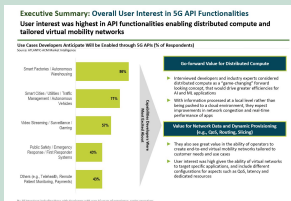# ATLANTIC-ACM

OBJECTIVES

- MNO seeking insight to prioritize 5G network API functionality, understand prospective use cases, and ensure their platform meets the needs of developers and ISVs

- Understand the telecom API ecosystem, role of key participants, and early adopters of 5G capabilities

- Understand anticipated demand for specific API functionalities, use cases seeing developer interest

- Understand competitive landscape, including monetization models being leveraged for 5G network APIs
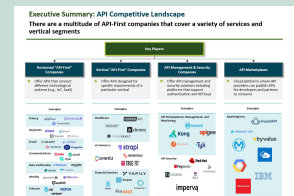
CASE STUDY

ATLANTIC-ACM completed a go-to-market study for an MNO looking to develop a monetization strategy for its 5G APIs
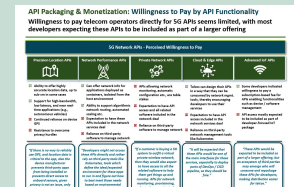
APPROACH

ACM interviewed forward-looking developers as well as IoT strategy leaders for distinct input on current API use and priorities vs. expected future needs

ACM also engaged a subject matter expert with over 20 years of industry experience

Interview insights were analyzed to inform analyses of anticipated demand for different APIs, associated business strategies, and monetization models

OUTPUT

ATLANTIC-ACM provided the client with a compelling view of the Target opportunity driven by industry expertise and bottom-up analysis to help support internal strategic decision-making