



# DIGITAL TRANSFORMATION IN MOBILE COMMUNICATIONS

## CONDITIONS AND REQUIREMENTS

25.11.2024

Carsten Winter, Transformation Office | cPMO

# KEY FACTS | O<sub>2</sub> Telefónica



**7.250**

Employees



**43,2**

Million customers



**8,164**

Revenue / Bill. €



**13,2%**

Investment Rate



**28.000**

Mobile radio sites



**>95%**

5G-Coverage



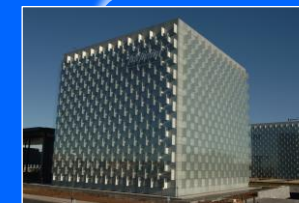
**4,8**

Data usage 2023 /  
Bill. GB



**-87 %**

Energy consumption  
vs 2015



**Part of Telefónica S.A.**

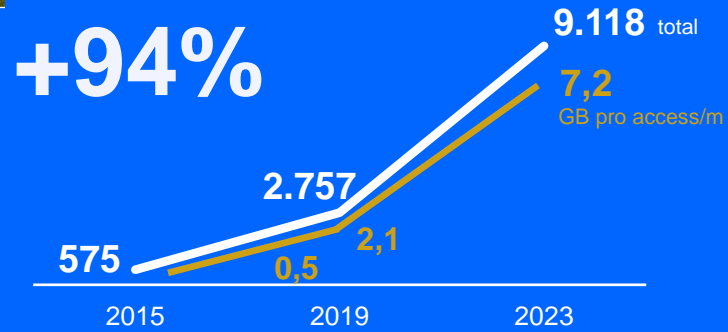
**383** Mill. Customers

**40,65** Turnover / Bill. €

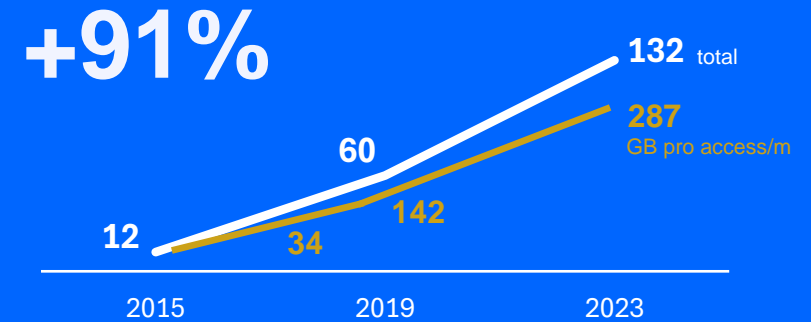
# KEY FACTS | THE TELECOMMUNICATION MARKET



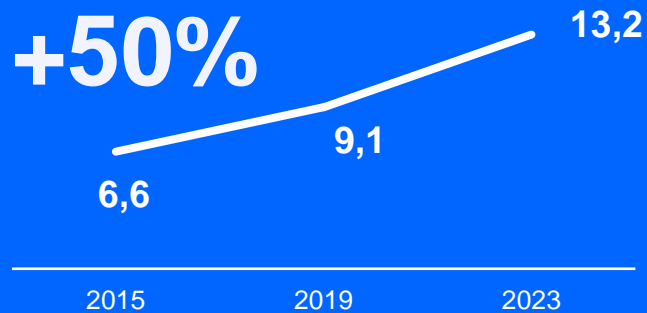
Data volume in mobile communications in Mill. GB



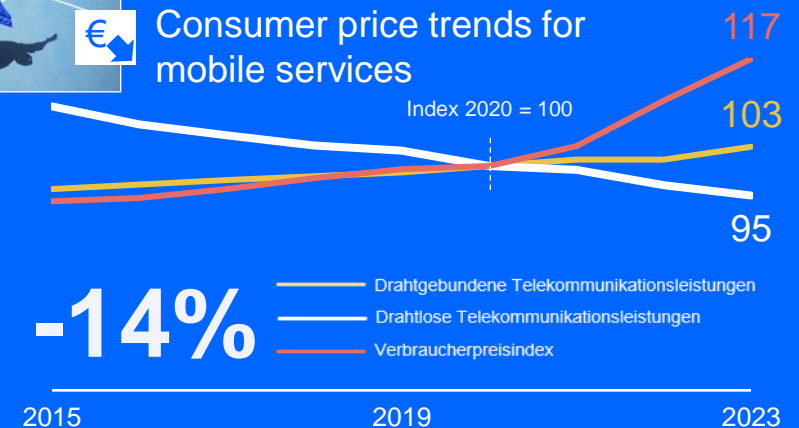
Data volume in fixed networks in Bill. GB



