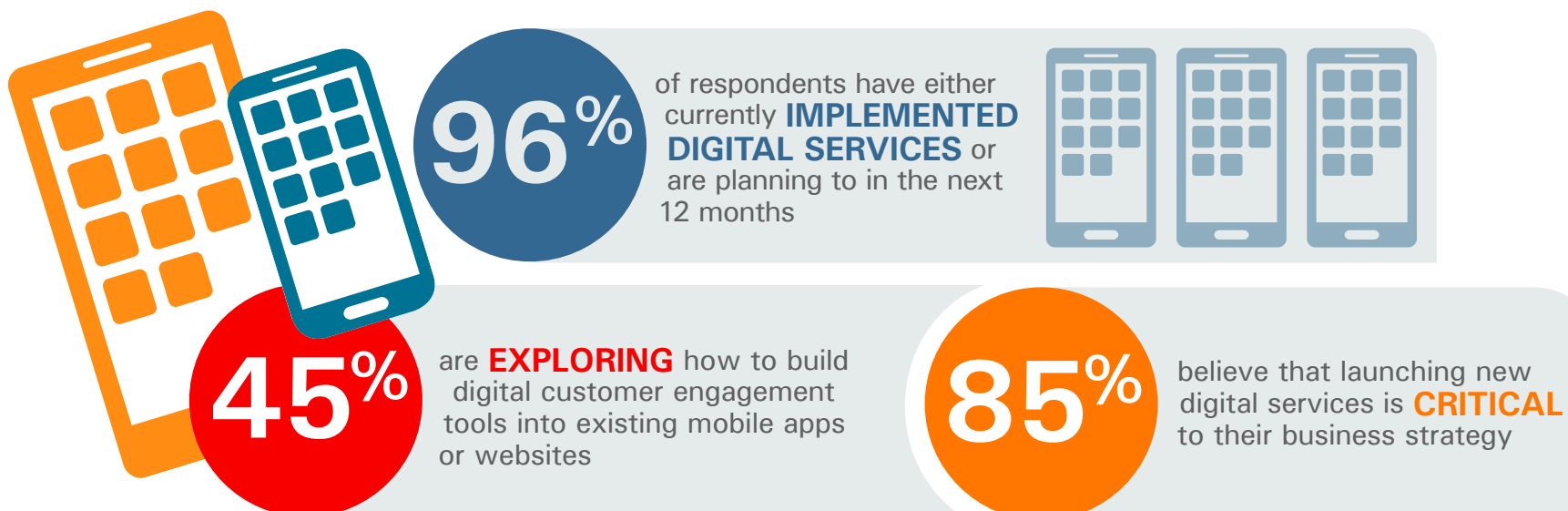


Digital Expansion:

CREATING NEW REVENUE STREAMS AND BUILDING MARKET DIFFERENTIATION WITH DIGITAL SERVICES

Oracle conducted an online survey with 292 decision makers at companies across the world.

