



hey  
innovations

+1-727-300-3624    heyinnovations.com

hello@heyinnovations.com

# Digital Ecosystems for the Telecom Industry

# TELECOM COMPANIES WILL BE CHALLENGED IN 2024-2029



Competition  
from hyperscalers

Looming global  
recession

Growing demand for  
B2B 5G edge services

Higher expectations  
in the B2C segment



01



02



03



04

# A digital ecosystem is the key to standing up to the challenges



Additional revenue sources



Better operations

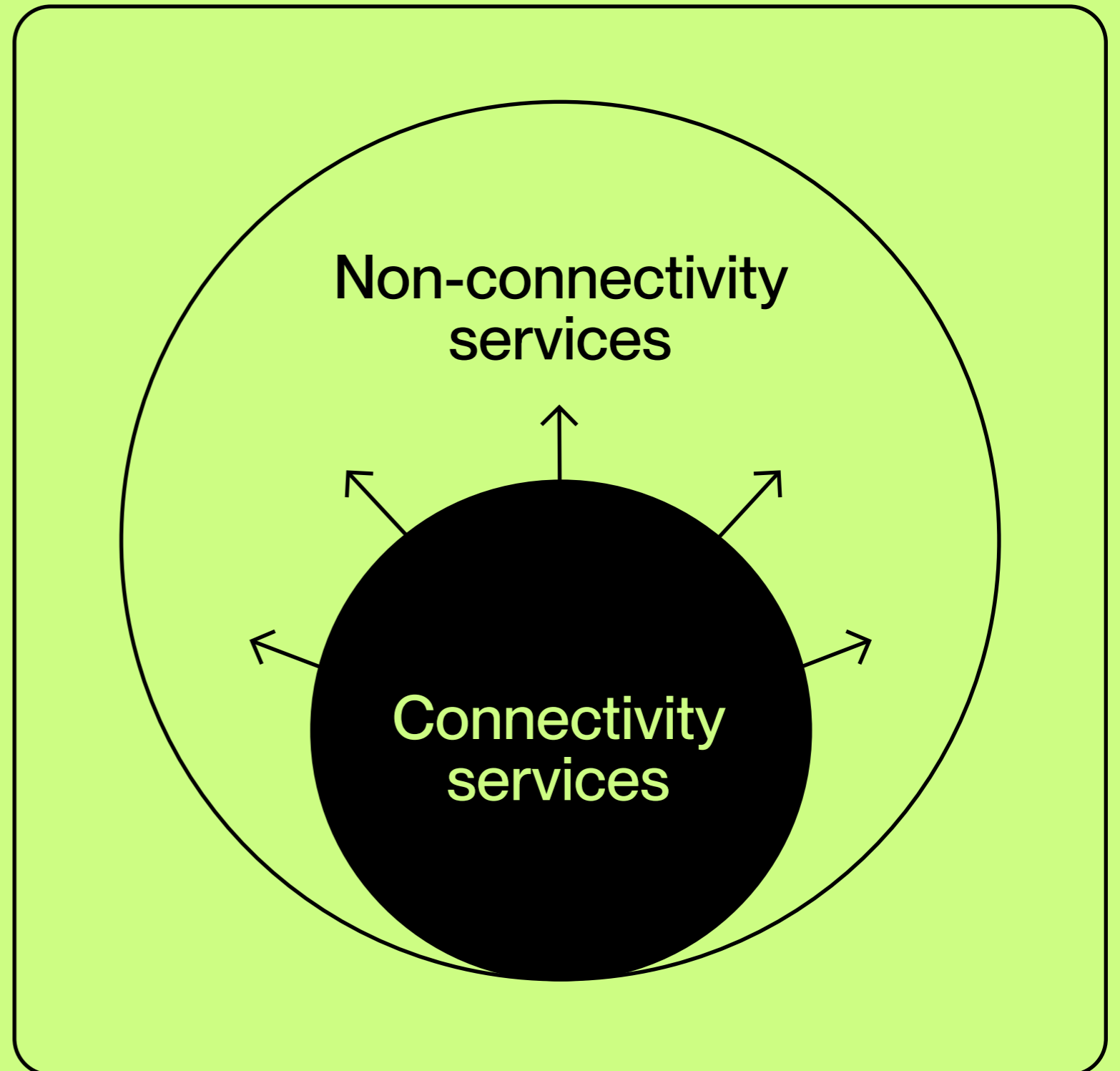


Higher NPS



More enterprise clients

# ADDITIONAL REVENUE SOURCES

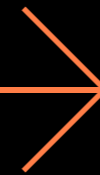


Telco → Techco

# BETTER OPERATIONS



Digitization, data  
analytics, and  
artificial intelligence



Optimized pricing,  
marketing, and sales

# MORE ENTERPRISE CLIENTS



71%

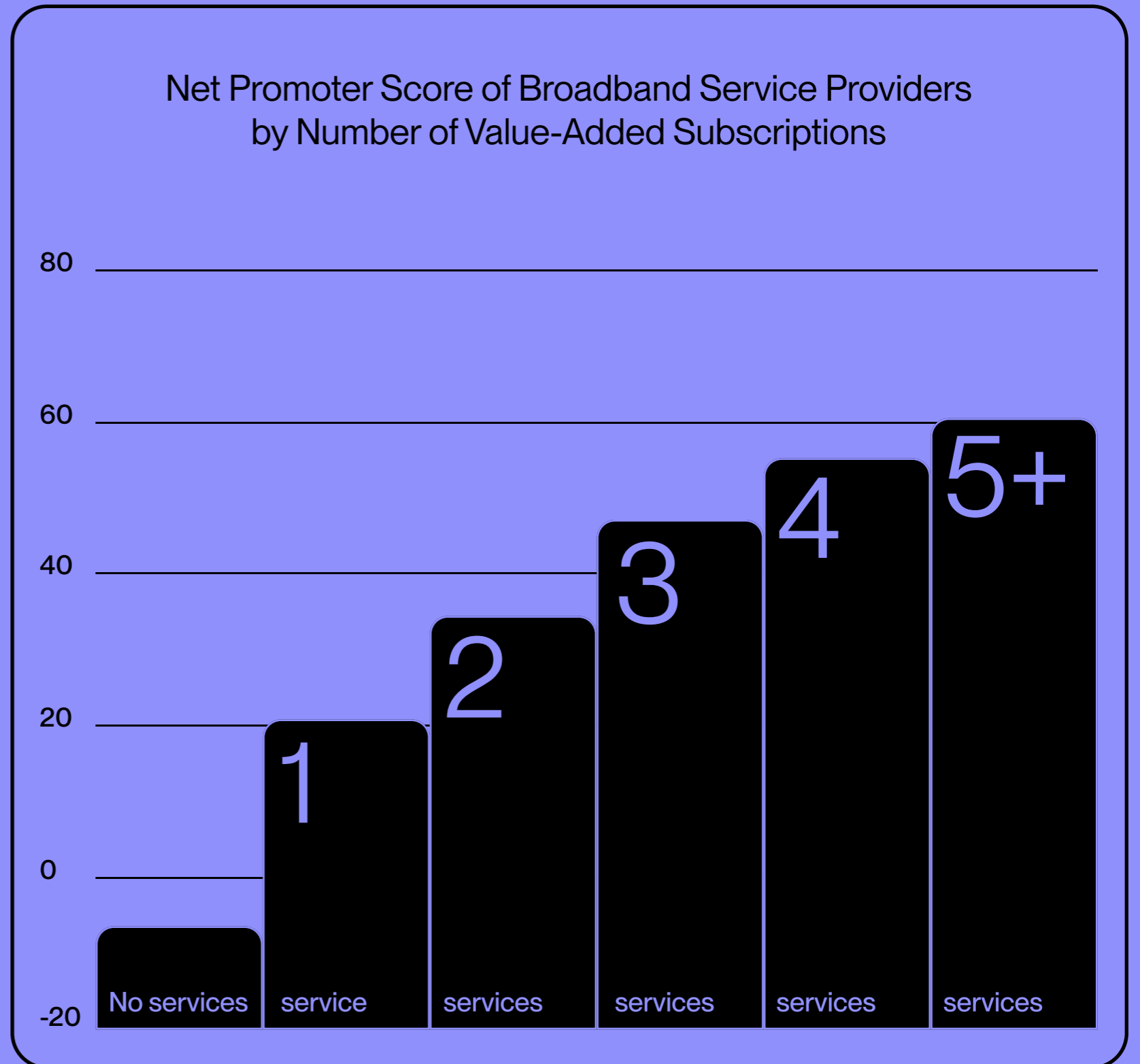
of corporations  
prioritize 5G suppliers  
with ecosystem  
relationships

