



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**