

Summary of debate

So far, the main role of ICT was to develop telecommunication infrastructure for the ubiquitous network society. In the future, ICT will be better integrated in everyday life and the “world of ambient intelligence” will come.

The industry will also need to collectively act against climate change; green by ICT will be one of the success factors of the industry. Another key issue facing the industry is the digital divide, e.g. using mobile broadband networks in developing countries where no traditional telephone networks are built. Another topic that was raised during debate was the overall economic environment. A core problem of the crisis has yet to be solved; a global over indebtedness that finances an economic growth that is not sustainable. An erosion of prices is also set to continue.

New business models and new competition models can arise every day: something that can be for organizations to keep pace with. Keeping abreast of rapid change is fundamental to the industry.

One panelist's company introduced a performance improvement program covering four major themes: customer centricity and quality improvement, operational excellence and capital productivity, one company mindset and leadership in commercial excellence through innovation. This change required heavy investments, but it is a necessary commitment.

Panellists stressed that the key of success is innovation. It is the key factor that differentiates one player from its competition and enables companies to actually grow and be at the forefront of the technology curve. However, it is not just having the right strategy which is important, it is all a matter of how the strategy is executed.

Summary of closing remarks

At the end of the session the moderator named some of the key issues raised; differentiated pricing, recognizing the type of data and information, more efficient use of the network, optimizing against usage patterns and the network,