Source: Ernst & Young

# HIGHER NPS



1 value-add service  
improves the NPS  
by 20 points





Growth platforms

builds an ecosystem  
to support its connectivity core

150M customers  
subscribed

Digital services

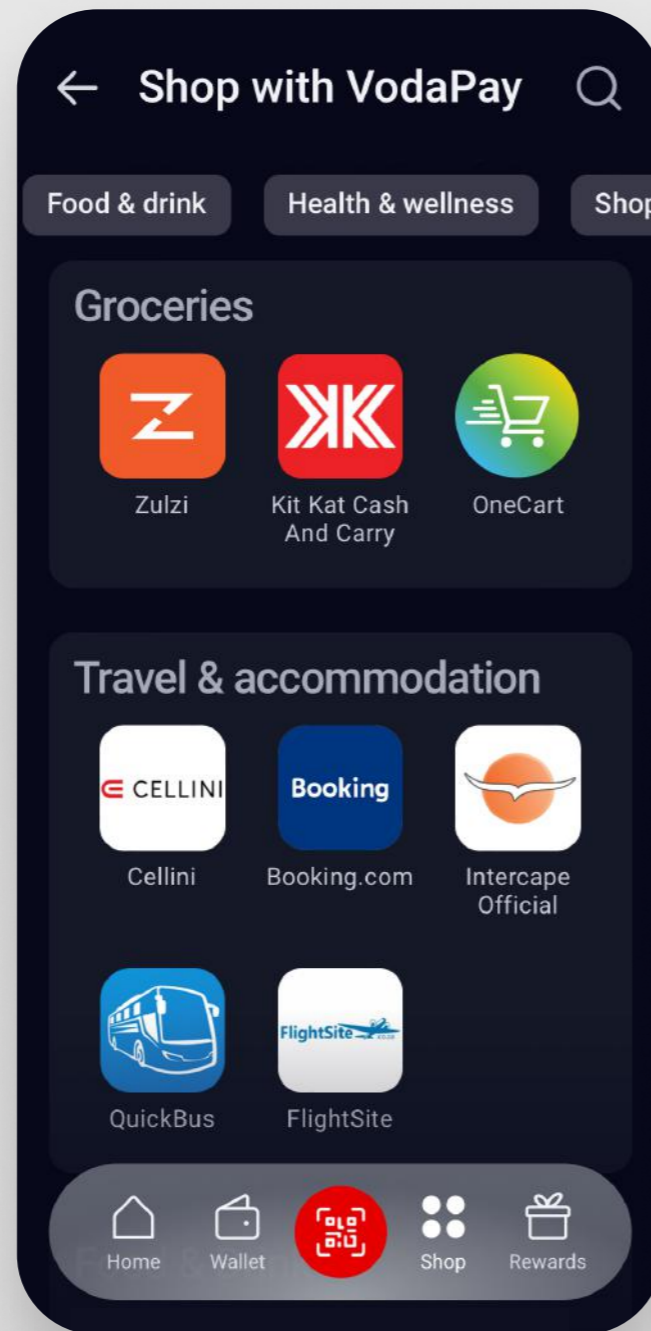
>50M IoT SIM  
connections  
