

inCode inSights 2022

inCode Consulting Announces Industry Predictions for 2022

inCode Consulting, a business and technology strategy consulting division of Ericsson, announces its predictions for events and transformations that will shape the telecom, media, and technology industries in 2022-2023. The predictions cover:

- Enterprise markets
- 5G monetization opportunities in applications like gaming and metaverse
- Trends in cyber securities
- Federal funding to close digital divide

The predictions, which provide a window into the future, help telecom, media, and technology players, partners, and customers plan for 2022-2023 and beyond. Our predictions have correctly anticipated events occurring within the year with 70% accuracy since 2003

Metaverse

1



Is this the real life? Or is the Metaverse just fantasy?

The Metaverse, the digital twin of the real world, is finding applications into all aspects of life. The immersive experience is changing everything from gaming to fitness to education and is attracting an enormous following. The user base for immersive applications grows year over year and so do the investments. MNOs across the world are exploring the metaverse market by creating their own metaverse or partnering with other companies to provide new experiences and services.

[North American operators to consolidate XR investments into integrated Metaverse experiences](#)

Cloud gaming

2



Mobile gamers get let in from the lobby

Cloud gaming will boom in the coming decade. Current cloud gaming experience is limited by network connectivity. 5G can enhance the gaming experience by

improving specific network parameters to enhance the gamers' experiences. Most cloud gamers are willing to pay for the enhanced experience.

[North American operators will use latest 5G features for enhanced gaming experiences and upcharge between 5 USD to 10 USD.](#)

Enterprise markets

3



One plus one equals three

Coronavirus pandemic applied external pressure expediting enterprise-level digital transformation across verticals. Private network deployments are ramping up with a new focus on digitization. Enterprises' preference for simplicity and operational efficiency encourages partnerships between system integrators/ domain specialists and private network providers creating easy-to-use private networks.

[Nearly half of private network activities involve SIs/domain specialist to build E2E solutions](#)

5G API economy

4



Killer apps through standard APIs

5G API economy is based on the proliferation of API led development such as RIC APIs which allow developers to create apps for automated service management. With more services, more enterprises are being onboarded which leads to more developers building apps. Putting up a "digital storefront" allows customers to order a 5G slice or a drone inspection requires on-demand services, interoperability between services and API driven automation.

[North American operator to commercially launch rApps based service.](#)

Federal funding for broadband

5



Build local, by locals

Canada has started to close the gap of the digitally underserved and committed to have all of Canada with 50/10 speeds by 2030. The Canadian government has greatly reduced this gap in the past 5 years and following the current trend will be

able to complete their mission in the next 8 years. The funds had a clear goal on how spending had to be spent and local ISPs are benefiting from it.

Co-ops, regional carriers, and specialized broadband firms to position themselves to close digital divide

Cybersecurity

6



Cybersecurity signed, sealed, delivered

Cyberattacks are increasing as the digital transformation ramps up. Cloud providers need to start addressing issues in data breaches, unauthorized users, misplaced privileged accesses, and more. Cybersecurity firms focus on using zero trust architecture including SMO Security and, AI/ML security measures which require in-house expertise. Due to complexities in security technology, hyperscalers have committed billions of dollars in mergers and acquisitions to improve cybersecurity enterprise offering.

Large Cybersecurity mergers and acquisition deal to be expected

About inCode Consulting

Founded in 1998, inCode Consulting, a division of Ericsson, Inc., is a respected business strategy and technology consulting firm with unique expertise within the telecom, media, and technology (TMT) industries. inCode distinguishes itself with its combination of deep technological expertise and exceptional strategic vision. Our industry focus allows us to integrate business insight with technology foresight, delivering tangible impact and sustainable value to our clients. From private equity firms to multi-billion-dollar companies, decision-makers have trusted inCode's unique approach to tackling unprecedented business challenges.

Please visit our website to learn more and read our past inCode inSights (previously inCode Top 10 Predictions) www.incodeconsulting.com. For inquiries please contact: info@incodeconsulting.com