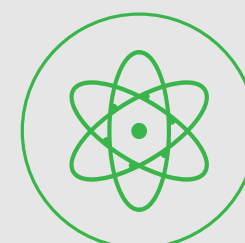
- Highly automated
- Digital channels with customer-controlled interaction
- Rich customer experience

The 2020 CSP

The 2020 CSP will serve both its customers and an expanded ecosystem of partners



87 percent of CSPs realize that customer experience will be the ultimate differentiator in 2020



66 percent of CSPs believe the path toward growth will involve increasing their role in the Internet of Things



90 percent of CSPs believe cognitive computing will be an essential industry technology in 2020

For this study, we surveyed 135 senior communications industry executives from more than 50 companies across the globe. The report is based on the survey results; extensive supplementary research; and the experience, expertise and knowledge obtained through IBM's decades of work with hundreds of communications industry leaders.

To learn more, visit: ibm.com/business/value/2020csp