in 2022

Internet of Things

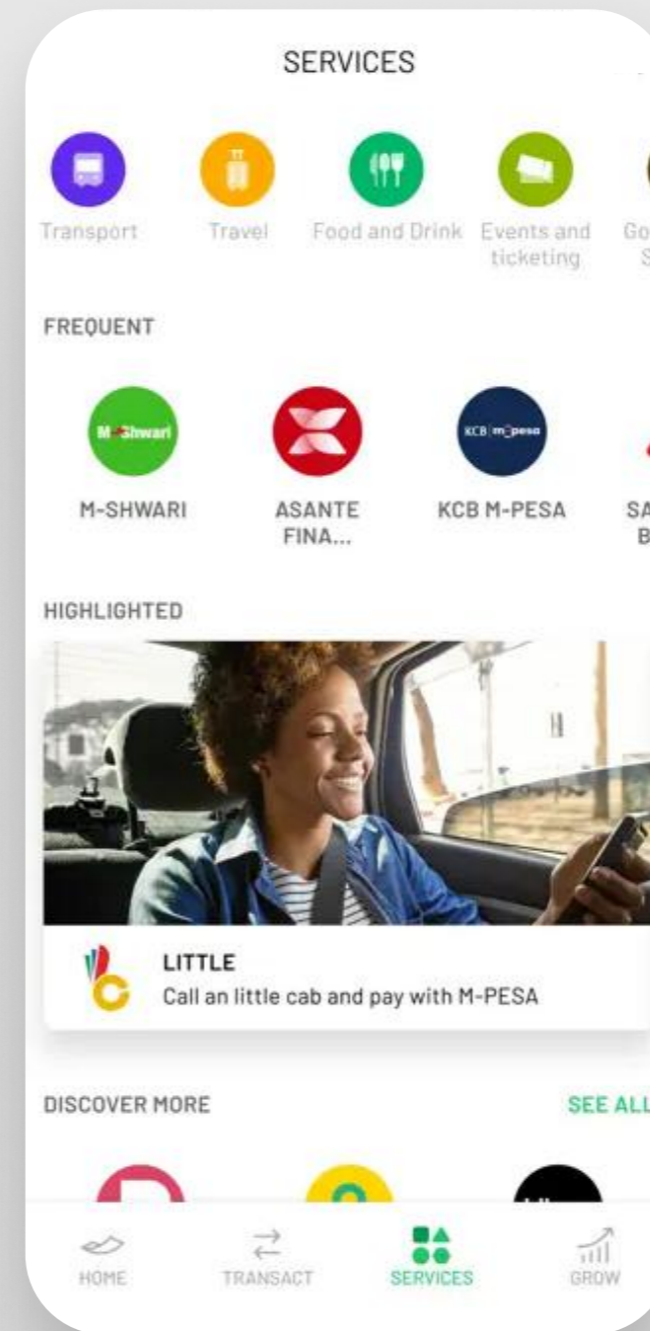
52.4M M-Pesa  
customers  
in 2022

Financial services





VodaPay



M-Pesa



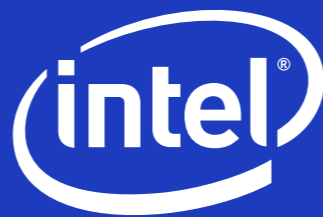


Attracted

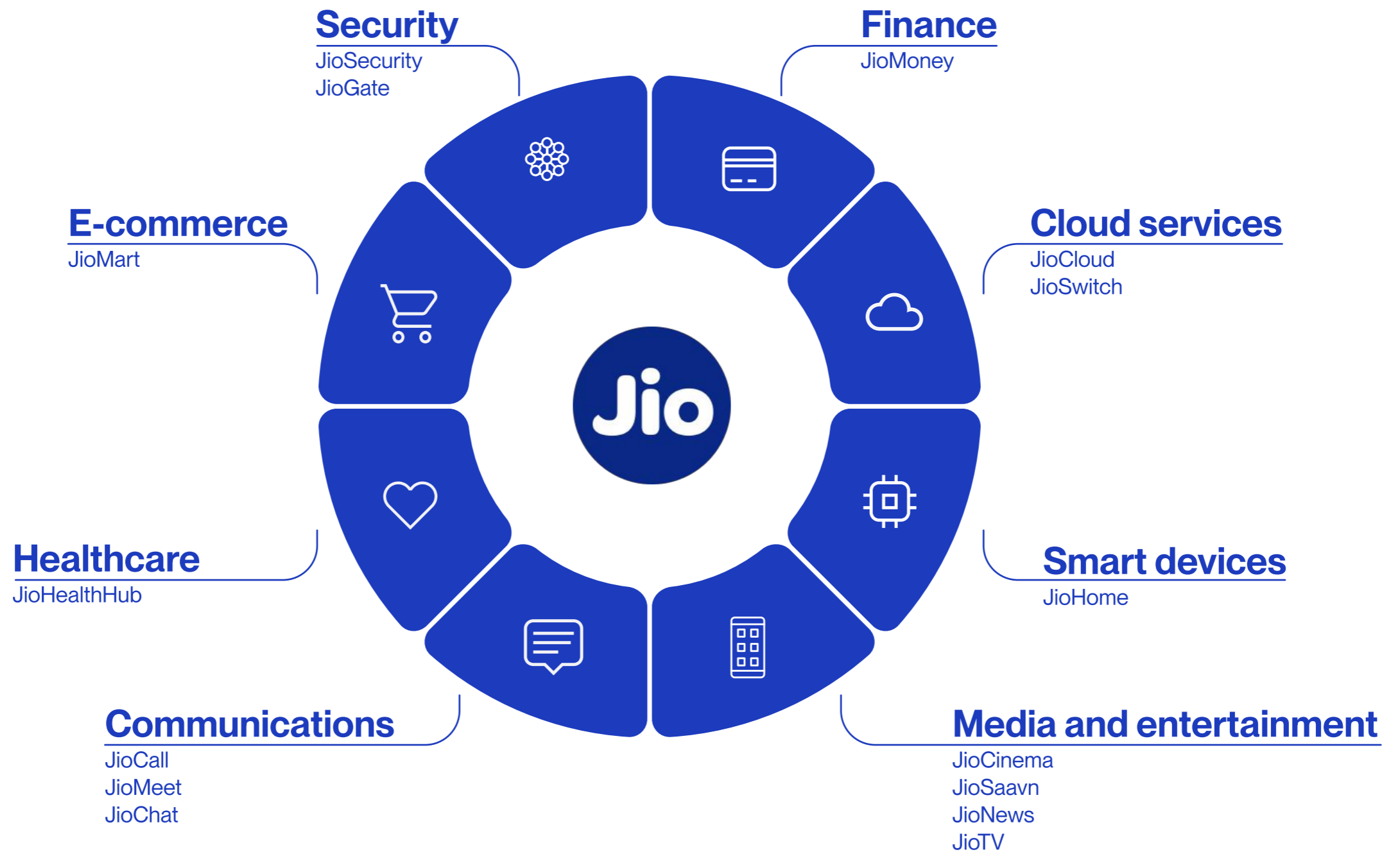
builds an ecosystem  
to attract investment

