

Demystifying 5G

For Decision Makers

As advisors in the telecom sector we have first-hand experience in how much confusion technology marketing creates. With 5G is set to impact enterprises in different market verticals, executives are bombarded on 5G capabilities and business models. But how to tell reality from hype?

We devised this 5G workshop to help corporate executives, financial investors, technology decision makers and regulators to assemble the facts on 5G that will better prepare organizations to define a market strategy. We have been ourselves in a similar position in companies we founded and led: we understand the challenge and we believe we can help!

We offer this workshop at no cost. We also don't ask for any subsequent commitment to retain our advisory services. We like to help you, because we also get exposed to new challenges: a win-win for both sides.



Our presentation highlights information needed by decision makers who need not be technical but are in a situation to develop a strategy to leverage or capitalize on 5G. We discuss emerging trends and commercialization activities, performance expectations, investment requirements and deployment timelines.

We cover the following topics:

- Technology primer: Under the hood look at what enables the 5G technology covering core, transport and radio access networks.
- Market progress: Commercialization status, spectrum, devices and ecosystem readiness.
- Investments: Roll out and upgrade requirements; impact of architecture and business models on financial business case.

The workshop could focus on specific topics such as:

- Spectrum for 5G
- Private networks
- Deployment scenarios
- Core network architecture
- Antenna technologies
- Edge computing
- Network slicing
- Network virtualization
- Roaming in 5G
- Radio access network
- Network economics
- IoT connectivity
- Transport networks
- Fronthaul evolution
- Standard activities

We offer a pre-workshop call to discover specific areas of interest to help focus the workshop.

Duration and price: Two (2) hours. No charges; no commitments for follow-up advisory services!

Location: On client premise (travel expenses are additional), or audio-visual conference bridge.

Audience

- Financial or corporate investors looking to invest in new business models enabled by 5G.
- Corporate executives seeking to identify potential opportunities in 5G to expand revenues.
- Smart city officials looking to make decisions on technology adoption.
- Regulators seeking to develop understanding on market impact of 5G.

Option: Xona offers a comprehensive full-day workshop that combines multiple 5G focus areas. The workshop is designed to bring more members of your organization up to speed on 5G. This helps increase the credibility of your staff with prospective clients or suppliers, or simply it provides the decision makers with a wide view of the potential of 5G.

Workshop director



Frank Rayal is founding partner at Xona Partners, a boutique management and technology advisory firm. He focuses on enabling companies leverage new technologies and market trends to develop new revenues. For over two decades, Frank worked to bridge the divide between technologies and markets by leading new product introductions. Frank co-founded wireless pioneer BLiNQ Networks. He held senior management positions at Ericsson, Redline, and Metawave. Frank authored multiple market research reports and papers on the wireless industry including a personal blog. He holds a BS in electrical engineering from Case Western Reserve University, Cleveland, Ohio, and an MASc in electrical engineering and an MBA from the University of Toronto, Canada. He is a senior member of IEEE, and a member of Professional Engineers Ontario.

About Xona Partners

Xona Partners has been the trusted advisor guiding executives, investors and board members in developing and executing strategic growth opportunities, mergers and acquisitions, and exploring new frontiers -- all with solid analysis and an unparalleled depth of understanding markets and technologies by leveraging the multidisciplinary and long experience of its team. Xona was founded in 2013 by a team of seasoned technologists and startup founders, managing directors in global ventures, and investment advisors. Drawing on its founders' cross-functional expertise, Xona offers a unique multidisciplinary integrative technology and investment advisory service to private equity and venture funds, technology corporations, as well as regulators and public-sector organizations.

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