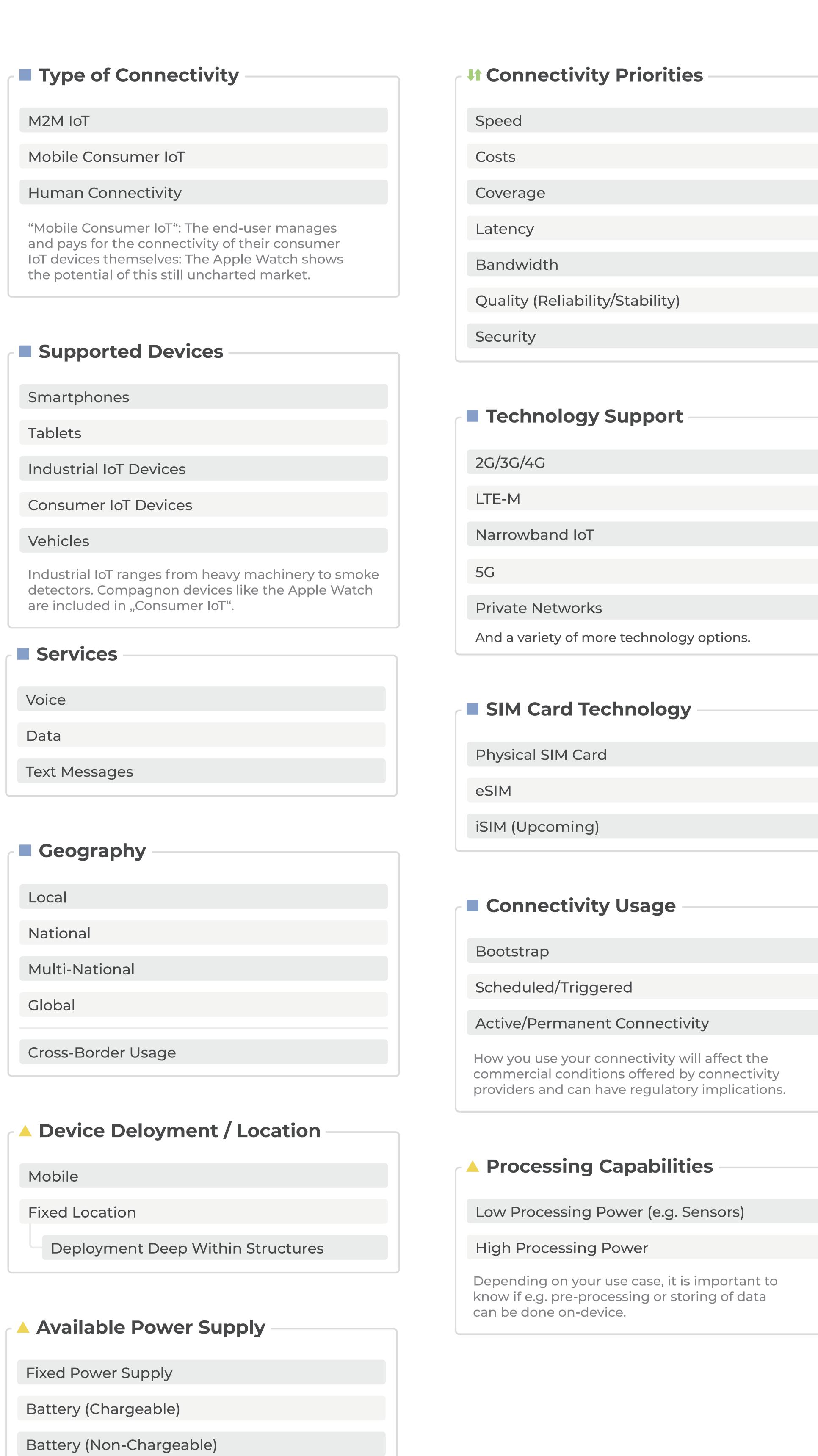
Mobile Connectivity Canvas

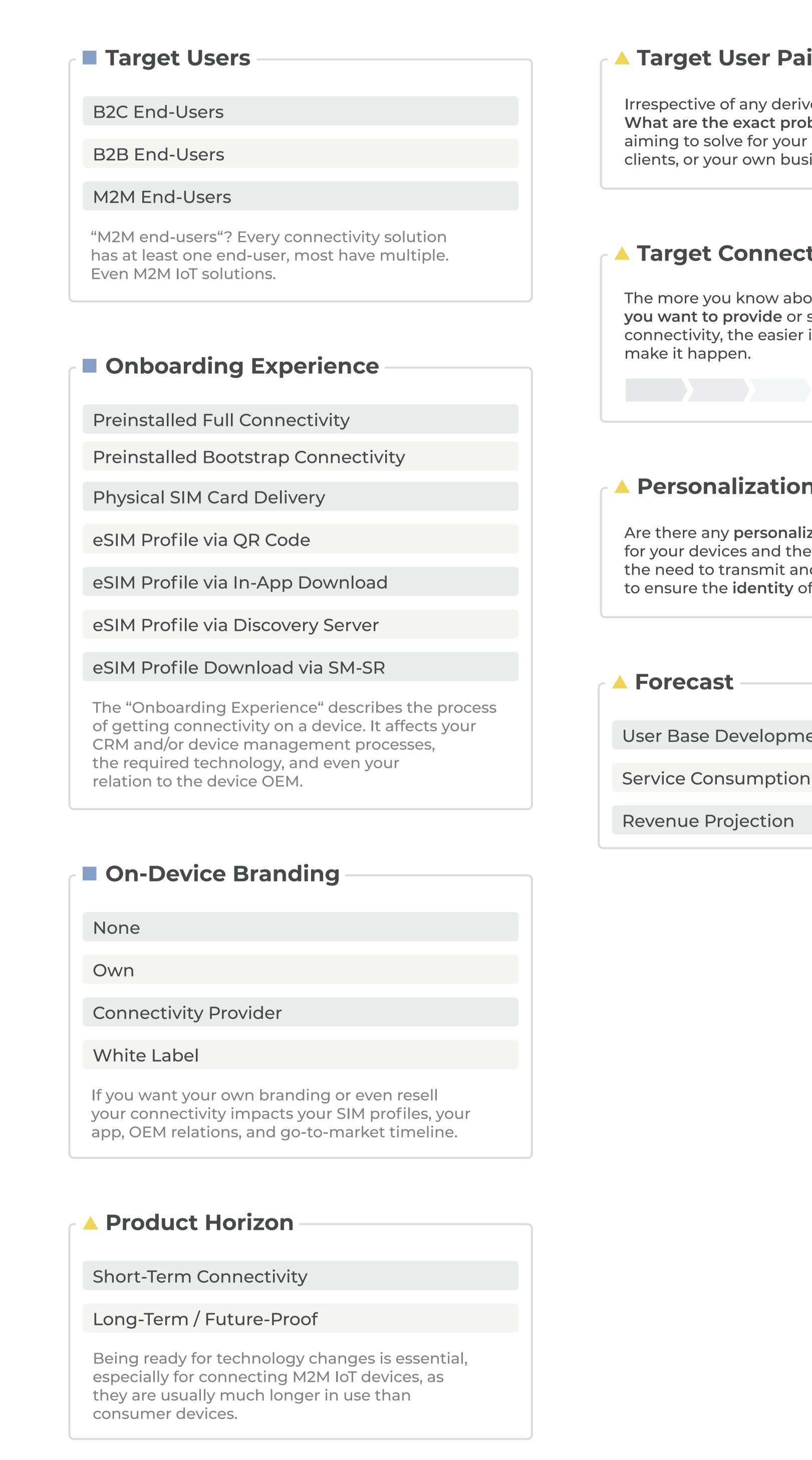
The Crucial Dimensions of Any Mobile Connectivity Strategy

Basic Connectivity

Requirements



Product And Usage Requirements



▲ Target User Pain Points Irrespective of any derived requirements: What are the exact problems that you are aiming to solve for your end-users, their clients, or your own business? **▲ Target Connectivity Experience** The more you know about the experience you want to provide or support with connectivity, the easier it will be to make it happen. Personalization Requirements -Are there any personalization requirements for your devices and their connectivity? E.g. the need to transmit and store credentials to ensure the **identity** of a certain device? **▲** Forecast User Base Development Service Consumption

United States of the Connectivity Objective Commercial Preferences Revenue Increase / Generation Upfront Invest (CAPEX) Operational Costs (OPEX) Add / Launch Connectivity Proposition Extend Customer Base Increase Connectivity Quality Flexibility Preferences **Enable Revenues With Connectivity** Contract Runtime Cost Reduction Connectivity Provider Independency Connectivity Cost Reduction Technology Provider Independency Infrastructure And Service Cost Reduction **Process Cost Reduction** Regulation -Increase Negotiation Power KYC Enable Cost Savings With Connectivity Data Privacy There are plenty of reasons to care about connectivity, but mostly they boil down to enabling or realizing cost reductions or revenue increases. Registration And Certification Permanent Roaming Country-Specific Regulation Connectivity Business Model -Number Portability Use Connectivity Yourself (Enabler) Emergency Calling Sell Own Connectivity Offer Lawful Interception Retail Others' Offers Especially for global connectivity, regulation **Enable Others To Sell Connectivity** might cause some head-ache: China doesn't like the eSIM, Brazil doesn't like permanent roaming, KYC is especially strict in Germany. Connectivity Revenue Streams Infrastructure Ownership No Direct Connectivity Revenues Own Connectivity Infrastructure Pre-Paid Post-Paid Own Some of It No Own Infrastructure Revenue Share Connectivity Plus Margin Recurring Service Fees You can create revenues from more than just

the connectivity itself: E.g. as an MVNO or MVNE.

