



5G is crying out for the other industry

Article by Murat Özkarabekir, VP Sales at SIGOS

July 2018, during a very well-organized Digital Experience Conference¹ more than 100 mobile operators and industrial representatives from across the world met in Nuremberg and discussed the points for enabling a new market with the upcoming technology 5G. No doubt about it, 5G has the huge potential to change all industries and our daily life essentially.

The keynote speaker **Adrian Scrase, CTO of ETSI and 3GPP**, emphasized the importance of international cooperations between industries and governments to achieve ambitious goals such as 5G also highlighted that the Internet of Things will result in billions of connected devices, and there is a constant demand to improve spectrum and energy efficiency and to leverage the benefits of modern research.

As Adrian said, the expectations of 5G are huge, in politics as well as in the industries. It shall help the growth of economies again, increasing countries' GDP, and shall also create jobs and make life better. The good point is, 5G presents a huge opportunity to achieve all these goals with the digitization of the economy and modernization of all

industry sectors. In his speech, he also mentioned:

“OECD (Committee on Digital Economic Policy) has stated clear objectives for 5G: Increasing GDP, creating employment and digitizing the economy. Additionally, the European Commission (Digital Single Market) also sets clear objectives for 5G: Digital Transformation of Industry and maximizing economic growth.”



Picture: Panel during SIGOS Conference in Nuremberg

The panel discussion - moderated by SIGOS CEO, Adil Kaya - with participants like the CTO of ETSI Adrian Scrase, Dr. Colin Willcock (Chairman 5G Industrial Association), Dr. Klaus Vedder (Chairman ETSI TC SCP) and Wolfgang Wemhoff (Industry Executive)

covered the 5G topic more in detail. Such as the power and expectations of 5G - which has a huge potential to create big economic benefits- and the significant changes that 5G will cause within the next ten years. The potential use cases of 5G in peoples' lives, as well as in most industries, cover a wide spectrum - therefore the expected economic growth by 5G is immense.

All panelists have agreed on one point: We need to get involved in several industrial segments besides the mobile operators for developing the 5G market. It seems that a more active role of the 'other industries' is essential for exploiting the real market potential offered by 5G. It is also a great chance for many countries and companies to catch up on that technology market. To make those things possible, the mobile operators must open their mindset to share their infrastructure and frequency bands for growing with sharing. Of course, there are some concerns like the importance of data integrity and the privacy highlighted along with 5G development. The statement, *"if end users will trust in 5G from a security, as well as a technology point of view, we can take off"*, was another conclusion. The opposite sentence would be: no trust, no 5G market.



Picture: Panel Moderator Adil Kaya, CEO SIGOS

The panel moderator **Adil Kaya, CEO of SIGOS**, stated:

"Mobile radio has become an integral part of our lives. We have to see how we can increase the quality of life for humans using the 5G technology by identifying the right use cases. We may not get IoF (Internet of Flops) instead of the success of IoT".

There has been an increasing demand from the market which leads to the need for continuous innovation and the upcoming 5G technology will initiate plenty of changes far beyond the 2020s. The speed of technology forces companies to be innovative and respond rapidly to the market.

According to the **Innosight study of the S&P 500**; *"The average tenure of a firm decreased from 61 years in 1958 to just 18 years in the 2010s. At the current churn rate, 75% of the S&P 500 will be replaced by 2027."*

Sustainability is an important concept for most organizations. However, many organizations have, in the past, failed in business or became much smaller over time due to the inability to keep up with the changing external environment. In a fast-developing environment, for example within the Telecommunications and IT world, the pace of technology is astonishing, and many companies no longer exist or have become substantially smaller within the last decade.



Picture: Plenum during Conference

Telecommunications is probably the fastest evolving industry within its sophisticated and very dynamic market.

The company that I work for in the ICT industry has been confronted with increased customer demands based on extremely fast technological changes.

The latest technology, which is 5G (5th generation), is under standardization and will officially be in peoples' lives and connect billions of machines in the 2020s with mobile phones, connection being the primary internet device for most individuals.

New technology standards, such as NB-IoT and LTE-M, are at their emerging phase already that will connect billions of devices managed remotely.

IoT, internet of things, has been moving from fiction to reality and according to various researchers, it is estimated that there will be over 10 to 15 billion network-enabled devices by 2020 regarding smart

metering, e-health, tracking, as well as smart cities, -homes, -agriculture, -energy and so on. In such a dynamic and competitive market, the winners will always be innovators who understand their customers' behaviors and their prospective requirements now in the presence and make sure that

necessary changes will be done in time as announced by the GSMA, 5G technology will be standardized by 2020 and significant changes will be in place thus the industry and the market will reshape its dynamics.

There is not much time left to get prepared for the requirements and outcomes in the 2020s and I believe that those countries and companies who are innovative towards 5G will be successful by keeping their customer-centric approach.



Picture: Dr. Klaus Vedder (Chairman ETSI TC SCP)

In a couple of years there will be a very different market because of the expected changes that will arise with 5G technology,

and only some players can survive in the market - the ones that are innovative and flexible with their capabilities in development.

5G is the big chance for developing countries to create their own high-tech solutions using the new opportunities given by the new technology. It requires a close cooperation between the entire industry and governments regarding regulations and funding. The next generation of citizens will appreciate it in about ten years.

About SIGOS:

With its headquarters in Nuremberg, Germany, SIGOS has been offering its customers active test solutions for securing network quality and services via mobile networks (apps) since 1989. In addition to end-to-end test solutions, the portfolio includes the largest roaming test system with a test infrastructure in almost every country in the world, as well as solutions for detecting network fraud.

SIGOS is the leading provider worldwide, with over 450 network operators in 156 countries, including the top 100 mobile networks, as well as over 600 enterprise customers.

<https://www.sigos.com/newsroom/digital-experience-120-mobile-network-operators-from-60-countries-meet-in-nuremberg/>



About the author:

Murat Özkarabekir is working at SIGOS as VP Sales since 2012. He has been experienced in an international business environment of the ICT world for various managerial roles and responsibilities over the last twenty years.

Prior to SIGOS, he used to work for Vodafone Turkey. He has gained broad experience by working for various international MNOs and cross-functional projects. He obtained a BSc.EE Eng. KTU and Executive MBA at Maastricht University.