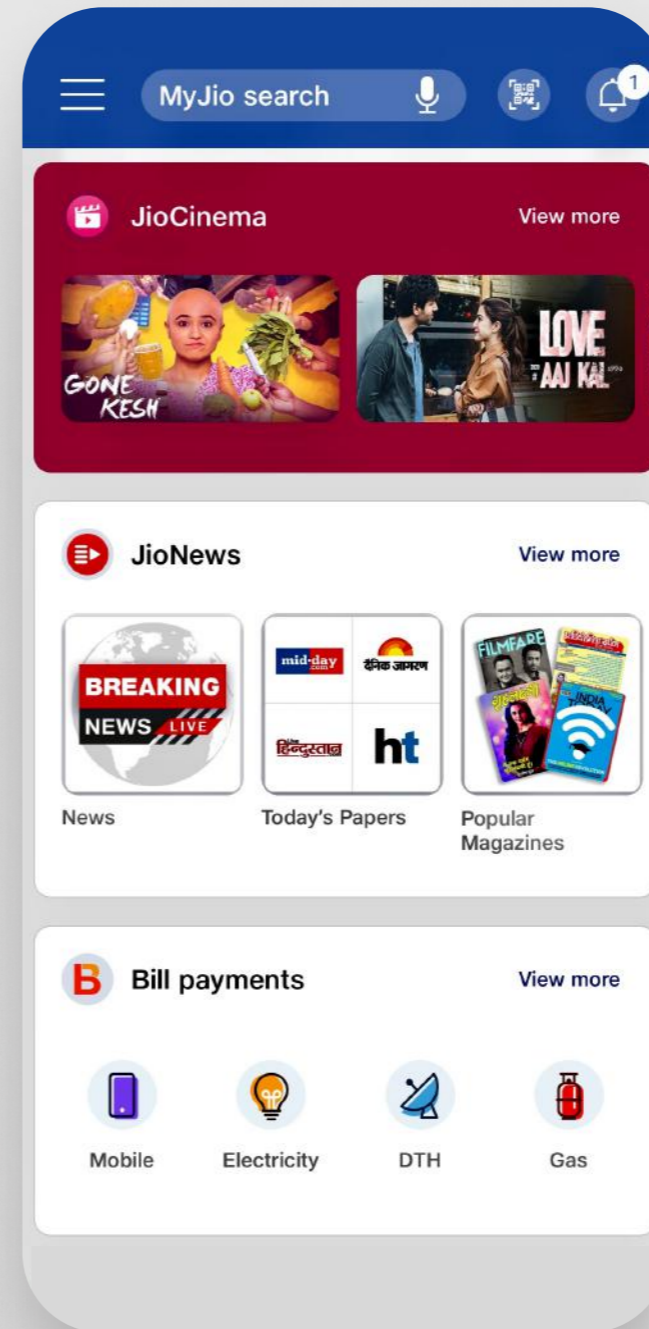
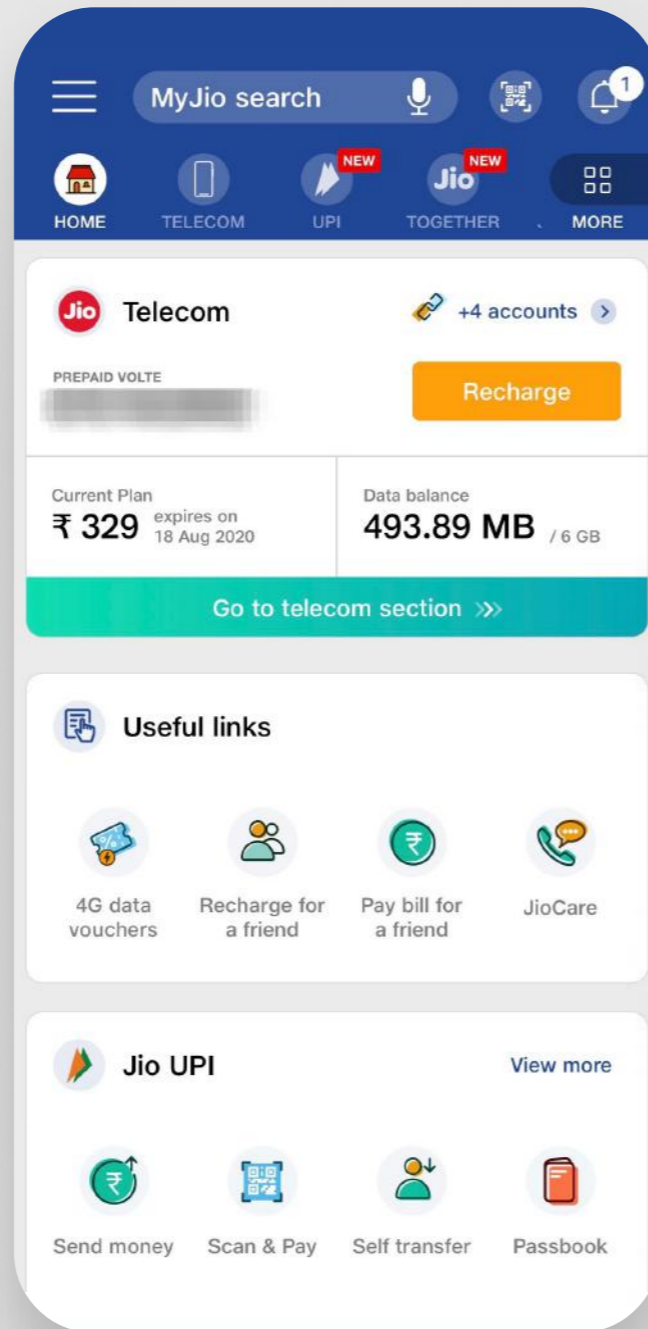
# \$10B+

