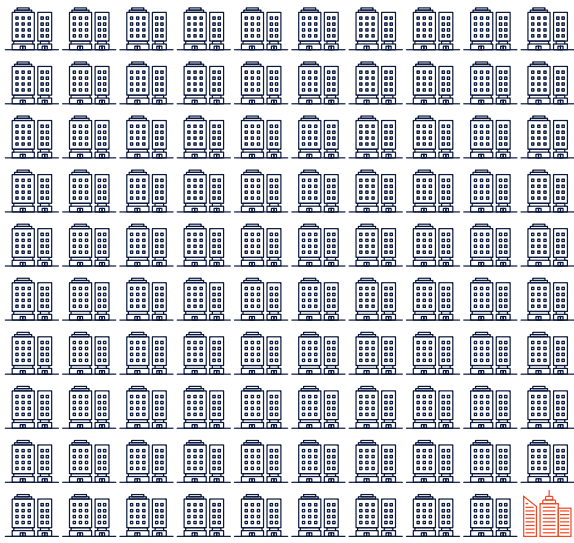


B2B is the "North Star" for 5G monetization, but don't forget the SMEs!

Beyond Now's joint report with Omdia highlights

SMEs as a major source of CSPs' 5G revenue



99%

of world's businesses are SMEs and CSPs are already failing to support their 5G needs

Yet **70% of CSPs** focus their resources on

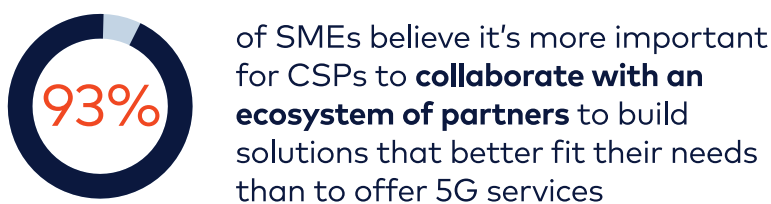
1%

enterprise market

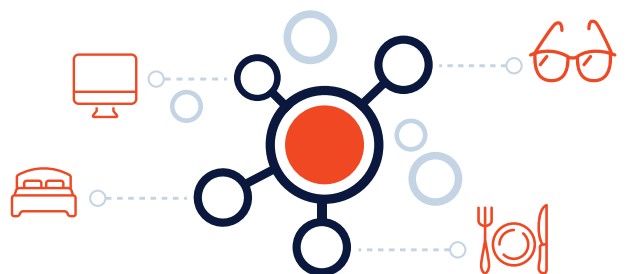
Instead CSPs should focus on the SME opportunity



However, it's not the 5G technology they're after



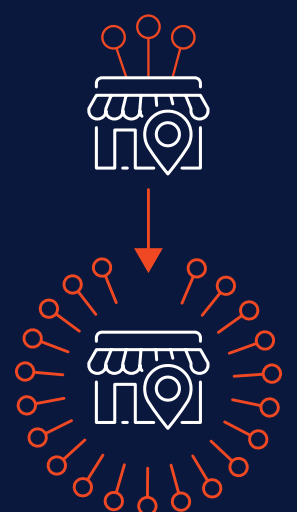
CSPs will have to address the different types of SMEs, their unique needs and the vertical context



The solution

CSPs need to gradually develop an increasing number of solutions with technology partners and vertical specialists

Using a digital marketplace that will allow CSPs to grow from selling a few SME solutions, to selling multiple solutions at speed and at scale



Sources: Beyond Now's research, Omdia research
To learn more download our [SME report](#) at [beyondnow.com](#)