Investments in tangible assets in Bill. €

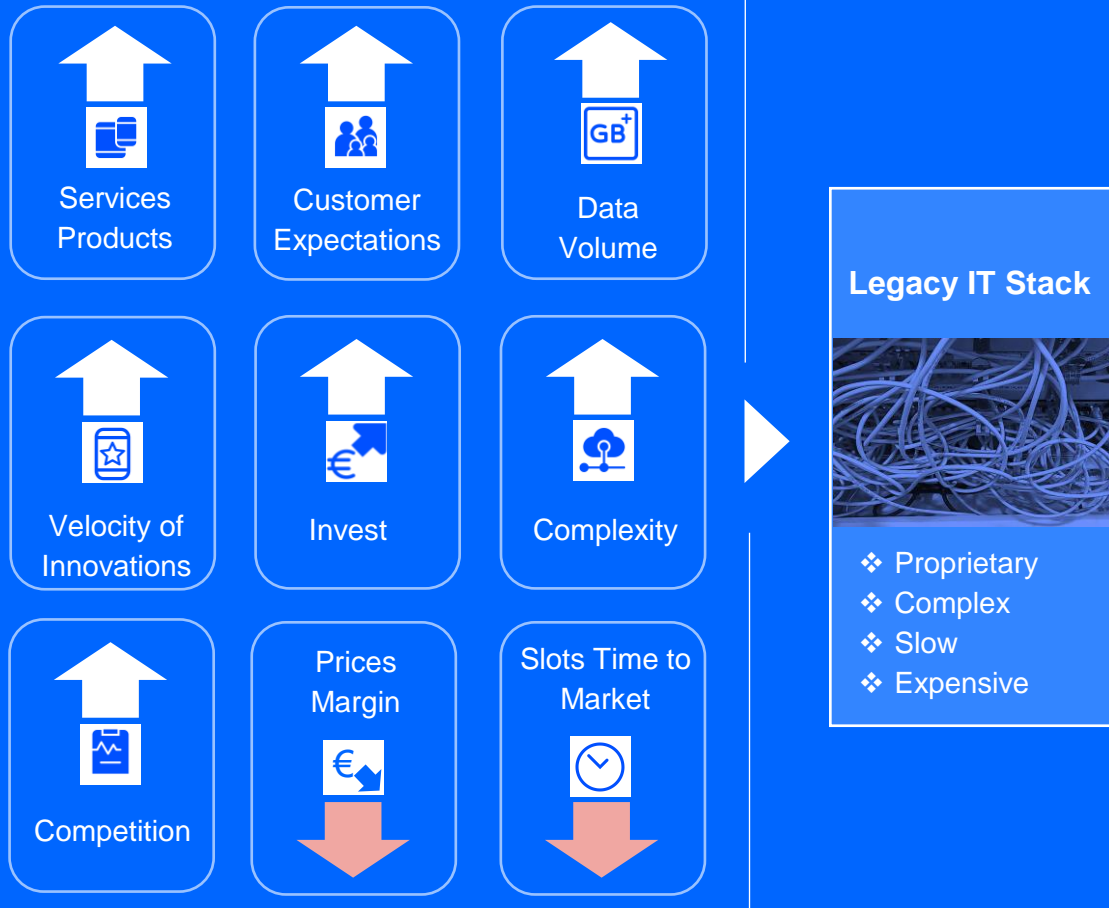


Consumer price trends for mobile services



# NEED FOR TRANSFORMATION / THE PROGRAM

## The Situation



## The Transformation

Start of the largest and most innovative program for digital transformation in the teleco sector in Europe (Radical Architecture (I)Technology Transformation – RAITT)

