

A detailed illustration of a smart city in shades of blue and white. It shows various buildings, houses, and vehicles, all interconnected by a network of white lines representing data or communication. Labels like 'CONNECTED THINGS', 'CONNECTED PEOPLE', 'CONNECTED TRANSPORTATION', and 'CONNECTED HEALTH' are scattered throughout the scene. A satellite is also depicted in the upper left. The overall theme is digital connectivity in urban environments.

# Building Collaborative Relationship with Verticals

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## Opening Thought

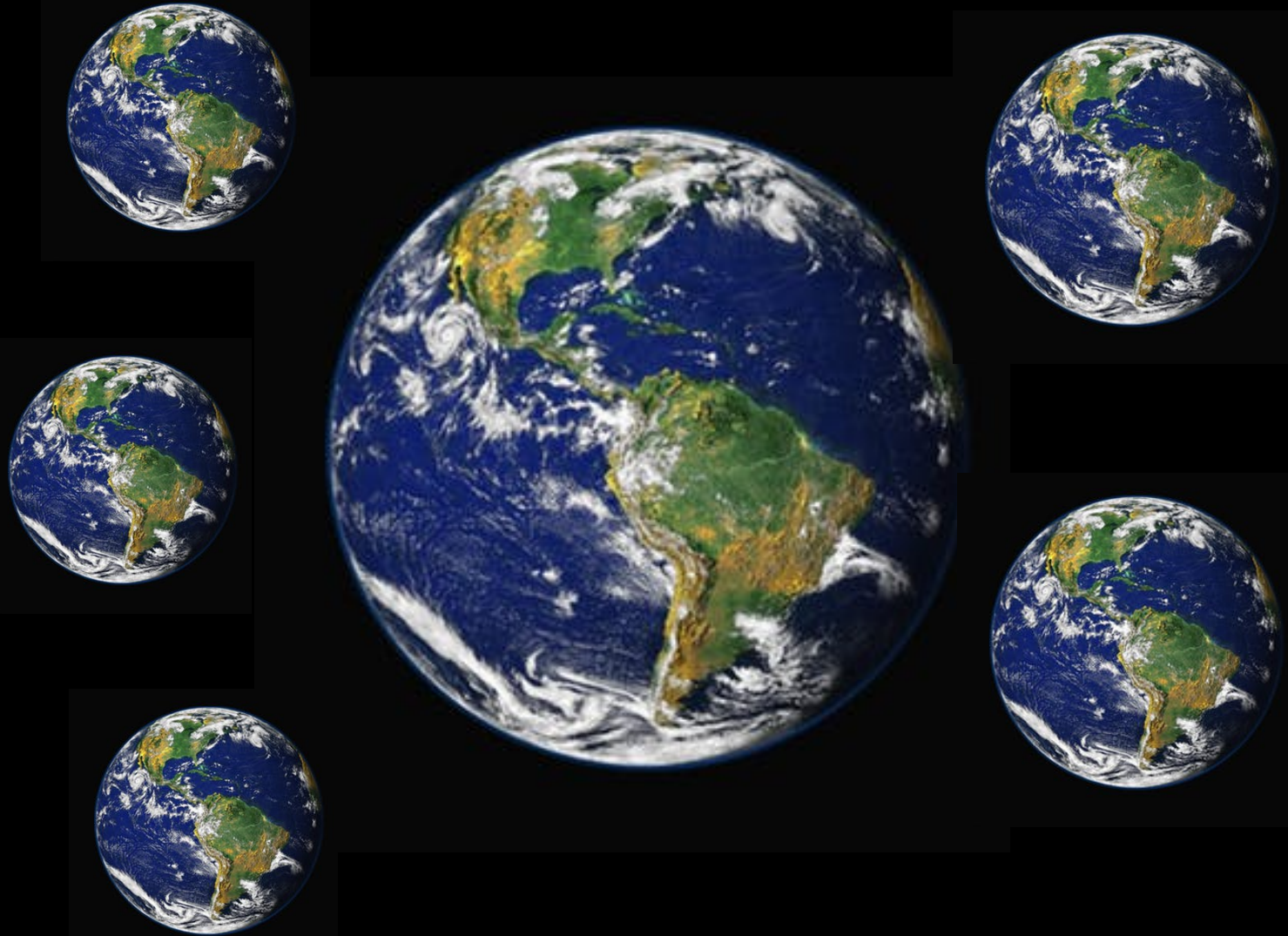
The true differentiator for 5G is the vertical markets.

If we fail with the verticals, we fail with 5G.

# Many Worlds

## 5G PPP

The European path towards global next generation communication network



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# Standardisation is a Marathon not a Sprint



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# In the End

5G IA

\$ / €

# Summary

- The true differentiator for 5G is the vertical markets. If we fail with the verticals, we fail with 5G.
- Telecommunications is not the only world
- Standardization is a marathon not a sprint
- We need to take into account commercial reality



**Thank you for your attention!**