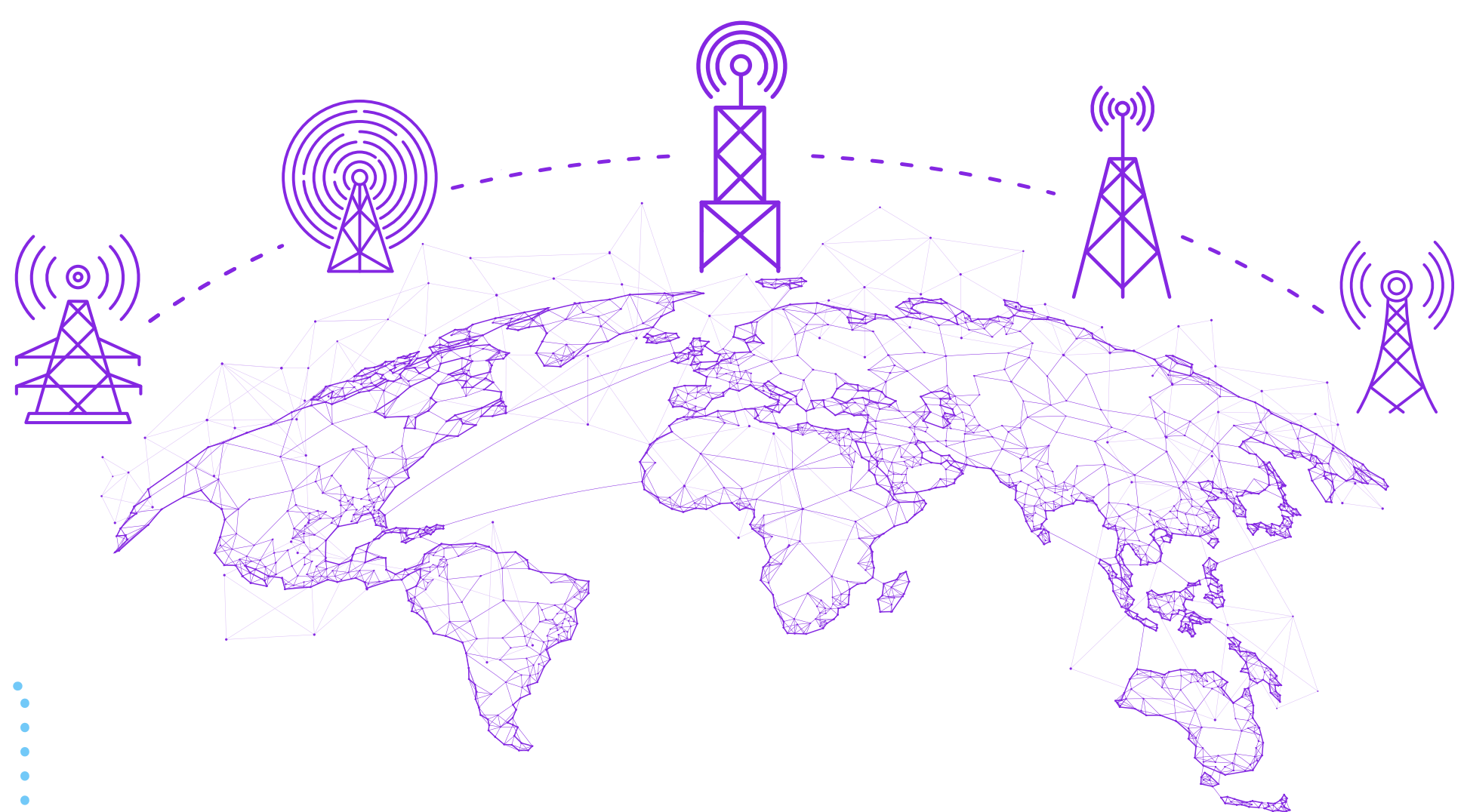


What will define the telecom industry in 2024?

At the heart of everything will be **5G**, which will propel all other innovation forward. And the key enabling technology will be **AI**.

