



## Small cEII<sub>S</sub> coordinAtion for Multi-tenancy and Edge services

### **Grant Agreement No.671596**

Topic: H2020-2014-ICT-14  
*Advanced 5G Network Infrastructure for the Future Internet*  
Research and Innovation Action

---

#### **Deliverable D8.6**

## **Market Analysis, Roadmapping and Business Modelling Report**

---

Document Number: H2020-5GPPP-GA No.671596/WP8/D8.6/28.12.2016  
Contractual Date of Delivery: 31.12.2016  
Editor: Ioannis Neokosmidis, Theodoros Rokkas -  
INCITES CONSULTING SARL  
Work-package: WP8  
Distribution / Type: Restricted (RE) / Report (R) - Only **Abstract** is included  
Version: 1.0  
Total Number of Pages: 101  
File: SESAME\_Deliverable 8.6\_v1.0\_Final - Abstract

## Abstract

The objective of this deliverable is to investigate the business aspects of SESAME project and 5G networks, *in general*. Towards this direction, three different types of activities are performed: market analysis, roadmapping and business modelling.

The first step in this endeavour is to assess the current status of the market through a market analysis. Several demographic, economic and business data are provided. Among others the evolution of population, revenues and investments as well as 4G coverage are depicted. Information about traffic growth is finally included.

Regarding roadmapping activity, factors affecting market adoption and evolution of SESAME and 5G networks are identified and assessed by experts within SESAME project using the Fuzzy Analytic Hierarchy Process (AHP). A survey is conducted in order to evaluate the relative importance of these factors and classify them. The survey is completed by 16 experts from several European countries belonging to a variety of different sectors including industry, research institutes and academia and having a professional background in telecommunication technologies. The derived results show that Business is rated as the most important criterion for 5G deployment followed in turn by Performance, Flexibility and Acceptance; whilst Technology has the lowest weight. Based on global priorities, the most weighted sub-criterion is that of cost reduction, followed by low latency, optimized and more dynamic usage of all distributed resources, high reliability and new market opportunities.

After defining and prioritizing the aforementioned factors, a business modelling is performed where new players of the value chain (such as facility managers) are identified and incorporated accordingly. The relations between SESAME actors along with the revenue streams are described. Service provisioning methods and charging schemes in a multi-tenant environment are also introduced and presented.

This deliverable can be used by both SESAME partners and other stakeholders involved in 5G deployment since it provides useful guidelines towards SESAME and 5G networks exploitation. It can also serve as a base line for the technoeconomic analysis, performed in the same work package that will build on and further elaborate the described business cases.