investment

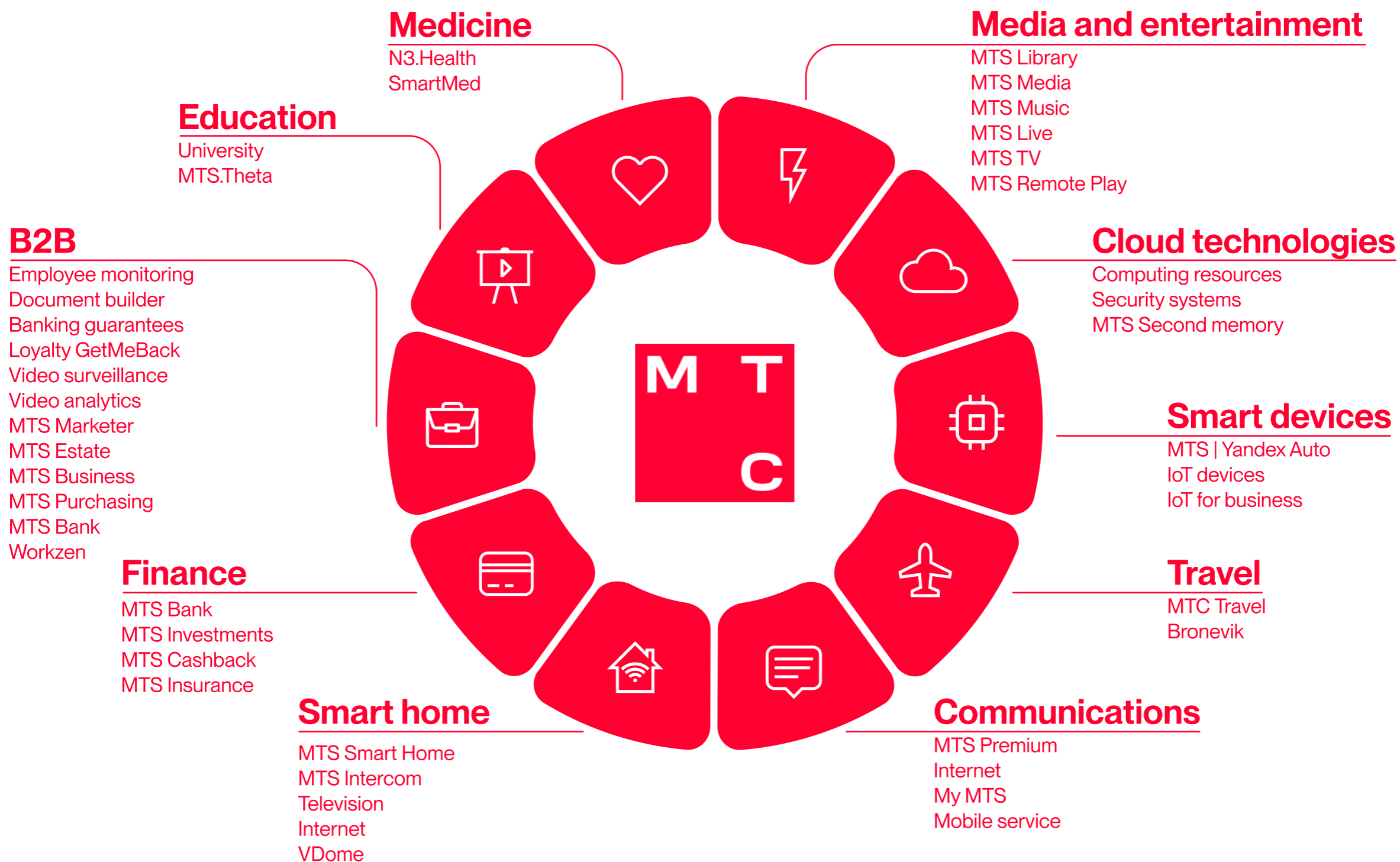


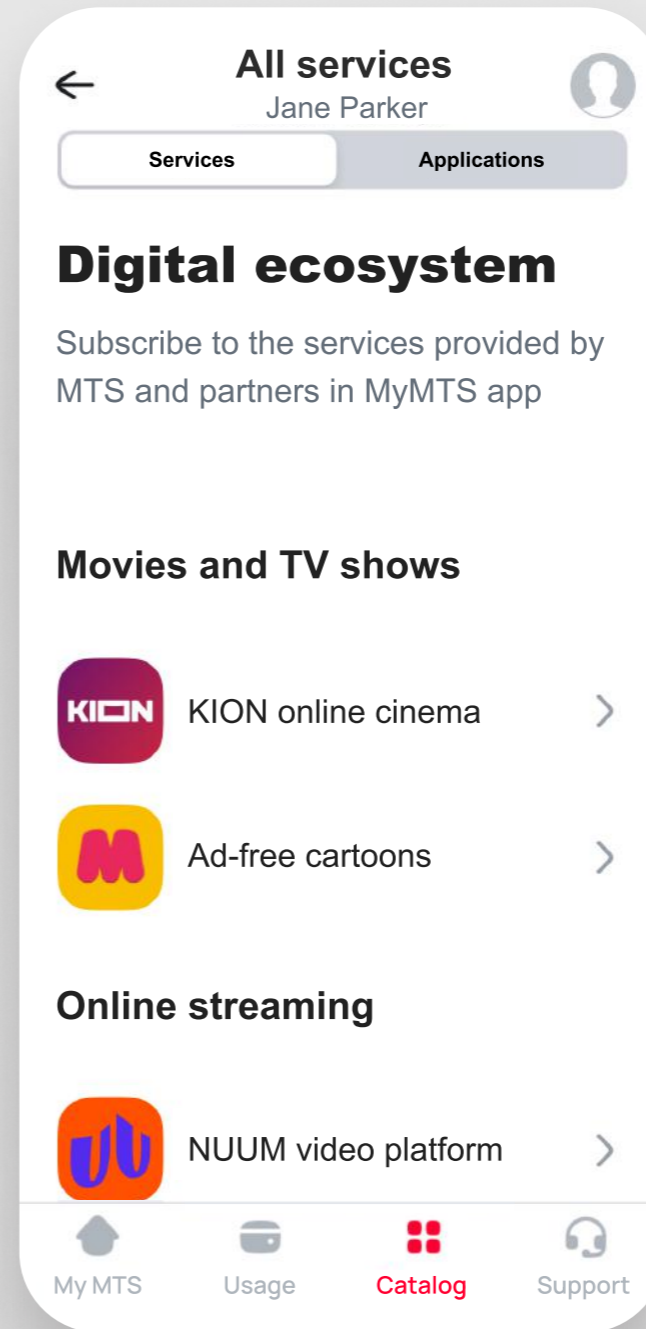
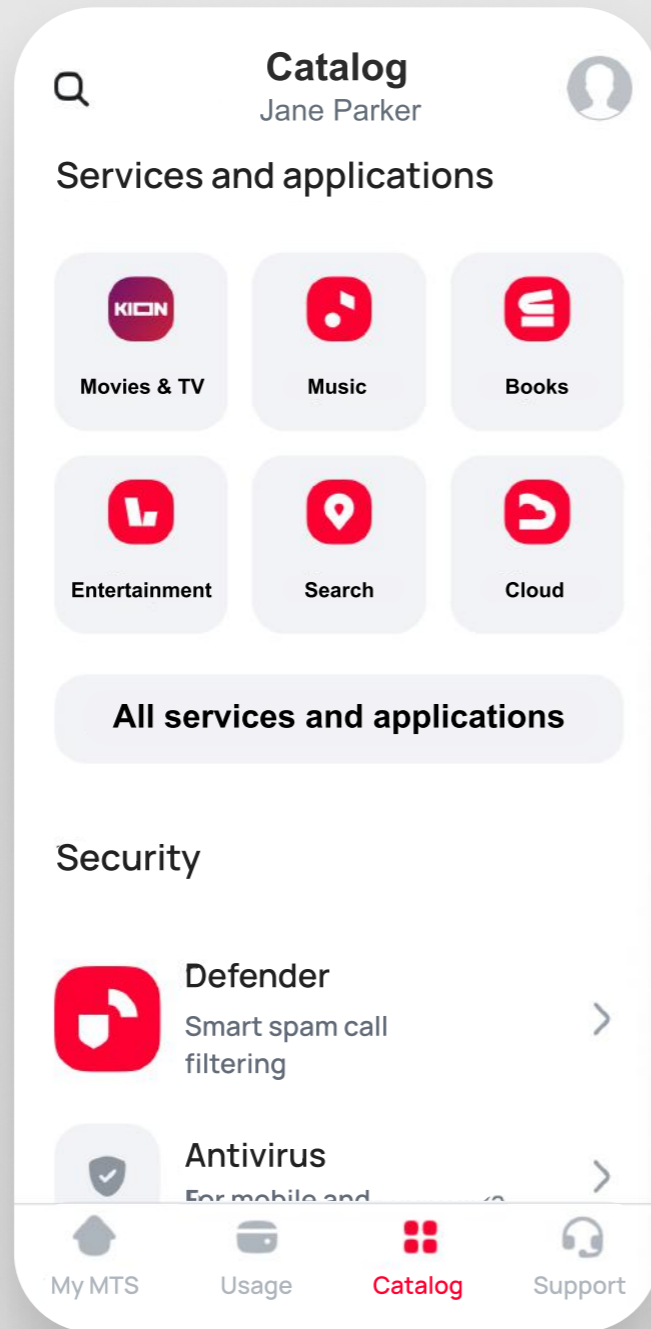
in 2020





