Ecosystem Approach to Network Monetization
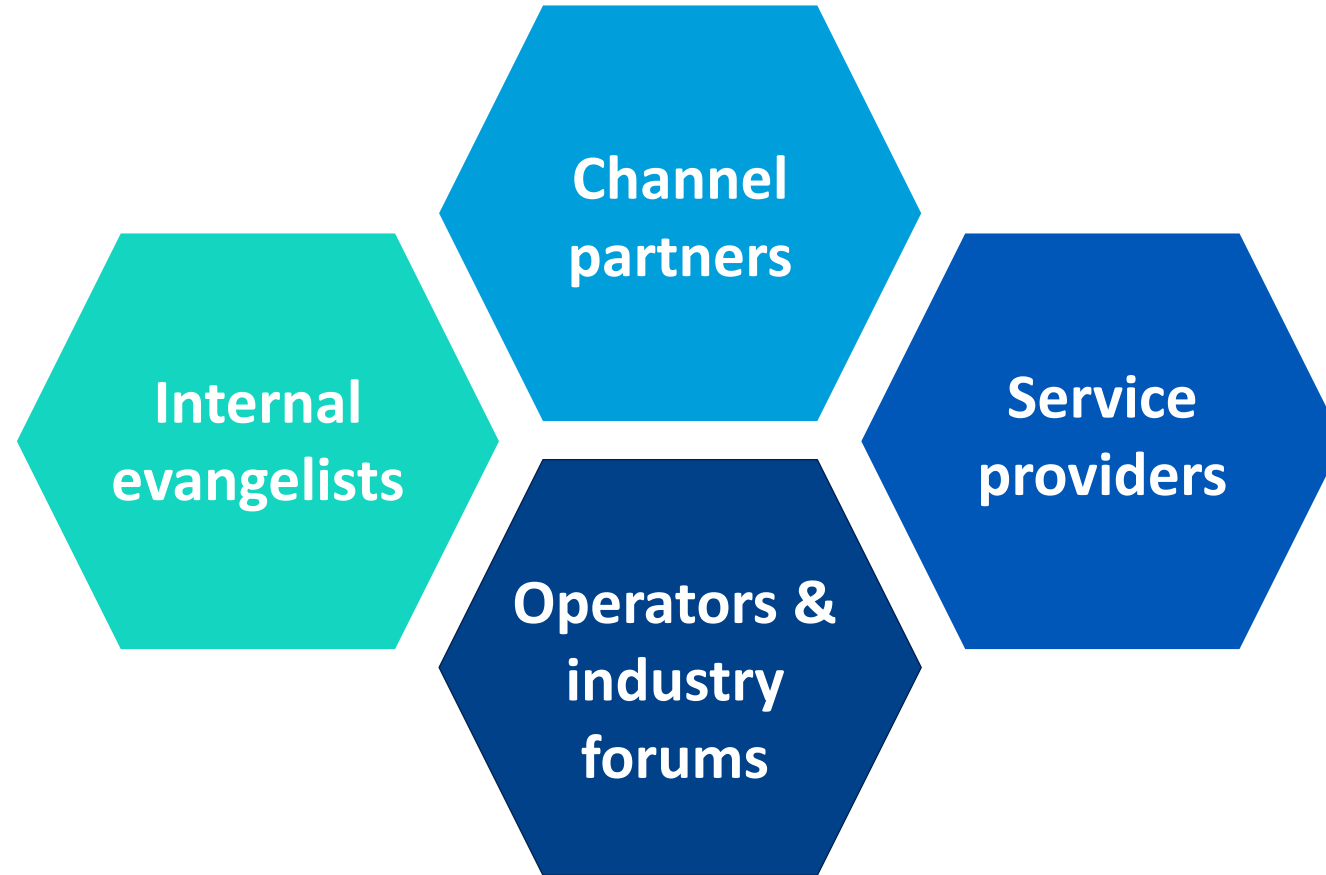
Global NaaS Event
By MEF

Stephanie Ormston
AT&T, Assistant Vice President – Digital Services Integration

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Ecosystem Collaborators

1

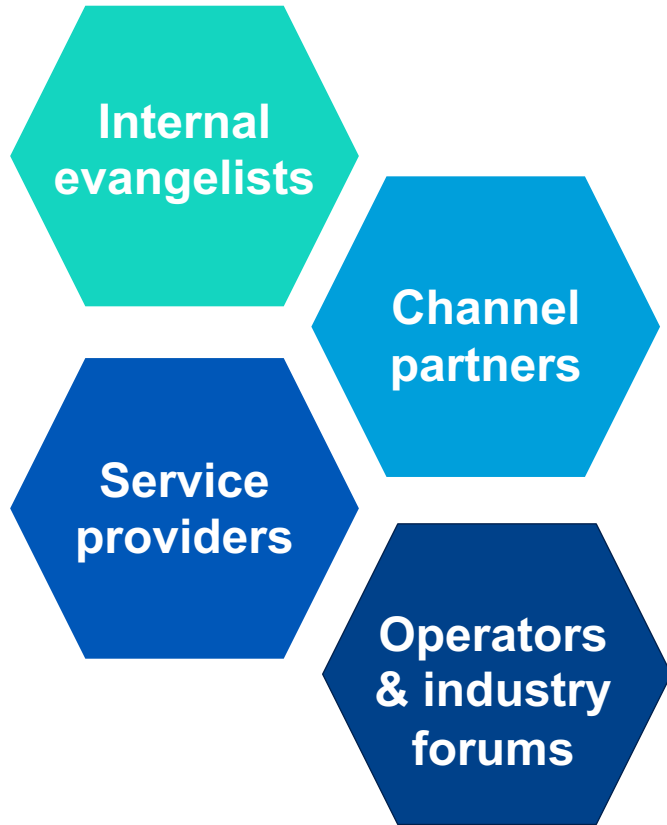Existing assets have value.

2

Product development applies to Network APIs.

3

One business model isn't enough.

4

The value exchange leads to the right collaborators.

5

Start somewhere.

Internal evangelists

Channel partners

Service providers

Operators & industry forums

1. Existing assets have value.

2. Product development applies to Network APIs.

3. One business model isn't enough.

4. The value exchange leads to the right collaborators.

5. Start somewhere.

thank you!

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