

Vodafone Italy Journey

September 2016



Once Upon
a Time...

*2012: O365 and
Vodafone Secure Device
Manager*

Nowadays

*2016: Vodafone Digital
Marketplace*

What's
Next

*2017 and beyond: The
Challenges*

THE JOURNEY



A woman in a voluminous blue velvet dress with a black lace-trimmed bodice and a black corset. She is holding a single, shiny red apple in her hands, which are resting on her lap. The background is a blurred autumn forest with orange and red leaves. The overall mood is mysterious and dramatic.

BUILD YOUR STORY

Once Upon a Time...

*2012: O365 and
Vodafone Secure Device
Manager*

Build the story

Go beyond the well known reason to choose a Telco as cloud solution provider, avoiding the temptation to use the bundle as a shortcut

Invest harder

Bet on processes and BSS optimization to build an excellent Sales and Customer Experience, saving the costs of manual reworks and NPS recovery





GO DIGITAL



Nowadays

2016: Vodafone Digital Marketplace

Business Digitalization

Move from licensing and delivery model negotiation to business scenarios discussion and digital solutions as answers to Customers' needs

Superior Customer Experience

Give to your Customers the power to manage his digital solutions with a powerful tool:
the Digital Marketplace



What's Next



THE CHALLENGES

Long Tail vs Killer App

Ecosystem Evolution