builds an ecosystem  
to acquire new  
subscribers







In 2022, Kcell had

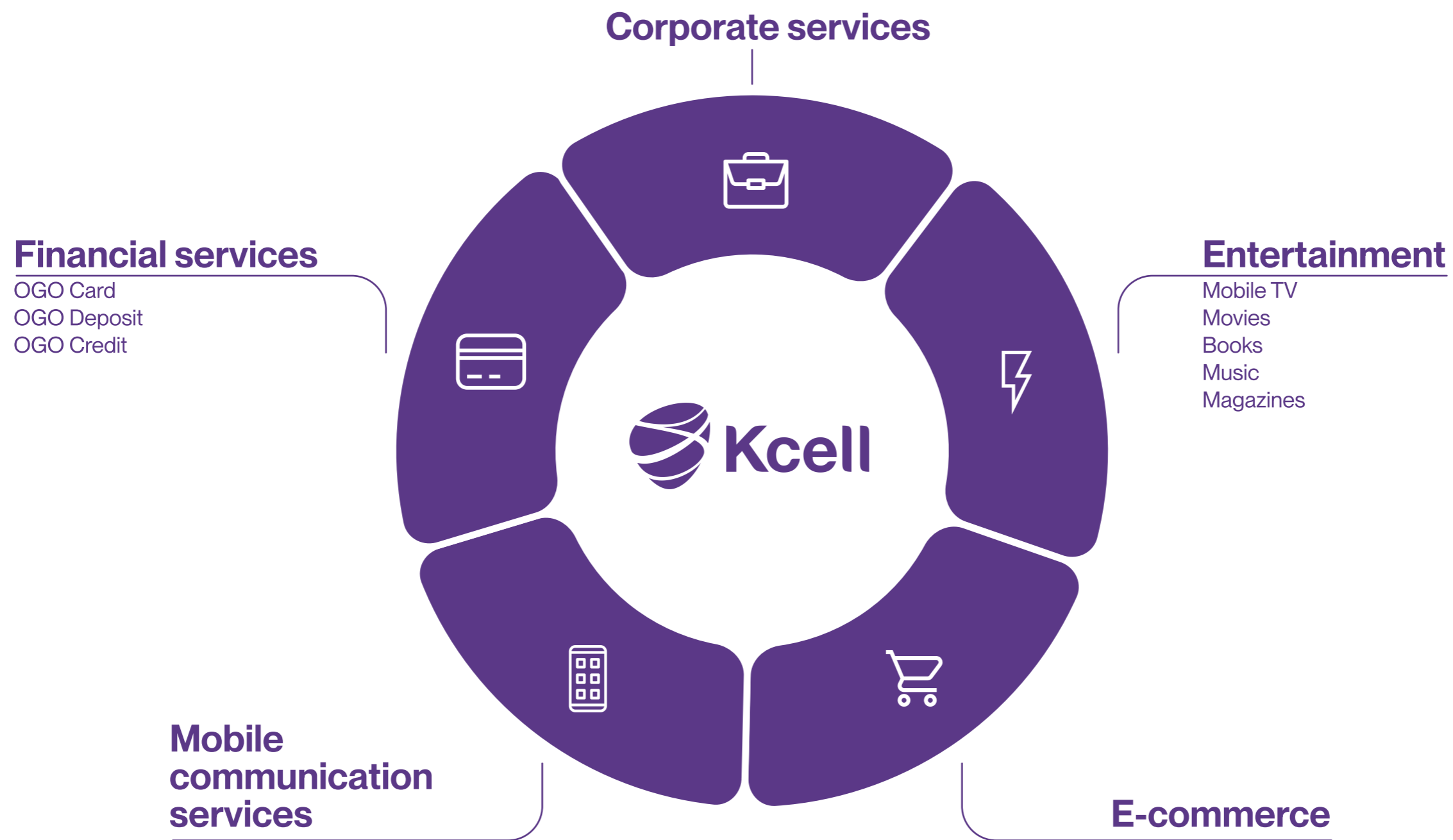
builds an ecosystem  
to stand out from competitors

