

Telcos in Retail Market 2017: Key Players – Telefonica, Telstra, Verizon, Vodafone, China Mobile and More

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SUMMARY

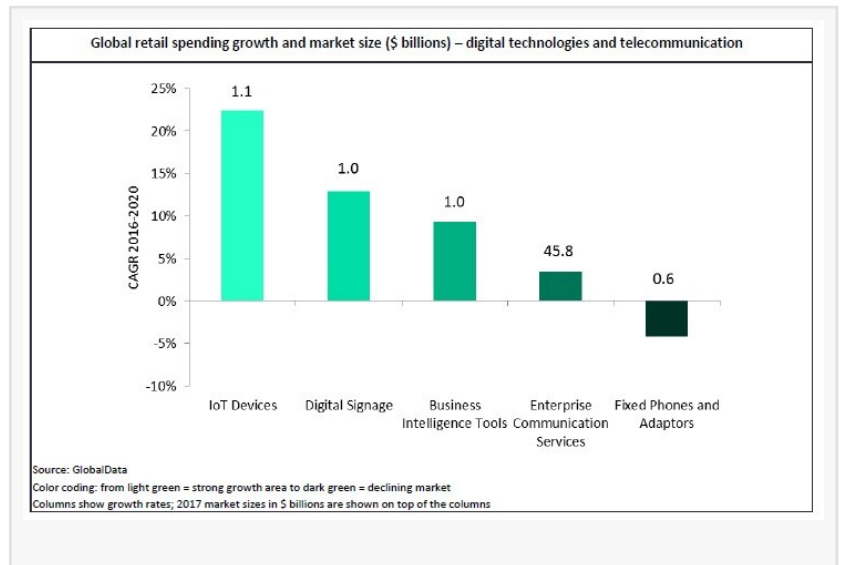
WiseGuyReports published new report, titled "Telcos in Retail - Beyond Network Connectivity"□

"Telcos in Retail - Beyond Network Connectivity", report evaluates major telcos' positioning in retail, including various areas from network and communication technology to smart store concepts, IT security and analytics. A scoring for major telcos compares their retail-specific capabilities and positioning. The report also provides advice for IT vendors as well as the telcos.

Telcos tend to be the leading network and communications services providers to retailers, but are increasingly under pressure to innovate and go beyond their core business. They look to diversify by launching retail-specific solutions and holistic store concepts that include IoT, analytics and security solutions.

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Telcos are also looking to transform their image from traditional infrastructure providers to innovative digital disruptors that retailers would eventually turn to when looking for innovative approaches to customer experience, operational efficiency and analytics-driven solutions. Although many retailers are already telco clients for some services, they also tend to work with major system integrators such as Accenture, Wipro and Capgemini along with leading technology vendors including Oracle, Cisco and IBM. These companies usually win business through a consultancy-based approach that provides some flexibility for the choice of technology within their wide partner and alliance network that includes various hardware and software



players, including telcos for some services. Telcos look to expand their role in these alliances and partnerships in order to become credible leaders and influencers, but they will still rely on the other partners' capabilities since they are unlikely to build out inhouse expertise for all niche areas.

Some telcos such as BT, Telefonica and Telstra are already actively showcasing their retail capabilities that include IoT and various mobile, analytics and security solutions. They have generated a lot of interest from major retailers, especially since they published high-profile usage cases that are important for gaining credibility. While some retailers are open to extending their engagements with their existing telco, others are rather skeptical and question the telco's independence and expertise when it comes to recommending technology solutions. While a few major telcos are on the right path to leadership and have established truly innovative retail divisions that help them to shake off their rusty telco image, others are still stuck at the network stage and try to upsell other solutions while remaining primarily a fixed line and broadband vendor.

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