

# Accelerating telco B2B growth through AI-driven solutions

34%

the percentage out of the global B2B technology services that telcos can target by leveraging their existing service capabilities and strengths.

\$2.91 trillion

the global opportunity for B2B technology services (beyond core telecoms) expected to be reached by 2030.

## Key roles for telcos in B2B enterprise market

Connectivity Provider

Cloud & IT Infrastructure Champion

Connected Industry Orchestrator

Trusted ICT/IoT Provider

Data & AI Platform Enabler

71%

Enterprises considering telcos as the best partners for advanced connectivity platform services deployment and management.

81%

Enterprises seeing telcos as preferred partners for sovereign AI adoption.

70%

Enterprises preferring to partner with telcos for local and connected AI data centers.

## Strategies for telcos

1. Developing comprehensive B2B product portfolios (cloud, AI, edge solutions).
2. Adopting consultative selling models.
3. Implementing the right operating models for growth.



## Benefits

- Enhanced portfolio and market leadership by creating innovative enterprise offerings.
- New, sustainable revenue growth enabled by an integrated partner ecosystem.
- Operational excellence and client trust by upskilling sales and delivery teams.

With relevant B2B product and service innovations, improved sales strategies and customer experience, telcos can achieve increased B2B sales and revenues.

References:  
[Seize the B2B market growth opportunity](#)  
GSMA Intelligence, The opportunity for operators in B2B technology services. Oct 2024.