



# Telecoms power global innovation. Standalone 5G is their chance to finally get credit for it.

**Every life-changing digital breakthrough relies on telecom connectivity. But telecommunications companies have a perception problem when it comes to innovation.**

Think about it: Not too long ago, we couldn't check our bank balances or order our favorite caffeinated beverages anytime via our phones. Today, we take conveniences like this for granted. And telecom networks do so much more — from keeping public transportation and power grids online to making telehealth possible to allowing us all to interact and transact with businesses — to name a few.

Yet the industry rarely gets credit for its role in powering innovation. That may change soon, thanks to 5G.

It's the most anticipated wireless technology to date. 5G's improvements in speed, bandwidth, and latency could change life even more than the shift from the old dial-up days.

It could also change telecom's revenue potential. By 2030, 5G will contribute **an estimated \$612 billion** to the global gross domestic product (GDP).

And while 5G has been around for a while, we've only scratched the surface. Initial 5G rollouts primarily focused on non-standalone

# \$612 billion

By 2030, 5G will contribute an estimated \$612 billion to the global gross domestic product (GDP).

5G (5G NSA), which builds on top of 4G networks. Now, many telecoms are building from scratch — with standalone 5G (5G SA) initiatives that have no dependency on prior technology.

This is a gamechanger. 5G SA accelerates a world of new opportunities. Futuristic ideas, like autonomous vehicles, smart cities, and more, will run on 5G SA.

For the telecom industry, 5G SA is a ticket to reinvention — it means they can finally claim their rightful place as digital innovators.

## From enablers to innovators: the standalone 5G opportunity

What makes 5G SA so monumental is that it's designed for innovation by taking fast download speeds and low latency to the next level. Telecoms can now reliably power advances, like autonomous vehicles, precision robots, smart grids, robotic surgery and others, that rely on near-real-time responsiveness. These breakthroughs fuel business growth and change lives.

This completely new architecture includes capabilities, like:

- **Ultra-Reliable Low Latency Communications (URLLC)**, which delivers latency of 1 millisecond or less.
- **Massive Internet of Things (mIoT)**, which enables up to **1 million connected devices per square kilometer**.
- **Virtual network slicing**, which adds more flexibility and control.
- **Seamless integration with edge compute** to bring more AI applications to the edge.

Many of these innovations fall into an emerging opportunity for telecom: B2B2X.

B2B2X — a fast-growing business model where multiple businesses (the Bs) join forces to deliver new services for end customers (the X) — gives telecoms the chance to build new revenue streams around high-value services. The B2B2X market has an anticipated **25% compound annual growth rate (CAGR)**, reaching **\$440 billion in annual revenues** by 2030.

To get their slice of the B2B2X pie, telecoms must adapt. These are new markets with high expectations. Telecoms must collaborate in new ways to bring next-generation services to market.

And the customer experience (CX) is just as important as any new offering. Consumer expectations for simple, speedy, personalized services are already high — 5G raises the stakes. The same is true for enterprise customers who have big expectations for their 5G-powered initiatives. They'll be looking to the telecom industry to prove they can deliver on their vision and provide standout customer experiences.

Legacy technology can't always keep up, and B2B2X success is on the line. Telecoms need to show they can rise to the moment and deliver on the promise of 5G.

The good news: Telecoms can up their CX game with technology that supports a predictive, proactive service approach.



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## Visibility is the foundation for 5G SA success

5G SA offers the telecom industry unprecedented growth and innovation — but this opportunity comes with more complexity and security threats. If 5G can support 1 million devices per square kilometer, the question is, how can the industry see and secure it all? Telecoms will have to prioritize end-to-end visibility across the stack.

With enhanced visibility, disruptions don't become showstoppers. Instead, telecoms can pinpoint issues or threats and resolve them quickly, keeping customers and B2B2X partners happy. They can also innovate new 5G offerings to adapt to shifting market demands. When they launch new features, they can test them to know what's working and adjust with ease.

End-to-end visibility is the foundation for the next chapter of telecom. As telecom connectivity becomes even more embedded in our everyday lives, telecoms need new tools and revenue streams to support ongoing innovation.

With a better view of networks and the customer journey, innovation won't have to stop at what we can imagine today. Telecoms will have the insight they need to continue to improve their offerings and create new ones. And hopefully, they'll finally get credit for their role in powering the innovations that make life better for all of us.

## Innovating to deliver exceptional experiences with Splunk

The telecom industry needs to innovate faster and with confidence to power the next era. As 5G advances, achieving end-to-end visibility will be essential to delivering standout experiences — and that's Splunk's expertise.

Splunk enables telecoms to provide the advanced services and higher performance customers expect. With Splunk, they can:

- **Step into the customer journey**  
Stitch end-to-end views together for a deeper understanding of the customer journey.
- **Enhance customer-facing services**  
Confidently test applications and deploy updates without interrupting the customer experience.
- **Stay ahead of the curve**  
Innovate quickly, and safely reimagine how to serve customers with net new services on cloud and 5G.

## SPOTLIGHT

## Accelerating digital service experimentation and innovation

Belong is a digital-first broadband and mobile service provider in Australia. Defined around cloud platforms and agility, Belong prioritizes seamless customer experiences and experimenting with differentiated telco services and promotions.

To retain customers in an intensely competitive landscape, Belong knew it needed greater visibility and real-time data insights. Belong turned to Splunk to achieve both goals.

Before deploying Splunk, Belong struggled with legacy systems that limited visibility and made it hard for teams to respond to customer and market trends. This roadblock prevented Belong from creating new promotions quickly and reaching their desired customer service levels.

With Splunk's flexible, reliable platform, Belong has simplified product development and empowered teams to detect and resolve security issues faster. The company has gained more insight into product and promotion performance and strengthened its commitment to experimentation and learning.

[Learn more about Splunk for Communications & Media >](#)



Splunk Enterprise has been an enabler of our transformation. We've been able to empower our product development teams with access to our organization's data through real-time visualizations, enabling them to understand performance and impact and, as a result, inform future prioritization. Ultimately, this contributes to a customer-centric, experimental culture, which is an integral pillar to achieving sustainable transformation and business performance.

**Chief Digital Officer**  
Belong

### Outcomes for Belong

# 75%

reduction in  
customer-facing errors

# 50%

reduction in time  
to resolve issues



improved customer  
experiences



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