

What does it take to succeed in the cloud?

David Andreasson, Telia Division X
Head of Product Management & Technology

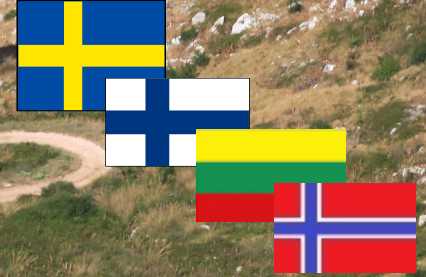




Transformation



Journey



Vision

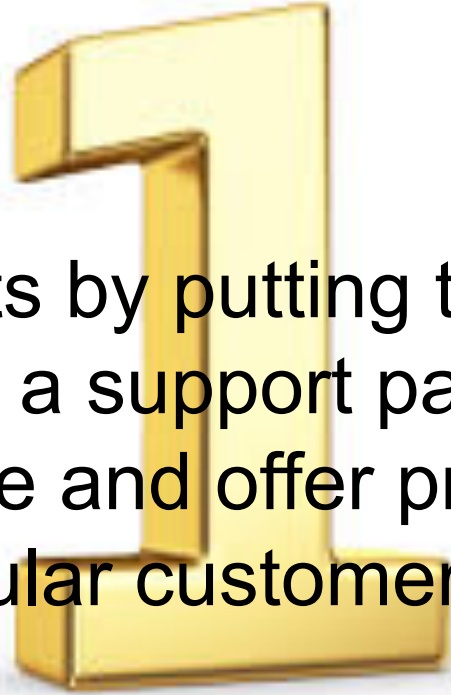
Become the core business in the “New Gen Telco”



Success



The One Thing



Create attractive products by putting the cloud services in a larger context together with a support package and ICT services, segment the customer base and offer products that are relevant to that particular customer segment.

