



Creating Infinite
Possibilities.

Shaw's Technology Forward Future

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Competing on Products and Services

TPIA MVNO Competing on Value

New Competitors on emerging services

- IoT, SD WAN, Mesh Wi-Fi

Frenemies as service providers beginning to partner with large cloud providers for services like **“Edge Cloud”** and **“Private 5G”**



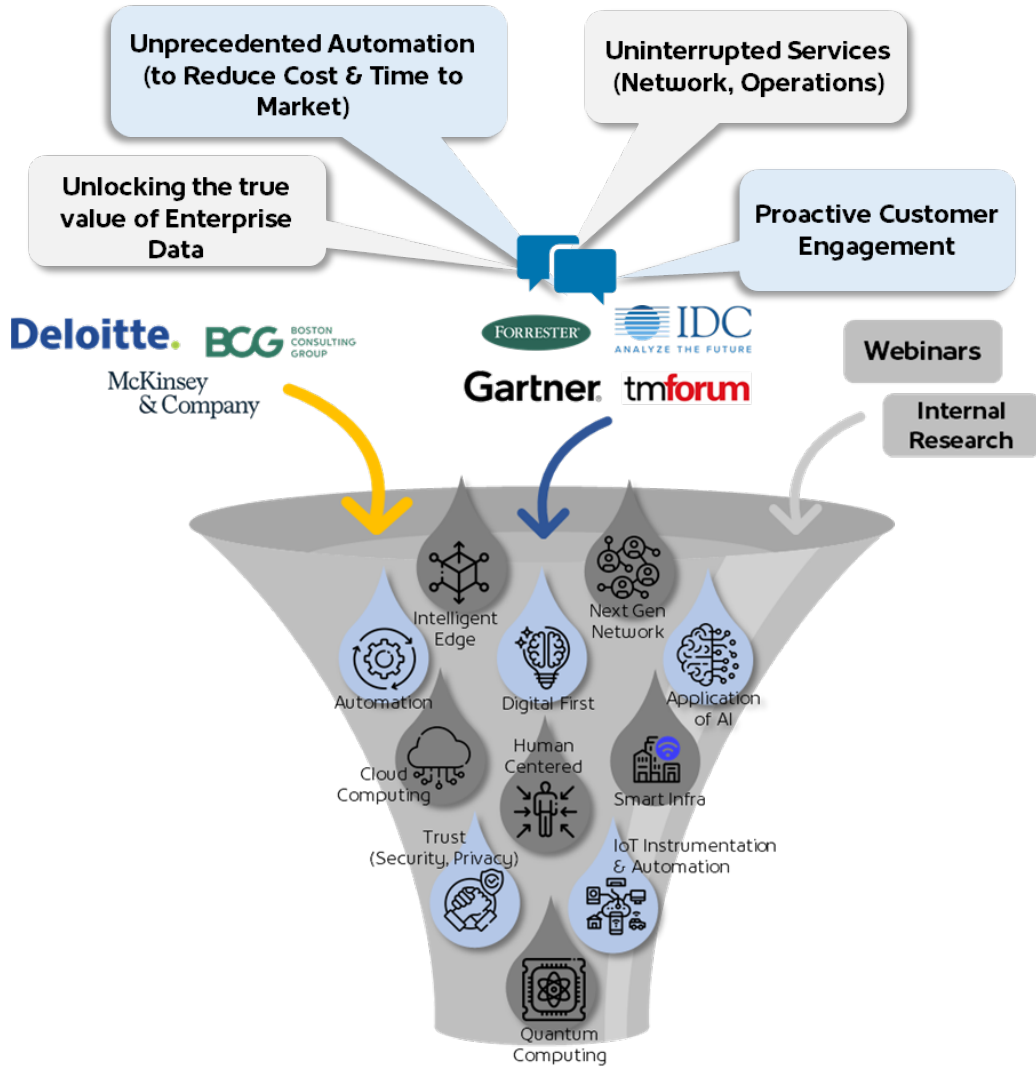
- DOCSIS 4.0
- Network Improvements

- Syndication



The competitive landscape requires us to radically change the approach towards technology as a whole and adopt emerging technologies intelligently