**Radical  
ALL**

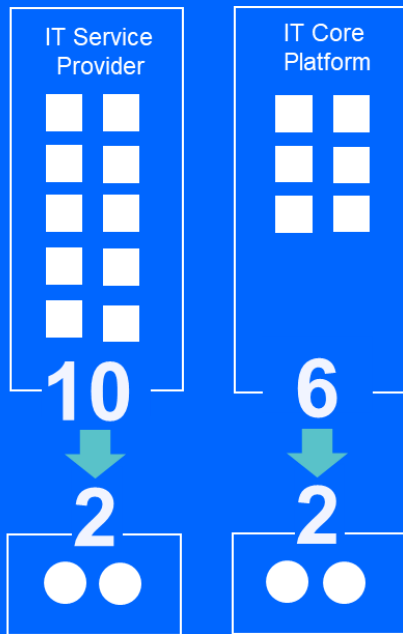
**FAST  
3  
years**

**SELF  
FUNDED**

### New Stack

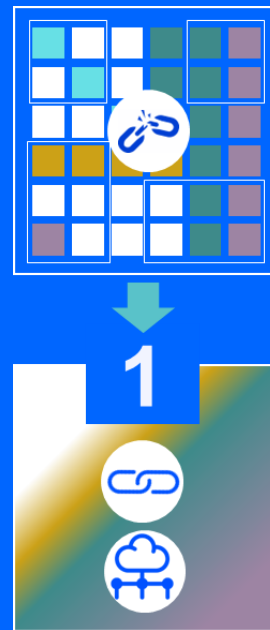
- 
- ❖ Standards
  - ❖ New functions
  - ❖ Future proof
  - ❖ Quick

# TRANSFORMATION / THE DETAILS



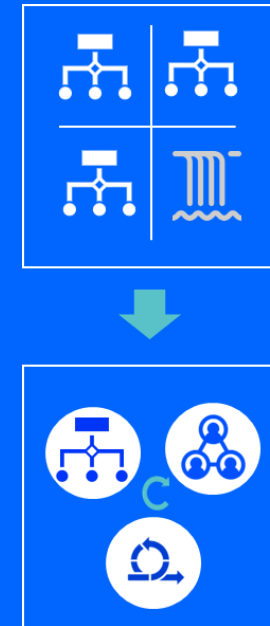
Reduction of the number of IT Service provider and the IT Core platform

**-30%**  
IT-Costs



- 1 IT Platform & switch to Omnichannel;
- All Business & Administration Units
- Standardized systems (e.g., Salesforce)
- Microservices & Full Cloud Integration