End-User Connectivity Pricing

Free / Own Connectivity Usage

Local Connectivity Prices

Price Breaker

Premium

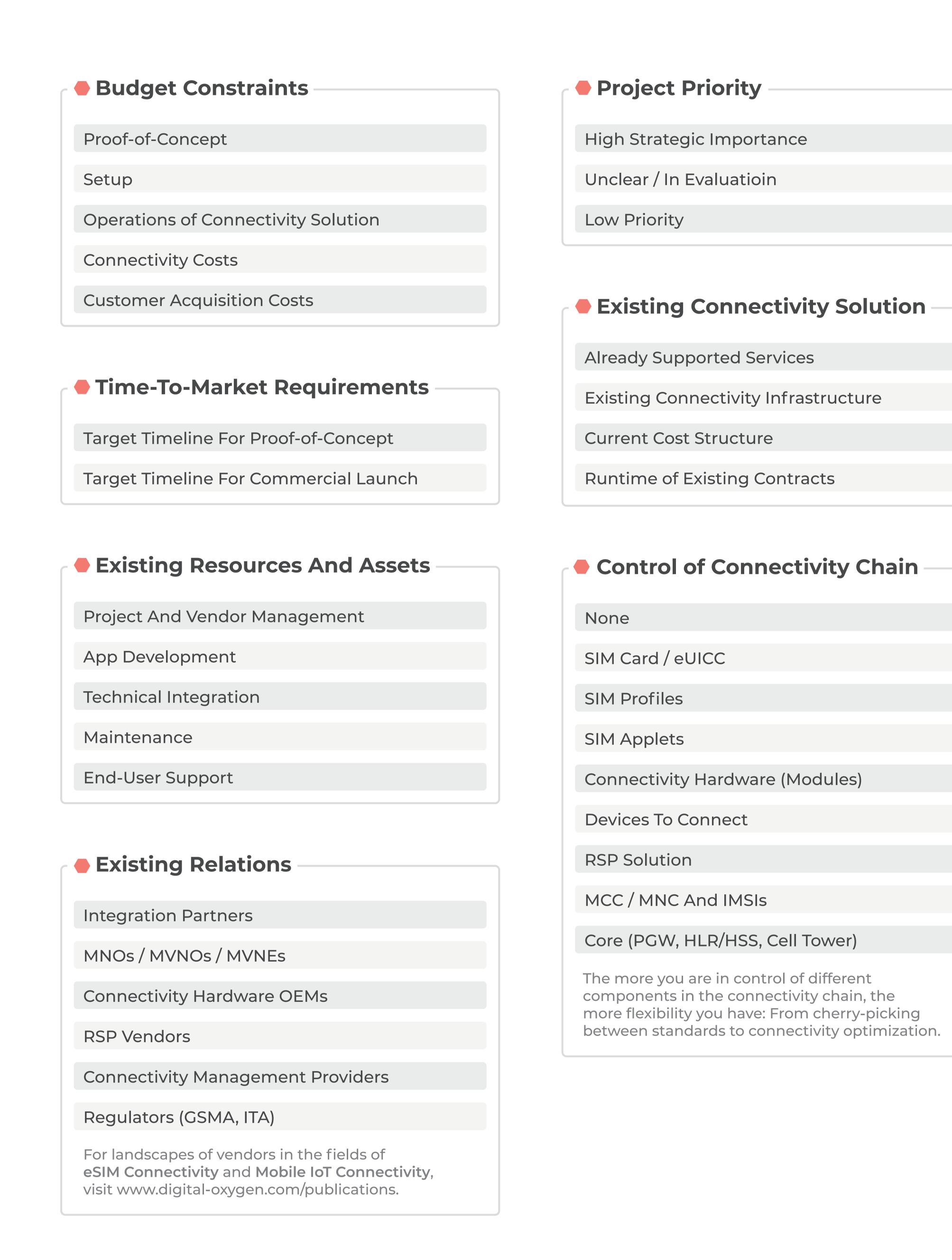
Business

Requirements

Implementation Conditions

DIGITALOXYGEN

Management Consultants



Connectivity Decisions You Have To Make

Important Information You Need To Gather

Connectivity Priorities You Have To Define

Implementation Conditions You Need To Consider

The Digital Oxygen Mobile Connectivity Canvas structures the complex set of questions, decisions, and information as a starting point for any mobile connectivity strategy. Each dimension will influence the architecture, technical requirements, the partner selection, economic feasibility, time-to-market, and required effort for your connectivity solution.