Industry Perspective | Our approach to research

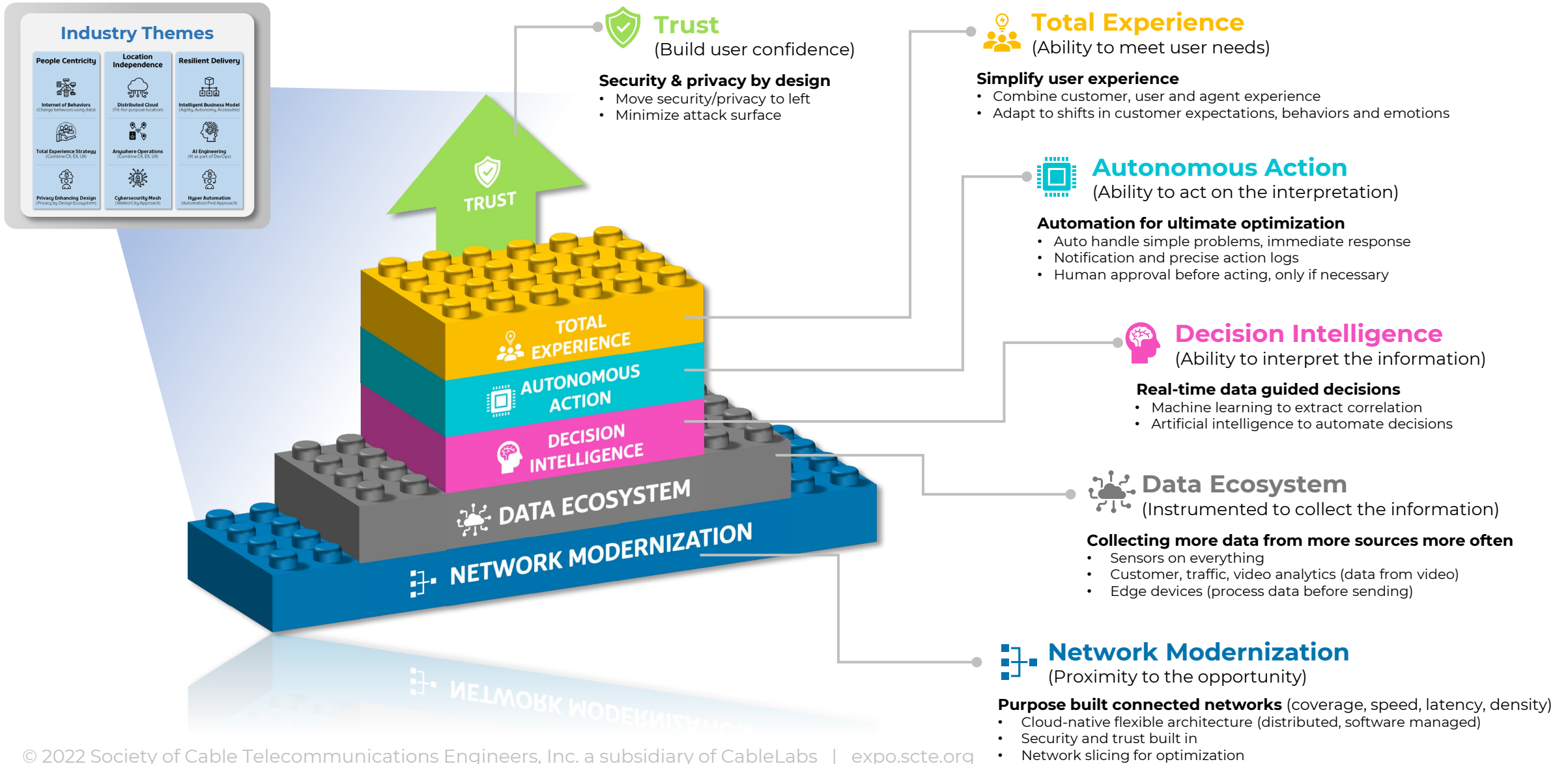


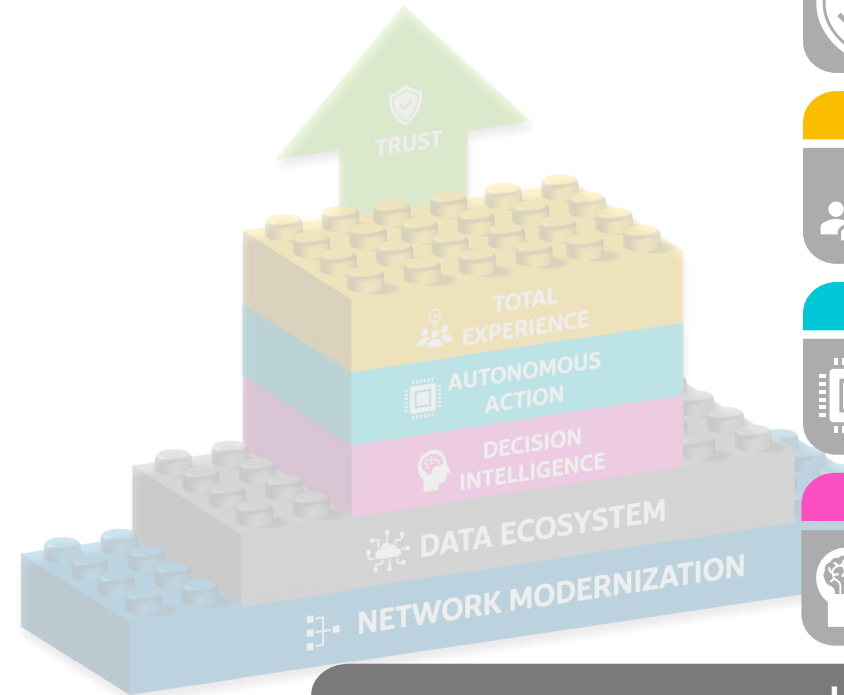
Emerging Technology Themes

<p>People Centricity</p> <p>Internet of Behaviors (Change behaviors using data)</p> <hr/> <p>Total Experience Strategy (Combine CX, EX, UX)</p> <hr/> <p>Privacy Enhancing Design (Privacy by Design Ecosystem)</p>	<p>Location Independence</p> <p>Distributed Cloud (Fit-for-purpose location)</p> <hr/> <p>Anywhere Operations (Combine CX, EX, UX)</p> <hr/> <p>Cybersecurity Mesh (Walled City Approach)</p>	<p>Resilient Delivery</p> <p>Intelligent Business Model (Agility, Autonomy, Accessible)</p> <hr/> <p>AI Engineering (AI as part of DevOps)</p> <hr/> <p>Hyper Automation (Automation First Approach)</p>
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No Technology Trends operate independently, but rather build on and reinforce each other