DIGITALLY ENABLED SERVICES ARE TOP OF MIND FOR CURRENT AND FUTURE PLANNING

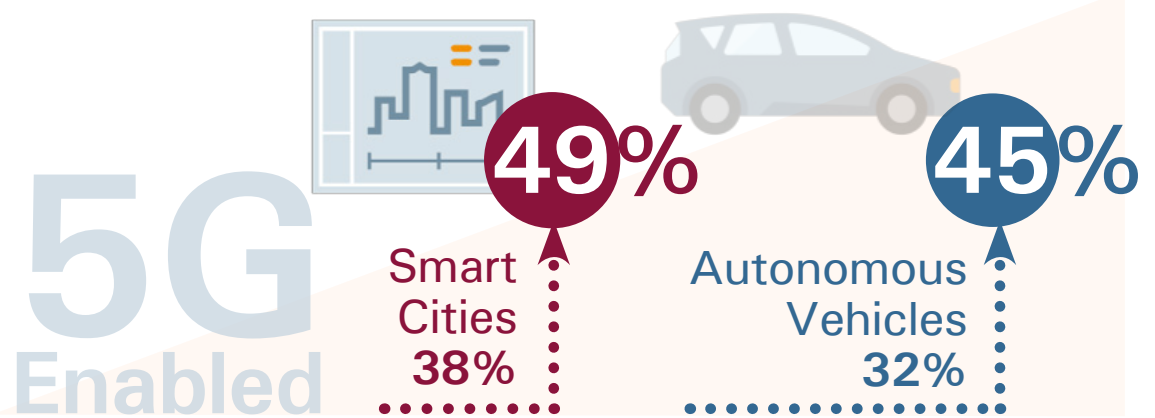


5G WILL ACCELERATE OPPORTUNITIES FOR HIGH SPEED, REAL-TIME, SENSOR-ENABLED DIGITAL SERVICES



Those interested in exploring smart cities opportunities rose from 38% without 5G to 49% when 5G-enabled.

Additionally, interest in connected/autonomous vehicles rose from 32% without 5G to 45% when 5G-enabled

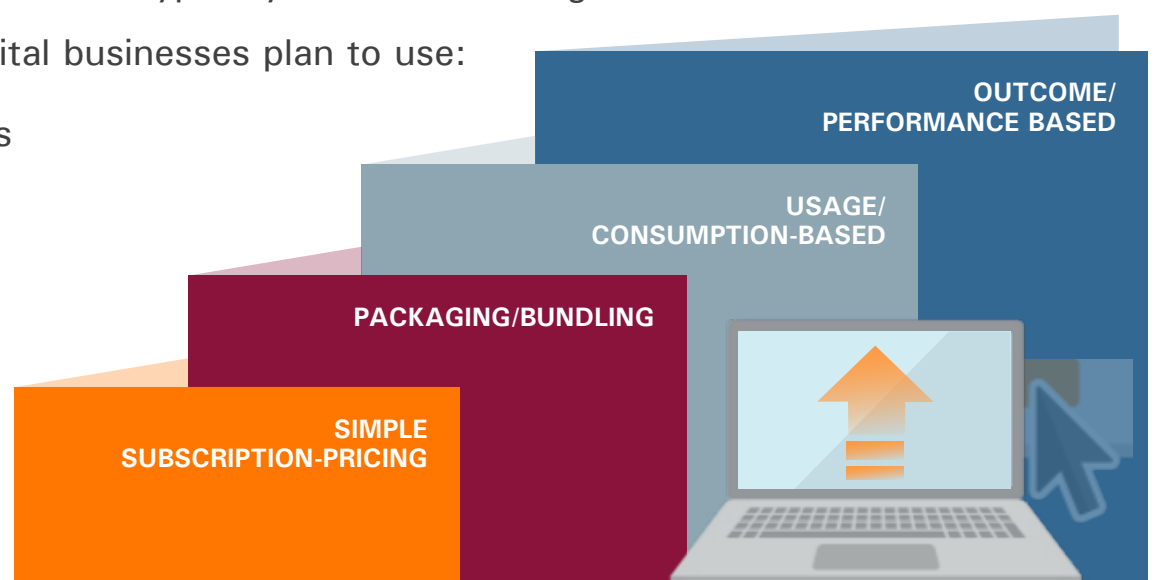


MORE SOPHISTICATED PRICING MODELS WILL BE ESSENTIAL TO DRIVING MARKET DIFFERENTIATION AND REVENUE GROWTH

Simple subscription-pricing is the initial model typically used for new digital services.

Those looking to differentiate their digital businesses plan to use:

- **Packaging/bundling** of products or digital services
- **Usage/consumption-based** charging
- **Outcome/performance-based** charging



IT'S TIME TO ACT



View the full report [here](#).

Oracle Communications provides integrated communications and cloud solutions for Service Providers and Enterprises to accelerate their digital transformation journey in a communications-driven world from network evolution to digital business to customer experience www.oracle.com/communications