8M

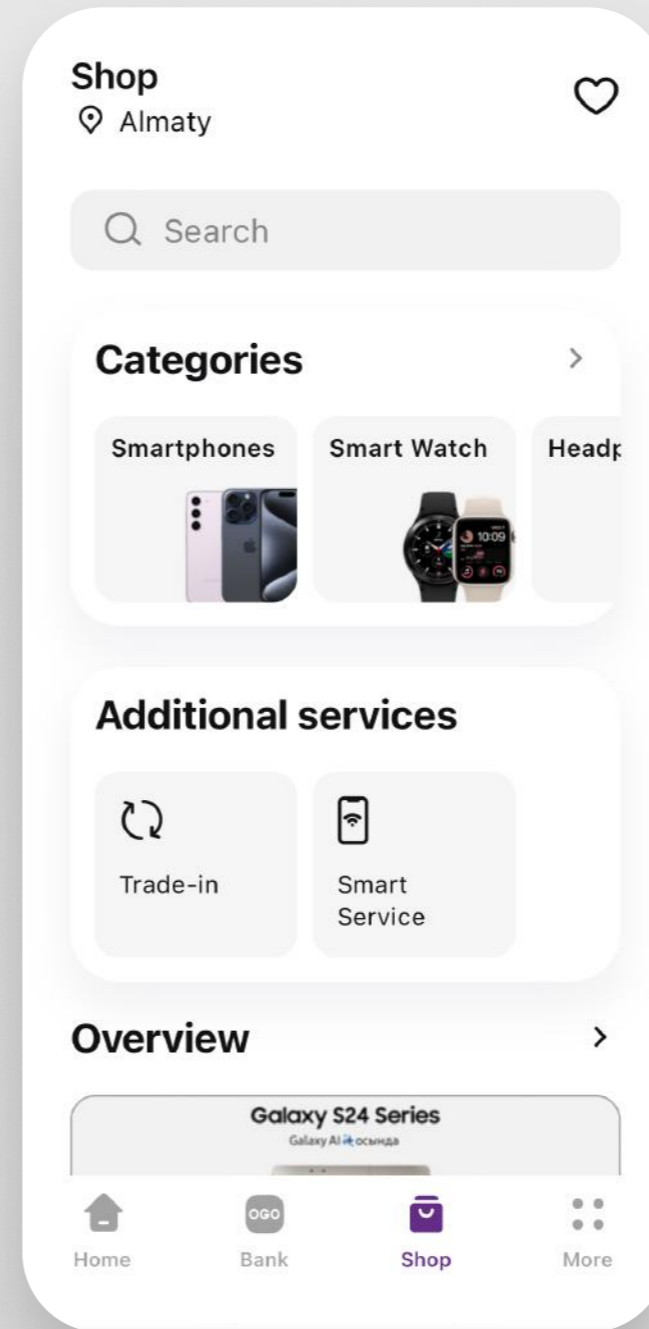
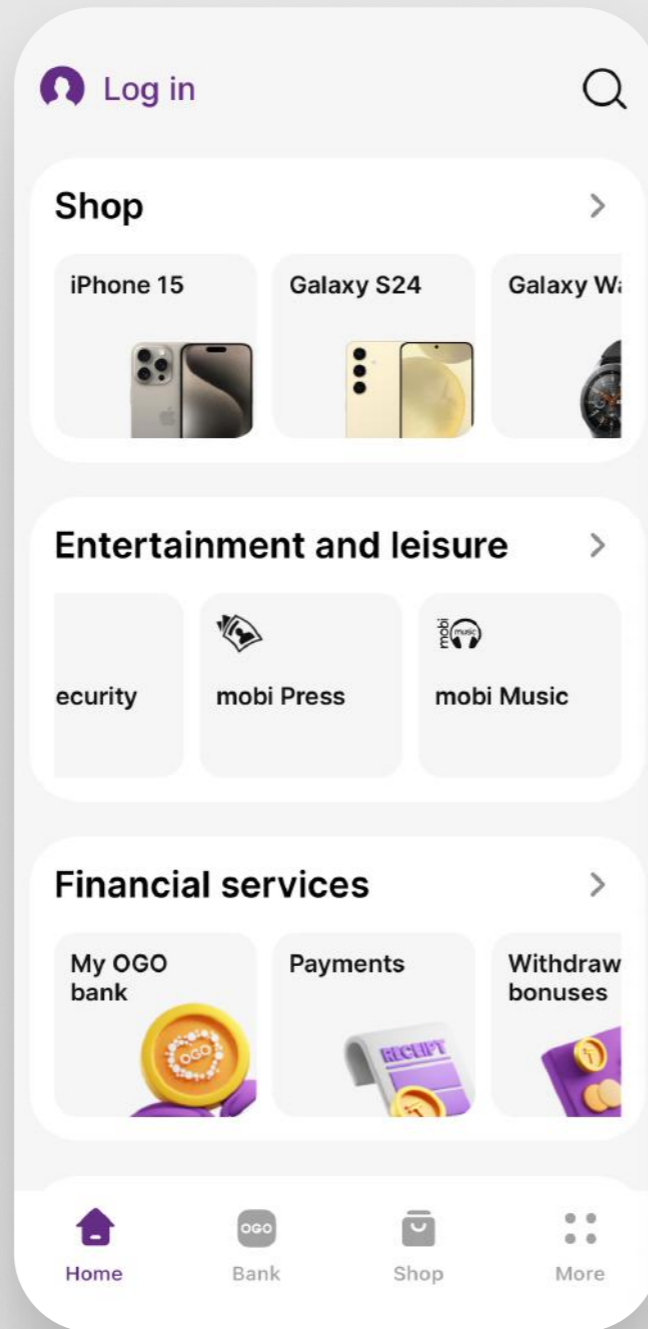
users in Kazakhstan