Emerging Technology | Themes relevant to us





Trust

Trust

- Security and privacy by design; Move security/privacy to left
- Not only do “what is necessary” but also focus on “what is right”



Total Experience

Simplify User (CX, EX, UX) Experience

- Provide consistent and customer centric, any-channel experience
- Build for total experience, i.e., “Happy Agents/Employees = Happy Customers”



Autonomous Action

Hyper-Automation & Automation First Approach

- Need to approach automation as a capability that can reduce human interaction, speed resolution and increase accuracy
- Autonomous action critically depends on collecting and analyzing data



Decision Intelligence

Deep Data Insights

- Strong data analytics practice, which can prove more valuable with massive data collected in the quantified world
- Automatic insights from verified data can highlight areas for improvement



Data Ecosystem

Unified Strategy for Enterprise Data

- Unified data strategy can be greatly increased by instrumenting internal assets and providing new IoT products
- Lacks edge devices and the capability to deploy and manage sensors/actuators at scale

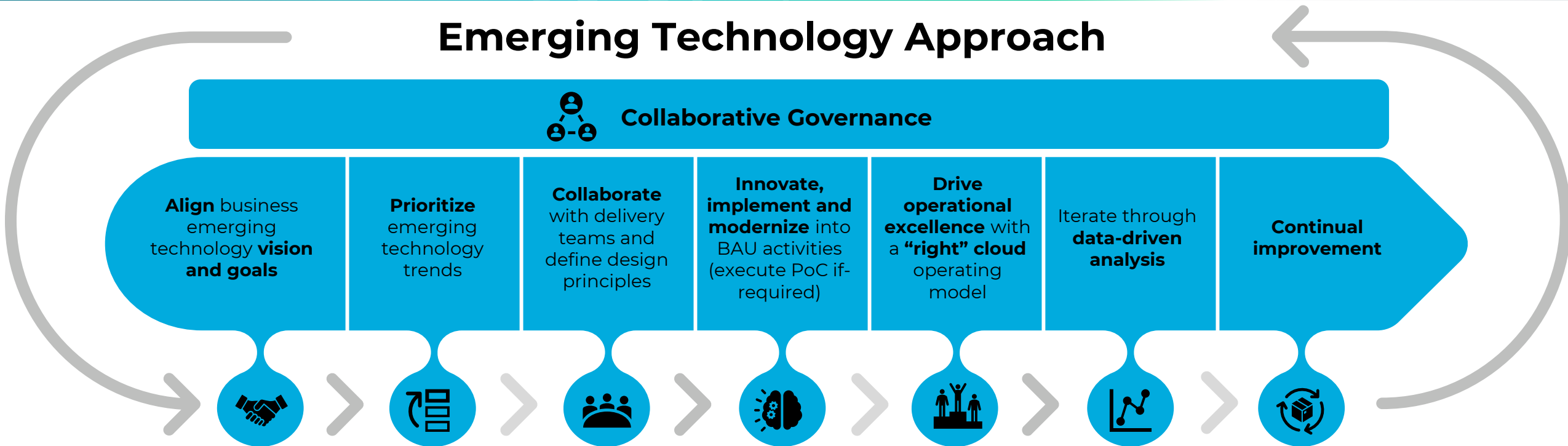


Network Modernization

Ubiquitous Network is an Illusive but Valuable Goal

- A ubiquitous network is an illusive but valuable goal but is constrained by competition, network reach, technology and capital
- Emerging technology and strategic partnership to expand network and improve resiliency

Emerging Technology Approach



DO



Introduce emerging technology into **Business-As-Usual Process** to give us a better chance of success



Treat talent as scarcer than resource and **invest in people first**



Use the **“Right Cloud”** Model, not one size fits all



Automation first approach to **not** overburden the operational teams

DON'T













































Don't start new program/project for using the emerging technology






Don't try to fix poor process with technology; **fix the process first**, and then use technology to help automate process


Emerging Technology | Shared Responsibility Model

Operating Model Stage	Shared Responsibility Model			
	Responsible	Accountable	Consulted	Informed
 Collaborative Governance				
 Business Alignment			 	
 Prioritization			 	
 Planning & Design	 			
 Innovate, Implement & Modernize	 			
 Operational Excellence	  			
 Data Driven Analysis	 			
 Continual Improvement	   			

Internal Teams

-  Business Team
-  IT Team
-  Operations Team

External Teams

-  Technology Partners



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Thank You!

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