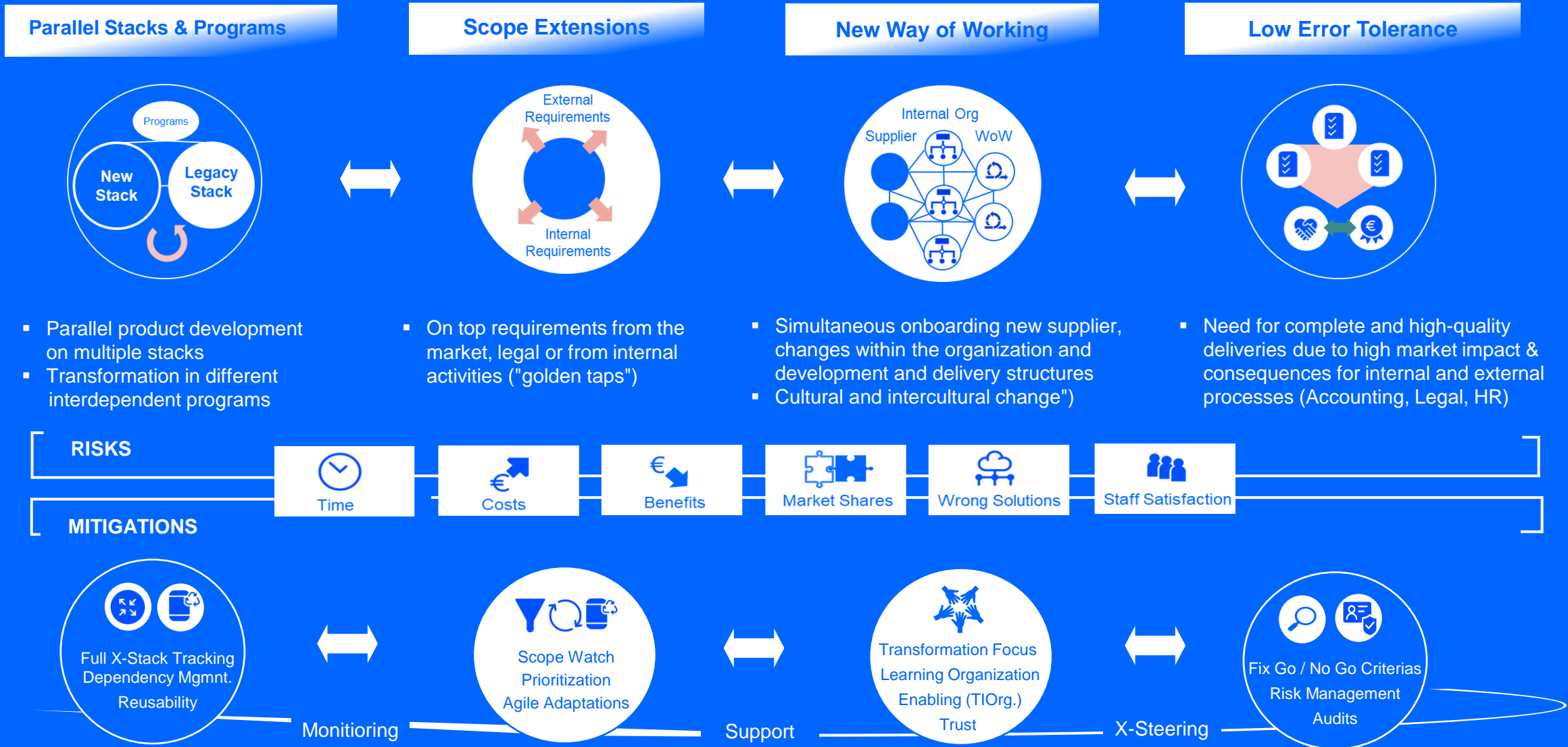
**+50%**  
min. Time to Market Speed



- Switch to fully agile / hybrid org structures
- Integration of all areas and suppliers
- Agile / iterative product development & delivery

**-90%**  
up to Realization Costs

# TRANSFORMATION | CHALLENGES, RISKS & MITIGATIONS



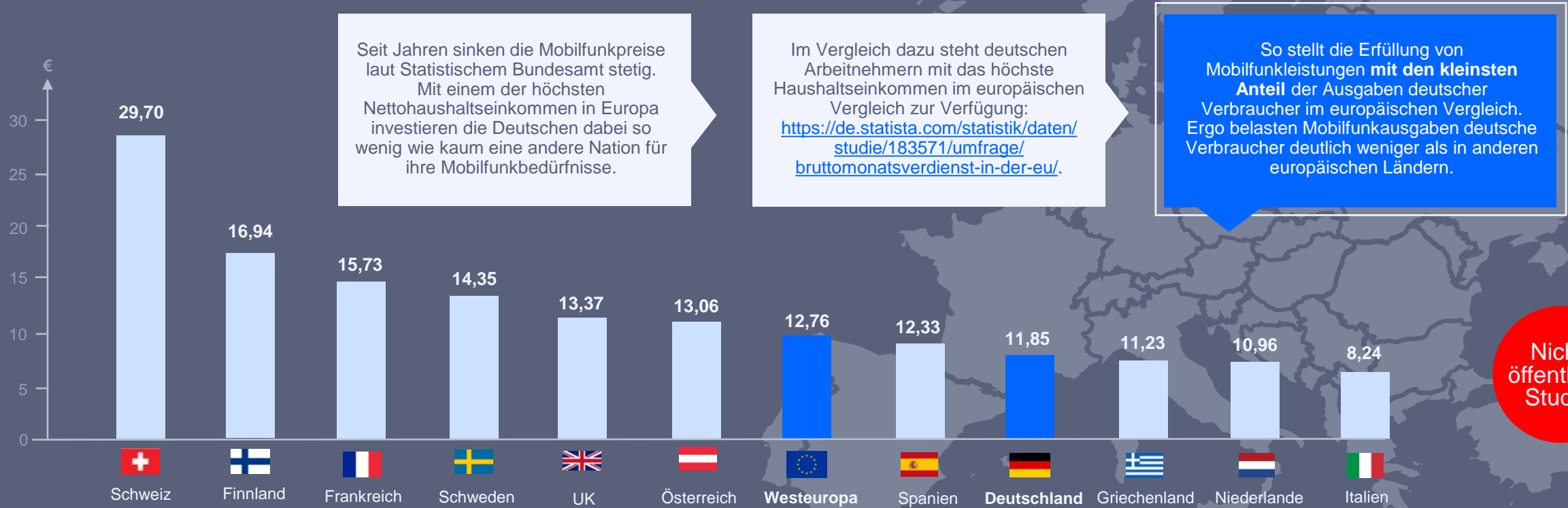


O<sub>2</sub>

Telefónica

# Effektive Verbraucherausgaben für Mobilfunk

## Tatsächliche Ausgaben deutscher Verbraucher für Mobilfunkservices im EU-Vergleich Europavergleich: Ausgaben für Mobilfunkservices bei deutschen Verbrauchern mit am geringsten



Nicht-öffentliche Studie!



# Verbraucherpreiseentwicklung für Mobilfunkservices lt. Statistischem Bundesamt (2020-2023)

- Drahtgebundene Telekommunikationsleistungen
- Drahtlose Telekommunikationsleistungen
- Verbraucherpreisindex

Seit Jahren sinken angesichts anhaltenden Wettbewerbs die Mobilfunkpreise in Deutschland, während hierzulande die Inflation steigt.