90%

of the population covered

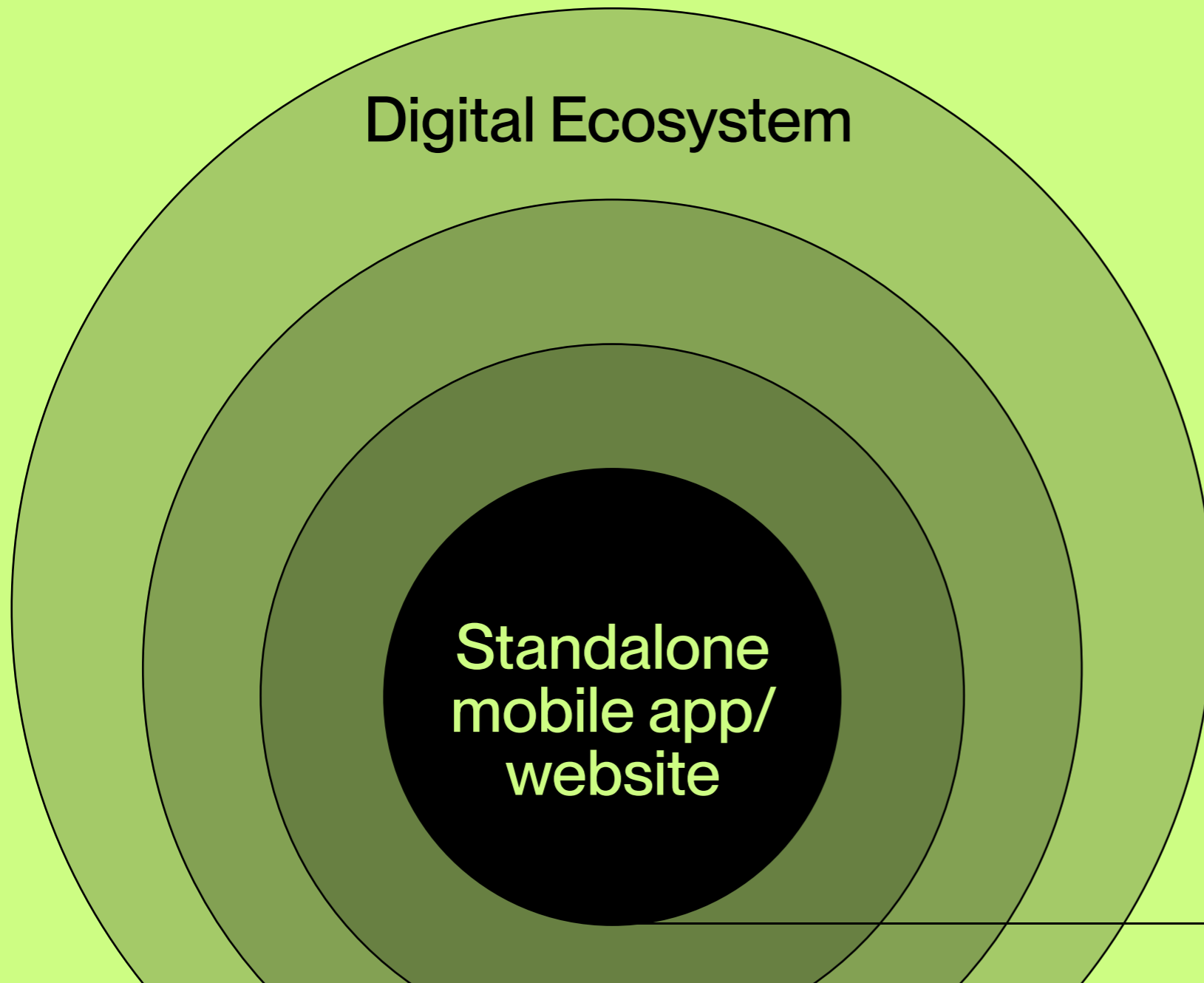








# YOUR JOURNEY TO A DIGITAL ECOSYSTEM



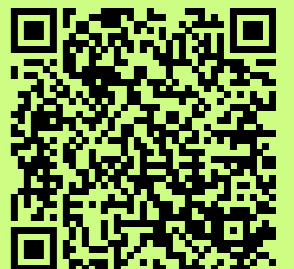
## Digital product audit

Analyzing existing digital portfolio, e.g. mobile app, website, platform, etc.

Critical if you need to:

- refresh digital strategy
- boost conversion rates
- stay ahead of competition

Learn more:



[heyinnovations.com/  
mwc/digital-audit](https://heyinnovations.com/mwc/digital-audit)



hey  
innovations

Phone

+1 (727) 300-36-24

E-mail

[hello@heyinnovations.com](mailto:hello@heyinnovations.com)

LinkedIn

[HeyInnovations](#)

Address

360 Central Ave Ste 800,  
St. Petersburg, FL 33701

↗ [heyinnovations.com](http://heyinnovations.com)

Let's craft your  
winning strategy for  
the new digital era!