



Digital Transformation: Transforming Minds, Not Tools

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T-Mobile for Business

Welcome!



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Seeing The Big Picture

B2B

B2C



Telecom companies often don't have an **E2E delivery strategy** driving a cohesive & collaborative approach to maximize potential market opportunities

One Simple Fact Emerged



Without an E2E approach, companies would **singularly focus** on investing in end-product growth to keep moving forward

The reality is that Customers consider their **entire experience** with a company to be the “product”

This Was Not By Accident

Products



Easy to *attribute* business value



Continual technology growth forces you to keep prioritizing



Readily available sponsorship due to tangible outcomes



Next Gen Connectivity, IoT, and 5G products are coming from Telecom



E2E Supporting Experiences



Difficult to *describe* business value



Old, customized tech stack from mergers, acquisitions, and lack of investment



Leadership struggles to see the positive outcomes



Telecom customers historically view us as a utility company

A Burning Platform Emerged

Eventually,

Market saturation and declining margins forced Telecoms to



their approach

***The Answer...* TRANSFORM!**



Success Has Not Come Easy

70%¹

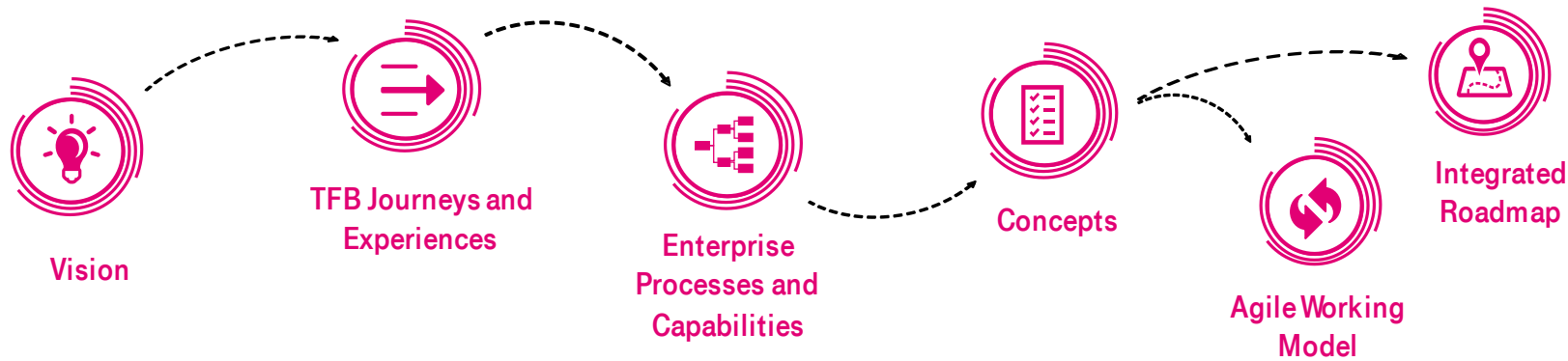
**Business Transformations
fail to achieve their goal**

Companies Digitized All the Processes They Could
Digitizing Bad Process ≠ Resolving the Core Problem

Without Addressing All Pillars of Successful Transformations
Experiences | Processes | Technology | Change Management



Adopt an End-to-End Differentiated Approach



VISION

EXECUTION



End-to-end Experience

Segment and user-based
E2E journeys



Fit-for-purpose Architecture

Data-centric architecture balancing
build and buy



Operating Model

Scaled agile framework with
iterative execution model



The Team

Business and IT collaborate
with best-in-class partners

Visualizing the Future Experiences



Transformation in Action at T-Mobile

How Benefits are Realized

- Artificial Siloes are Removed
- Articulate Business Value
- Fund Based on Experience
- Redesign Core Processes
- BPM Based Operations
- Bring IT Upstream

