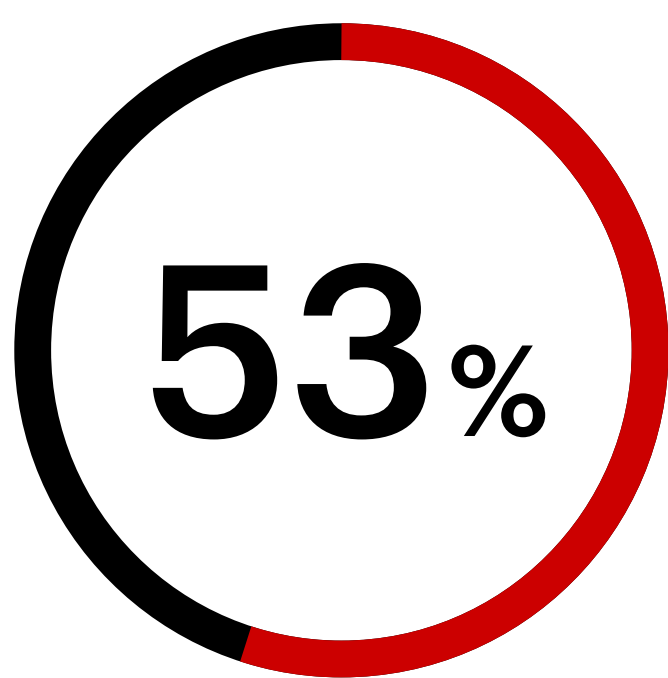


How Telcos Can Win the 5G RACE

Network operators that ignore the naysayers will be best positioned to win

Many telecom execs aren't sold on 5G



More than half of executives at large mobile network operators see no near-term business cases for 5G.

Naysayer Ned

The business case isn't there 👎

Doubting Doris

It will take too much capital 💰💰

Skeptical Scott

It's just a cost-reduction move 🙄

5G will significantly boost network performance

Wireless speeds will be fast enough to compete with fiber-to-the-home broadband Internet service.

10x
higher device
density

>10x
faster
data rate

10x
reduced
latency

100x
lower
energy



Keys to Success in 5G

Act early

Network operators that wait for specific 5G uses to mature risk being left behind.

Take advantage of existing infrastructure

Build 5G networks that make full use of existing physical and spectral assets.

Go on the attack

Where to invest will differ for mobile-only, fixed-only and converged operators.

Look for near-term wins

Invest in 5G business cases that will show results in the next 2 years.

Build a multiyear roadmap

Develop battleground-specific rollout plans that will evolve as 5G technology improves.

Read more:

[Why the 5G Pessimists Are Wrong](https://www.bain.com/5g-pessimists)
<https://www.bain.com/5g-pessimists>