



DIAL ONE: A Platform to Explore Technology and Telecom

TRANSFORMING ENTERPRISES WITH NETWORK APIs

Transcript: Episode 4

Yogi Sharma (Moderator)

0:02

The rise of network APIs has really changed the world. And today we'll discuss how this shift is, and what it is real, and what it means.

So, my first question to Atul, to you, is how the operators can use these network APIs to create solutions which are creative, which can enhance the experience of the enterprise wide.

Atul Saraf (Panelist 1)

0:34

If I look at the fundamentally what the operators have beyond connectivity, they have what you can say as DIL - Data, identity, and location. These are three essential ingredients.

Peter Arbitter (Panelist 2)

0:49

Every operator has invested billions into that 5G bit. And be it now the infrastructure or the licenses. And I have not seen one single one who was able to increase tariffs afterwards.

So, in other words you invested a bunch of money, and you haven't really seen the return. So, everyone is super hungry to find these additional monetization pools. So, where do you get the money back of the billions you invested? And if you don't have an answer to that question, there is no case for 6G.

With all respect to the technology, you need to make that business case work. And this is why now looking at the capabilities this industry has, network APIs are a great chance to really start the monetization in addition to what you call.

Atul Saraf (Panelist 1)

1:40

Yeah, in many words, what we are saying is moving from exposure to experience.

And that's something that the operators can get by building this next generation or exposing the network APIs.

Yogi Sharma (Moderator)



1:53

What do you think is really needed to happen to make sure that there is consistency to make it work across the markets and the operators?

Peter Arbitter (Panelist 2)

2:05

In the past, we have already made two attempts. It wasn't working. That led to the foundation of Aduna, which is a joint venture of the 12 leading telco gifts that we have Kamara, not just GSMA and Open Gateway that we have with Kamara, a construct where the industry came together to jointly define these APIs.

So, we now have supply, we have demand, and we have the product.

And that's why bullish mode is on. I'm so excited to make it happen.

Yogi Sharma (Moderator)

2:36

How can the network API be part of the digital journey of the enterprises today?

Manish Mangal (Panelist 3)

2:47

You know, you said twice it's been tried, the third time is the charm. And one of the fundamental reasons for that is because enterprises don't have a concern. They don't care to a larger level whether the APIs are coming from this place or that place or what is even in an API, right? It's not their core business.

If you are in a manufacturing plant, utilization of somebody's API is not what they wake up to do every day. So, it is on us to take the API, bundle it, make it relevant for the enterprises that is consumable, and it serves their purpose, value for them. So, we have to be very industry knowledgeable, right?

In history, we have typically leaned a lot on location as an API. And location as an API is very monetized, very much available worldwide today. But that's not going to be it for us to go beyond that.

For me, the biggest thing when I look at it from a go-to-market perspective, and I look at from what does it mean for enterprises to adopt it, is fundamentally that is, please don't come and tell me I've got just 10 APIs. Package those APIs into the solutions that I can consume as a business outcome. And then whatever is hidden behind it, you do it great.

And to Peter's point, do it across all carriers. So, I don't have to deal with this problem statement to say that, okay, I can only work with one telco operator, not the other one because the coverage is limited or all other constraints show up.



Show up as a unified packaged solution that serves my business purposes. Underneath, everything is hidden.

And the last point I will add is that make it consumable. Don't make the buying process a very complicated shift. I think in my learning has been, is that we'll have to adopt it to the enterprise world. They are not going to adopt it to our world.

I personally believe that the GSIs are best positioned to be the solution provided to the enterprises because we are much deeper into their enterprise business. We understand their business processes. We understand how their culture works. We understand how the people part of their works. We understand how they consume the services, right? So, we are much more in tune to that.

So, I think it is GSI community's responsibility and obligation, which is the reason why we're working so closely with Aduna to build that model where we can go and actually sell this into the enterprises very effectively.

Yogi Sharma (Moderator)

5:12

If we say that network is 100% programmable, with the APIs, it would be as we go into the future. What will be the role of telco? What will be the role of the platform? Or what will be the role of the provider?

So, any suggestions, thoughts on that?

Peter Arbitter (Panelist 2)

5:33

Yeah, I mean, for me, this model is extremely clear.

The telcos provide connectivity as well as, they sit on the data, Aduna aggregates the things and through APIs open it up. You provide, as one of the system integrators and one of our strategic partners, you provide the solution for the enterprise because whatever is below in that stack is not really aware of these problems.

Manish Mangal (Panelist 3)

6:02

It's an ecosystem, everybody has got telcos, of course, as Peter said, they have got capabilities, they have got the APIs because they own the assets and infrastructure at the end of the day.

Comviva, Aduna, we've got a platform story. But I don't want to lose the sight that everybody has only one responsibility, which is to serve the customer, which is enterprise in this case. So, practically, I kind of look at it, not even the enterprise as a customer, but I look at enterprise as customer.



So, if we are going to convince the enterprise to leverage any capability, it has to serve their customers.

Yogi Sharma (Moderator) 6:38

Thank you very much, it's a very interesting time. We are very excited about the network APIs and the use cases which we are all trying to create for the enterprises.

Adoption has already started. I wish you all the best and to all of us to make sure that we make it happen.