The telecommunications industry is undergoing rapid changes as new technologies, customer demands, and competitive pressures reshape the market landscape. For Communications Service Providers (CSPs) and telecom operators who overcome challenges such as inflation, needing workers with new skills, and reducing energy consumption, there are opportunities to grow revenue by providing new digital solutions to their industrial and enterprise customers.

Let's explore the key trends that will shape the future.



Prediction 1:

The network will be the differentiator and 5G the locomotive.

The deployment of 5G networks creates new opportunities for revenue generation for telecom operators. Most CSPs are investing as much as 15-20% of their revenue back into network modernization. Since the predicted revenue growth of traditional telecom services is only 1-2% per year, new revenue from 5G services is needed to survive and thrive.



The pace of 5G rollout is accelerating.

- By end of 2023, there were more than 1 billion 5G connections in the world, set to reach more than 2 billion by 2025¹
- By the end of 2025, more than two in five people will live within reach of a 5G network.²
- 5G enables new use cases including: massive IoT, ultra-reliable low-latency communications (URLLC), edge computing, and network slicing.

[Learn more](#)

Prediction 2:

Telecom industry will enable mobility in other industries.

CSPs will leverage cloud technologies to offer industry-specific solutions to their enterprise customers across various verticals such as healthcare, manufacturing, retail, media, and education.

What are the drivers?

- The addressable market for these industry-specific services could reach as much as 700 billion USD by 2030.³
- Nearly 75% of manufacturers worldwide say they'll implement 5G within two years of it becoming available.⁴
- The global telecom IoT market is expected to grow at a CAGR of 42.3% from 2019 to 2025, reaching \$18.4 billion by 2025.⁵

AI will be the **key enabling technology** for telecom operators to develop **new industrial solutions**.

[Learn more](#)



Prediction 3:

Telecom operators will adopt sustainable technology solutions to reduce their environmental impact.



5G can be up to 90% more efficient than 4G in terms of energy consumption.⁴

There are also some mechanisms that can improve the energy performance of 5G networks, such as the use of AI and IoT. In fact, 50% of CSPs expect to achieve energy savings of 10% – 20% over the next two years thanks to AI.⁶

AI can reduce telecom energy consumption by:

- Monitoring the network performance, traffic load, and user behavior to dynamically adjust network parameters and settings
- Enabling proactive and preventive maintenance and repair that reduces network energy consumption
- Using machine learning models to generate and automate actions for energy savings, such as the ultra-lean design of 5G NR and the cell sleep mode

IFS helps CSPs to **make sustainability a reality** with **AI-powered optimization** for field engineers and service fleets including EVs.

[Learn more](#)

Make 2024 Your Year of Innovation

2024 will be a critical inflection point for CSPs, with opportunities to achieve their digital transformation goals, enhance their customer experience, create new revenue streams, and reduce their costs. And the secret to success will be AI.

With our **IFS.ai framework**, we can accelerate your time to AI value, enabling you to build a successful, sustainable business for the future.

[Read the full predictions](#)

About IFS

IFS develops and delivers cloud enterprise software for companies around the world who design, build, operate and maintain assets. Within our single platform, our industry specific products are innately connected to a single data model and use embedded digital innovation so that our customers can be their best when it really matters to their customers – at the Moment of Service™.

The industry expertise of our people and of our growing ecosystem, together with a commitment to deliver value at every single step, has made IFS a recognized leader and the most recommended supplier in our sector. Our team of more than 5,500 employees every day live our values of agility, trustworthiness, and collaboration in how we support our thousands of customers.

Sources

- <https://www.statista.com/chart/24398/5g-impact-on-industries/>
- <https://www.statista.com/chart/24398/5g-impact-on-industries/>
- <https://www.ericsson.com/en/5g/forms/5gforbusiness-2019-report>
- <https://www.capgemini.com/insights/expert-perspectives/5g-strategy-why-telcos-should-target-industry-verticals-now/>
- <https://www.ilink-digital.com/insights/blog/7-top-digital-transformation-trends-shaping-the-telecom-industry-in-2020/>
- <https://www.globenewswire.com/news-release/2021/11/02/2324977/0/en/Telco-industry-sees-AI-as-key-to-cutting-energy-demand-from-rising-internet-traffic-Nokia-GSMA-research.html>