

The Enterprise Opportunity in 5G

By [Jonathan Chaplin](#) | November 15, 2021

We have argued that the US carriers won't see additional consumer revenues from 5G. If there is an incremental revenue opportunity, it comes from the enterprise market.

The enterprise opportunity in 5G will be among the major themes we explore at the **New Street Research and BCG Global 5G Conference**, on November 15th (agenda [here](#), and registration [here](#)).

Stephen Bye from **Dish** (3:50-4:30PM ET) will discuss how their network architecture will give them an advantage in deploying private enterprise networks. **Adam Koeppe** from **Verizon** (8:40-9:20AM ET) will discuss the early lead they believe they have with investments in Mobile Edge Compute. **Andre Fuetsch** from **AT&T** (3:10-3:50PM ET) will discuss their approach to enterprise. **Neville Ray** from **T-Mobile** (1:00-1:40PM ET) will discuss how their early lead in mid-band 5G may be helping them take share in the enterprise market.

The cloud platform providers are critical partners to the carriers but they also have their own aspirations in enterprise 5G. We will explore this tension with **Sameer Vuyyuru** from **AWS** (10:20-10:50AM ET) and **Shawn Hakl** from **Microsoft** (11:50AM-12:20PM ET) in a bid to better understand how the value from new enterprise applications and services will be divided between carriers, platforms, and all the players in between.

We will also explore the theme from the enterprise side, discussing the role 5G could play for critical infrastructure with **Roger Kranenburg** from **Eversource** and in revolutionizing everything from battlefield tactics to consumer retail with **Michael Helfrich** from **Blueforce Development Corporation**(9:20-9:50AM ET). We'll discuss other 5G enterprise applications with **Christoph Fleischmann** of **Arthur Technologies**(9:50-10:20AM ET), which specializes in augmented and virtual reality solutions for enterprises with a focus on dynamic collaboration; as well as in our panel with **Alvaro Cuba** of **Nuro**, which focuses on autonomous delivery (2:10-3:10PM ET).

Finally, we will explore the role that CBRS will play in enterprise private network deployments with **Iyad Tarazi** from **Federated Wireless** (11:50AM-12:20PM ET). We will be doing one-on-one and small group meetings with

most of these executives. Please submit all **one-on-one** requests **before the end of the day on Friday November 5th**(register for one-on-ones [here](#)).

Conference speakers and agenda [here](#).

Register for the conference [here](#).

One-on-one requests [here](#).

Full 12-month historical recommendation changes are available on request

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