

Identities lost

It used to be so simple. Shoemakers made shoes and telecom companies provided telephony to customers who were clearly defined as the people living inside a specific border. And they never crossed those borders.

Now, seeing their main service eroded by competition and harried by business and technology visionaries, operators are scrambling to reinvent themselves. And it is not just the operators; media companies and equipment makers also seem to be confused as to what their new identities should be.

A BRAVE NEW WORLD is opening up where virtually everyone is connected and enjoying the benefits of high-end broadband services – but that does not mean the old world has disappeared or even become less important.

Fed up with poor coverage, poor sound quality and incomprehensible bills, customers all too often complain that operators seem to have forgotten their roots. They demand more focus on quality, simplicity and reliability – all traditional telecom values.

ONE WAY OF GOING BACK to basics, but on a higher level, is to turn broadband access into a profitable busi-

ness on its own. Our article “Don’t be afraid...” aims to prove this point. Hanging on to your customers by giving them basic high-quality services must surely be the starting point of any new business strategy. And understanding the different driving forces behind broadband makes it easier to strike the right balance between old and new services, which is the main theme of this issue.

IT IS ALL TOO CLEAR that you cannot be everything to everyone. And as broadband expands the telecom universe, the sheer size of it is enough to make you feel dizzy. It takes guts to let go, but the range of new opportunities is so much wider.

With this second issue, we hope to bring you some food for thought around the necessary work of redefining not only telecom, but all the other traditional industries that the broadband revolution will affect. Judging from your reactions to our first issue, we must have got some things right, and we hope this means that you will stay with us for the long haul. •

Mats Thorén
editor-in-chief



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