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Telecommunications & the Digital Economy

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Strategies for a Globalised Communications Service Provider (CSP)

A presentation by IBM

Tuesday, 29th July 2014

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This event is fully booked or has passed.

Over the last 10 to 15 years, many Communication Service Providers (CSPs) elected to establish an international presence, extending beyond their home countries and acquiring new subscribers and revenue along the way. This strategy ? focused on high-value opportunities and growth ? served CSPs well for almost a decade. However, today?s mobile market is virtually saturated, and CSPs continue to face increased competition from OTT providers. A deceleration in revenue and profit growth clearly indicates it?s time for a new approach.

Our research reveals that global CSPs have been unable to achieve a meaningful financial advantage over their single-market peers. This raises the question of what strategies and tactics global CSPs should adopt to improve their performance ? and we believe the answer can be found through true globalization.

AFTER the conclusion of Nick's presentation at 1.30pm, there will be an opportunity for you to network with your industry colleagues over tea and coffee until 2.00pm.

Date and Time

Tue, 29 Jul 2014

12:30 - 14:00 AEST

Location

Telstra Conferencing Centre
Level 1 / 242 Exhibition St
Melbourne VIC 3000
Australia

Presenter(s)

Nick Gurney - Communications Sector Leader, Growth Markets, IBM



[3] Nick Gurney is the leader of IBM's Communications Sector business in the Asia Pacific and Greater China regions

Within the Growth Market role, encompassing Telco, Media and Energy and Utilities Industries, he is responsible for IBM's industry strategy and service offerings including Consulting, SI and Application Management Services for Transformation, Business Support Systems, Operational Support Systems, Service Delivery Platforms, Next Generation Networks and Enterprise solutions.

His specific areas of expertise are in business and market strategy, transformation and major change management for telecommunications and information industry organisations. He plays a key role in IBM's major client engagements in governance, with a particular focus on value creation for the client.

Mr Gurney has more than 25 years of experience in the Telecommunications Industry in Asia Pacific, China, Europe and the United States and has undertaken significant projects for global and local clients spanning most aspects of their operations.

In his fourteen years with IBM, he has been involved in transformational outsourcing projects,

business leadership, offering development and innovation. Now living in Sydney, he has spent the majority of his IBM time living in Japan and China and has a close affinity with the development of the industry throughout Asia.

Prior to IBM Mr Gurney had leadership positions in two major international consulting firms, Andersen Consulting (Accenture) and PA Consulting Group.

Presentation Media

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