The Winning Team
Strategy

- Planned high-level strategy
  - Avoid price wars, charge for premium service
  - Get a strong foothold in corporate segment
  - Immediate R&D investments

- Revisions, why?
  - None.
  - Good planning 😊
Thoughts

- Why we were successful
  1. Strong and clear focus
  2. Big investments on first round (marketing, R&D, corporate relations)

- Which mistakes were made, why?
  1. Underdimensioning of PS core and access NW
Expectations and Lessons Learnt

- We expected from the business game
  1. Fun
  2. Insight into operator business
  3. A grade raise due to winning the game

- We learnt from the business game
  1. Understanding the whole picture from a operator’s point of view
  2. Difficulty to estimate data usage

- The following was missing from the business game
  1. Bundling
  2. Clear picture what effects the standardizing level