

# Telekom Slovenia Group

Telecommunications challenges,  
from development  
to consumer

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Skupina Telekom Slovenije

# Challenge for today:

*Answer to:*

- What is the most important challenge for Telecommunication Operators and service providers?
- What is the most important challenge for consumer of ICT services?
- .....

# Key market drivers

Consumer

Operator

Competition

Technology

# Market trends: Consumers

*Key messages:*

Change in patterns of usage of ICT services;

High bandwidth “for free”;

Content and services on demand;

“Spoiled” with history;



# Market trends: Technology

*Key messages:*

Vendors are “inventing” new solutions which are not necessary needed;

Platforms must ensure flexible, fast and reliable service creation and production;

Multi service & Multimedia support;

# Market trends: Competition

*Key messages:*

“Market share” before “profit”;

Investments are bigger than market potential;

Today complementary / Tomorrow competition;

# Market trends: Operators and SP

*Key messages:*

Expectations / No

Deliver service with

Customer relation





# Communication is our basic need...



...in all situations



# The “challenge” for operators:

*Change paradigm from:*

“Deliver services and content”

*To:*

“Support consumer to perform successful  
business / life”

Thank you!